

UX DESIGN TRACK

# UX COURSE

ADVANCED COURSE



# Advanced UX Design Course





# Program Direction



## Technical Skills

UX techniques and exercises  
to improve your abilities



## Business Knowledge

work environment and business  
knowledge to work in other  
teams



## Start your Career

obtain your first job or  
freelance Project

about the trainer

# Ayman Taher

Good afternoon!

## WHO AM I?

- ✦ PRODUCT DESIGN LEAD At [Aman E-Payment](#)
- ✦ Founder And CEO Of [Syntax](#)
- ✦ Instructor At: [Udemy](#) And [Almentor](#)
- ✦ Mentor and Consultant



**+12 Years**  
work experience



**+100 Project**  
Freelance



**+50 K Student**  
courses & consultation

**MENTORING**  
PROGRAM

# Trainer Successful Work Stories



**+ 150**  
Project

**MENTORING  
PROGRAM**

## A career in the UI/UX design industry

Studying UI UX design courses in Egypt and Mena will assist you to achieve your career goals. After learning how to create a stunning UX design portfolio with tips & examples during their project classes, students in UI/UX design diploma co-op programs in Vancouver will have brilliant opportunities to get hired.

Please follow job positions for UI/UX designers below:

UX consultant / UX researcher / Interface designer / User Experience officer / Design manager / Product designer / Communication designer



## Prerequisites

You should meet the following criteria:

- Solid research and logical reasoning skills.
- Knowledge of UX design fundamentals is preferred
- Prior experience in marketing, business, or design is preferred

## Estimated Duration

4 weeks of training:

- 4 Online Sessions.
- 3 Offline Session with workshop

# What Will You Learn?

## 1- Introduction to Analytics

In this course, the students learn about how to use applications (like web or mobile applications) usage by users to inform and improve user experience using tools and techniques such as Google Analytics.

At the end of the course, the students will be knowledgeable about:

- Defining user experience metrics
- Improving the design based on data collected



# What Will You Learn?

## 2- Product Management

UI/UX designs are informed and impacted by the product decision made by the product manager. It is beneficial if the UI/UX designer can understand the reasoning behind such products decisions.

This course is an introductory course to product management and responsibilities of product management and particularly the communication between the product manager and the UI/UX designers.

# What Will You Learn?

## 3- UX Fundamentals & Design Research

Learn the core principles of human-centered design and how to appropriately scope a design problem.

Understand how to empathize with users when performing user research, including how to conduct in-depth interviews and create quantitative surveys, and use research data to uncover opportunities.

Apply psychology to design sketches, keeping the end-user in mind.



# What Will You Learn?

## 4- Concept to Low-Fidelity Prototyping

Learn the process of a design sprint, and how to translate findings from research into a prototype that can be tested with users.

Apply user interface principles in the design of a clickable prototype, and conduct a usability test to gain valuable feedback from users that can be used in design iterations.

Learn how to improve design and user experiences based on engagement data in order to increase key performance indicators.

# What Will You Learn?

## 5- UX Portfolio Design

Understand what should and shouldn't be included in a portfolio, as well as the key components that appeal to target audiences.

Apply storytelling and branding frameworks to create a personal profile that conveys a unique value proposition.

Learn best practices for maintaining and updating a UX portfolio.





## Career Readiness Services

### Resume Review

Get a detailed resume review from an industry professional

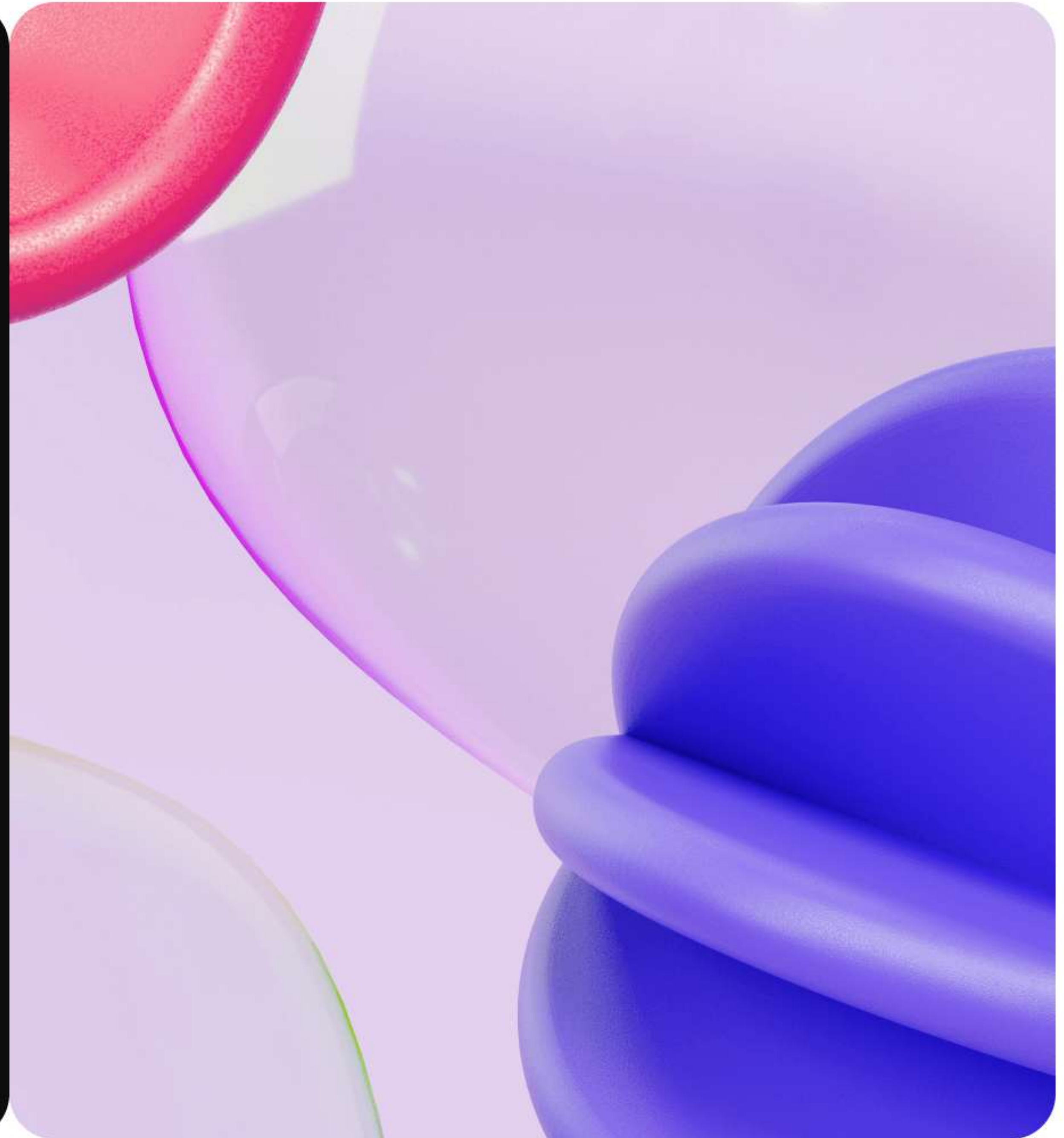
### LinkedIn Review

Get a customized review of your LinkedIn profile from an industry professional.

### Interview Preparation

Get a customized review fro Interview Process

# An Added Value





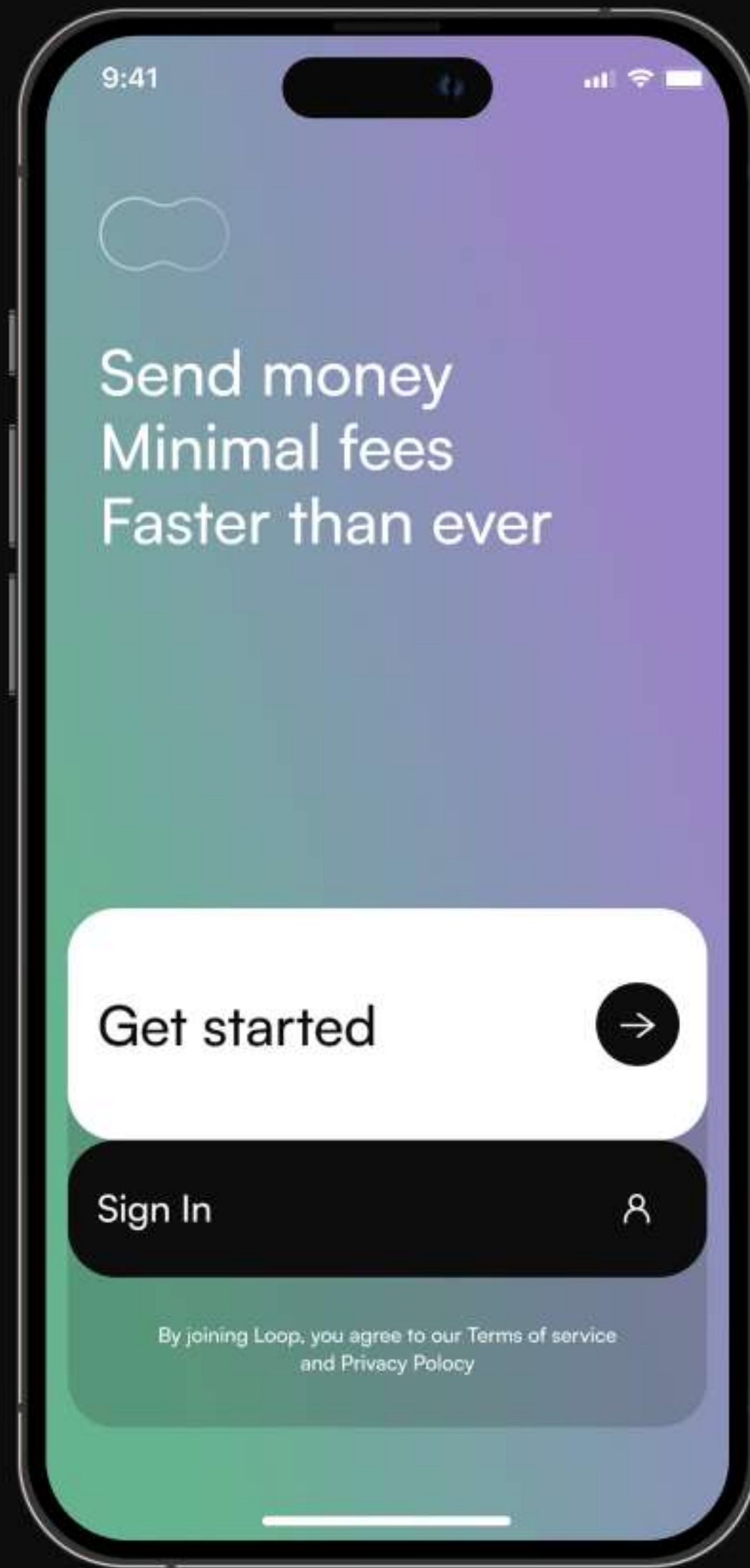
# One To One Coaching

Free One to One Mentoring sessions



**MENTORING**  
PROGRAM





# Complex Real Projects

Real, Huge, and Complex project from the Market



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PROGRAM



# It's Break

to start a great journey with **syntax**

