Design

UX Designer

Master human-centered design and create beautiful, clean user experiences!

Durée de la formation
750 heures

à temps plein
12 mois

OpenClassrooms Certification

ƆPENCLASSROOMS

Projet 1 - 40 heures

Think Like a UX Designer

UX design refers to user experience design. That means putting the user (or customer) at the center of the design process. For the first project you're going to design for the person you know best in the world: yourself!

Compétences cibles

- Give a compelling presentation using storytelling principles
- Communicate using UX vocabulary
- Apply a human-centered approach to design
- Use mind mapping to express ideas

Cours associés

Dive into UX Design

📊 Facile   🕐 8 heures

Start to explore the world in new ways through the lens of a user experience designer. Learn the key UX principles and processes that will take you from research through design.

Learn How to Learn

📊 Facile   🕐 6 heures

Learning quickly and effectively is a key skill that can improve your learning capacity and help you take control of your personal and professional development.

Communicate Your Ideas Through Storytelling and Design

📊 Facile   🕐 12 heures

Storytelling and graphic design are powerful tools to communicate your ideas. Be sure to document your work along the way.

Projet 2 - 90 heures

Conduct Research Around Coffee

A multinational brand has reached out to you to conduct a study on how people drink coffee. Your job is to go into the field and observe and talk to people to uncover interesting insights.

Compétences cibles

- Identify the key discoveries and limits of a research study
- Analyze and synthesize actual user practices
- Map a customer journey
- Write research documentation and conduct interviews
- Create meaningful personas
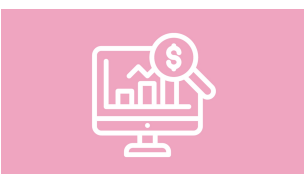- Conduct field research to understand user needs

Cours associés

Conduct Design and User Research

📊 Facile   🕐 6 heures

Get out into the world and understand how people actually behave vs. what they say they do. Move past expectations and assumptions to uncover valuable insights through ethnography, interviews and participant observation.

Do product research: analyze the competition and interview potential customers

📊 Moyenne   🕐 12 heures

In order to know how good an idea is, you need to research the competition, identify a market segment, find and interview potential customers, and develop target personas.

Projet 3 - 70 heures

Usability Test Your Dream Vacation

Conduct usability testing to better understand user behavior and uncover insights and opportunities.

Compétences cibles

- Use card sorting to understand mental models
- Frame and conduct usability studies

Cours associés

Test products on users (usability testing)

📊 Facile   🕐 8 heures

Apply best practices for usability testing and learn methods for gaining insights into mental models of users, as well as sharing your findings.

Projet 4 - 80 heures

Prototype Your First App Using Wireframes

It's easy to get distracted and carried away by the actual design of a website or app, so your first job is to break it down into a simpler form: wireframes. Then we'll create easy digital prototypes that you can start testing on users.

Compétences cibles

- Create a clickable prototype
- Create a user flow diagram
- Design wireframes for web or mobile
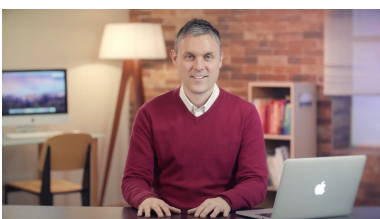- Conduct remote usability testing

Cours associés

Create Simple Prototypes With Wireframes

📊 Moyenne   🕐 15 heures

Use wireframes to communicate how a website or app will work. Diagram user flows to make sure the steps are all in place.

Learn Sketch, build a clickable prototype, and test it on your mobile

📊 Difficile   🕐 20 heures

Prototyping is an excellent way to communicate and get feedback - whether it is customers, stakeholders or even your own developers. Learn the process of identifying a minimum viable product!

Build a product roadmap

▮▮ Moyenne   🕐 20 heures

Roadmaps help define and share what direction your team will take to make the product vision a reality. Use tools like impact mapping and story mapping to help you create a theme-based roadmap that shows how you will achieve your goals.

Manage Creative Projects

You've been tasked with creating a goal oriented roadmap for a small business looking to scale their business and keeping them on schedule. While you're at it, you'll learn to better organize and manage projects created on this path.

Compétences cibles

- Create a business model canvas
- Recommend tools and technology to manage a project
- Organize your own projects through a "Wiki"
- Write a project brief

Cours associés

Project Management 101

📊 Facile   🕐 6 heures

In this course, learn the basics of project management and its lifecycle. Get ready to become a project manager and initiate, plan, execute, and close your projects.
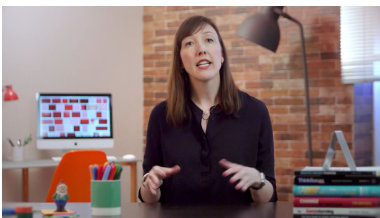
Projet 6 - 60 heures

Lead a Design Thinking Workshop

Facilitate your own design thinking workshop!

Compétences cibles

- Apply the principles of design thinking within a workshop setting
- Facilitate an engaging design workshop
- Prepare a design workshop
- Formalize an idea using low-fidelity prototyping techniques

Cours associés

Host a design thinking workshop

📊 Moyenne   🕐 15 heures

Gain firsthand experience in design thinking — empathy, define, ideate, prototype, test — through hosting a workshop! We'll also examine design sprints.
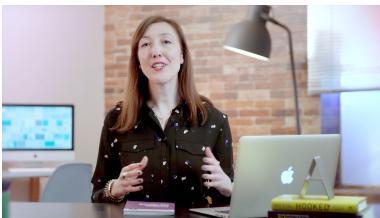
Projet 7 - 130 heures

Design an App to Combat FOMO

You've been tasked with creating an app that helps combat FOMO (Fear of Missing Out). From interviews to conception, you're getting into the minds of users to solve a problem.

Compétences cibles

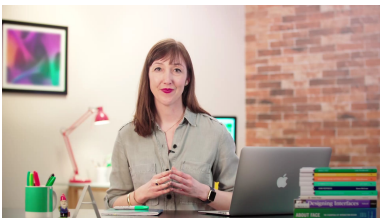- Design a logo and branding system
- Apply psychology to design

Cours associés

Apply psychology to design

📊 Moyenne   🕐 10 heures

Understand human behavior, habits, and emotion in order to make better design decisions.

Design the visual side of experiences (UI design)

📊 Moyenne   🕐 15 heures

Explore design systems and develop your own graphic design eye in user interface (UI) or product design.

Projet 8 - 60 heures

Use Analytics to Inform UX Design

An e-commerce site needs your help to help determine which products are performing best, which will then inform which design direction they take next.

Compétences cibles

- Create infographics and data visualization
- Use and interpret Google Analytics
- Apply metrics and quantitative data to product development

Cours associés
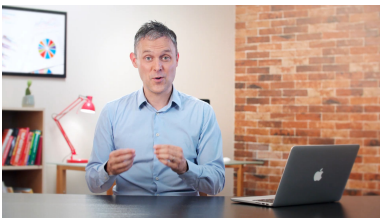
Analyze Metrics to Define a Data-Driven Product Strategy

📊 Moyenne   🕐 12 heures

Effective product managers are data-driven in their decision-making. Learn the necessary concepts, tools and frameworks to ensure that your product goals are being met.

Apply metrics to design decisions

📊 Moyenne   🕐 10 heures

Every product is different. Examine the metrics that will help inform design decisions. Use storytelling to communicate data visually through simple but effective charts and graphs.

Projet 9 - 50 heures

Improve an Existing Product

You're an in-house designer charged with making improvements to an existing website. You'll make recommendations to how it can be improved from an information architecture and content strategy perspective while integrating Lean and Agile.

Compétences cibles

- Define and create an MVP
- Integrate Lean UX into an Agile environment
- Create a product roadmap

Cours associés


Build a product roadmap

📊 Moyenne   🕐 20 heures

Roadmaps help define and share what direction your team will take to make the product vision a reality. Use tools like impact mapping and story mapping to help you create a theme-based roadmap that shows how you will achieve your goals.

Learn About Agile Project Management and Scrum

📊 Facile   🕐 6 heures

Learn the principles of agile software development. Discover how a Scrum Team plans a Sprint, builds feedback, creates retrospectives, and holds daily stand-ups.
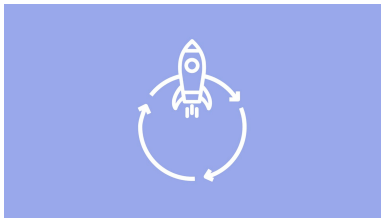
Learn about Lean Startup

📊 Moyenne   🕐 20 heures

Every product vision contains many assumptions. The Lean Startup methodology gives us a framework for applying a "build measure learn" approach to validating our assumptions through designing experiments and analysing the resulting data.

Think like an editor (content strategy and UX writing)

📊 Facile   🕐 10 heures

Develop your writing skills to give yourself a competitive advantage in the world of design. UX designers also need to be part content strategists and UX writers.

Projet 10 - 100 heures

<div style="background: crimson; color: white;">

Create a UX Portfolio and Case Studies

You've done all the work. Now it's time to put everything you've learned into a killer portfolio with case studies to help land your first job in UX.

</div>

Compétences cibles

- Showcase your work through a portfolio and case studies
- Design and manage your online presence

Cours associés

Prepare Your Portfolio and Case Studies

📊 Moyenne   🕐 6 heures

Make your work stand out from the competition by creating an eye-catching portfolio with beautifully designed case studies. Don't forget to consider your entire online presence!

Build quick and beautiful WordPress sites

📊 Facile   🕐 10 heures

WordPress is an indispensable tool for building any type of website. It'll serve you well to know how to launch a good-looking site quickly on the platform.