USER EXPERIENCE DESIGN BOOTCAMP

GENERAL ASSEMBLY

OVERVIEW

General Assembly's User Experience Design Bootcamp (UXDB) is a transformative course that prepares students to break into UX careers.

Designed to get you hired, this UX bootcamp features best-in-class instruction, career coaching, and professional connections to top employers. Join us on campus or online in our Remote classroom.

You'll graduate able to approach problems with creative and technical acumen in order to land a UX job and design the next generation of successful apps, websites, and digital products.

Throughout the expert-designed course, you'll:

- Identify and implement the most effective methods of user research to gain a deeper understanding of what users want and need.

- Use interaction and visual design techniques to craft a dynamic digital product that brings delight and function to users.

- Conduct usability testing to make product experiences more accessible for diverse user populations and environments.

- Learn best practices for working within a product team, employing product management techniques and evaluating technical constraints to better collaborate with developers.

- Produce polished design documentation, including wireframes and prototypes, to articulate design decisions to clients and stakeholders.

- Touch on the basics of hot topics like service design, design operations, and design leadership.

- Prepare for the world of work, compiling a professional-grade portfolio of solo, group, and client projects.

PREREQUISITES

This is a beginner-friendly program with no prerequisites, although many students are familiar with common tools for graphic and web designers and some may have had exposure to UX concepts in the past. Whether you're new to the field or you're looking to formalize your practice, our curriculum helps you gain fluency in end-to-end UX processes, tools, and documentation and put them to work on the path to a new career in the field.

Our Admissions team can discuss your background and learning goals to advise if this UX design bootcamp is a good fit for you.

WHAT TO EXPECT

Pre-Course Learning Paths:

Set yourself up for success in this Bootcamp with up to 20 hours of preparatory lessons covering essential UX concepts in user research, prototyping, and visual design. Tailored to introduce you to foundational design skills and context, UX Fundamentals is a self-paced online learning path meant to help you hit the ground running on day one of class.

The In-Class Experience:

Engage in full-time, project-based learning that's tailored to prepare you for a career in UX design. As a UXDB student, you'll:

- Explore new concepts and tools through expert-led lectures and discussions.

- Complete hands-on design exercises to reinforce newly learned skills.

- Develop fluency in industry-essential topics and techniques via independent, pair, and group labs.

- Engage in real client work to execute the UX design process from start to finish.

- Receive individualized feedback and support from your expert instructional team.

- Build out a portfolio of sketches, user research, and prototypes to demonstrate hireability and job-ready skills to potential employers.

Career Services

As a bootcamp student, you'll have the opportunity to meet with a group of career coaches who will provide you feedback on your job search materials, advise you on how to best prepare for interviews, and share resources to support you on your job search journey.

Throughout on-demand content, live career webinars, and group coaching sessions, you'll:

- Get an inside look at what it takes to have a successful job search journey in your industry.

- Cultivate a competitive candidate mindset, learning how to assess your skill set against job descriptions, track progress, and identify areas of refinement.

- Develop your professional brand: polish your online and in-person presence, job search materials, and build confidence to set yourself apart in interviews.

- Leverage LHH's Proprietary Job Resource Platform: Career Resources Network (CRN)*

- Tap into an exclusive global network of experts, influencers, and peers, plus learn strategies for leveraging your existing connections, in person and online.

- Become an active contributor to the GA student and alumni community.

After graduation, you'll also gain access to additional career resources to help fuel a lifetime of learning. Graduates of our bootcamp courses have access to LHH's Career Resources Network (CRN) to support their job search post-course. CRN is your ultimate career resource hub. It's packed with job opportunities, workshops, and learning tools. It connects you to career, industry, and company information, networking opportunities, live events, and new job leads. CRN delivers comprehensive content using the latest e-learning, streaming media, and podcast technologies. It's your one-stop shop to power your career search and stay organized. Additionally, graduates can dive into new topics or continue honing their skills with discounts on tools, passes, packages to premier events, and more.* You can also apply tuition discounts to future GA courses, classes, and workshops on campus and online.

Components of the Learning Experience

Workshops

Workshops are live learning-opportunities for students to spend time applying their skills to deepen their understanding of UX concepts.

Microlessons + Assignment Journal

Microlessons are self-paced lessons that cover foundational concepts in UX. Students capture their learnings from microlessons in their assignment journal.

Projects

Unit projects each have detail briefs, requirements, deliverables, and rubrics to guide students in what they are working toward.

* not available in Singapore

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WHAT YOU'LL LEARN

| **Pre-Work** | **UX Fundamentals** | *Prepare to hit the ground running on day one of class with self-paced online lessons.* |

Topics covered include:
- Getting started in UX
- The UX design process
- Conducting user research
- Competitive analysis
- Affinity mapping
- Creating personas
- Defining your users' problem
- Information architecture
- Designing intuitive navigation

| **Unit 1** | **Rapid Prototyping, Design Iteration, and Usability Testing** | *Identify and implement the most effective methods of user research to gain a deeper understanding of what users want and need. Apply the UX design process to develop a user-centered solution. Use industry-standard digital design tools to generate wireframes and prototypes.* |

Topics covered include:
- Identifying problems and needs
- Planning, executing, and synthesizing user interviews
- Refining and confirming assumptions
- Hand sketching
- Rapid prototyping
- Essentials of usability testing
- Presentations and handoff process
- Basic wireframing in Figma

Project 1 Example: Rapid Prototyping of a Mobile App Concept
This project focus on students going through the discovery, planning, and development phases of the design process. They will independently apply their skills to conduct user interviews, usability testing, and rapid prototyping of an application using industry standard design software.

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| **Unit 2** | **User Interface and Visual Design Foundations** | *Apply the fundamentals of visual design to bring delight and function to users. Leverage the tenets of information architecture to organize content for the greatest user benefit. Conduct usability testing to make product experiences more accessible for diverse user populations and environments. Use interaction design techniques to craft a dynamic digital product that behaves intuitively.* |

Topics covered include:
- Competitive and Comparative Analysis
- Information architecture
- Navigation and sitemaps
- Web layouts and wireframes
- Interaction design principles
- Visual design: typography, color theory, and composition
- Responsive design
- Accessibility
- Building UI components

Project 2 Example: E-Commerce Website Redesign
Independently, students will redesign an e-commerce website to apply their visual design skills with intuitive interaction design. Students will get practical experience developing higher-fidelity wireframes, sites maps, and navigation.

| **Unit 3** | **Working on a Product Team** | *Work within a design team to solve business challenges and address user needs. Employ product management techniques to design products that can be successfully launched. Produce design documentation to articulate design decisions to clients and stakeholders.* |

Topics covered include:
- Project management and planning
- Design studio brainstorming
- Feature prioritization and integration
- Group facilitation
- Design iterations
- UX writing
- Content strategy
- Product pitching
- Product management
- Sprint planning
- Agile development methodology
- Objectives and key results (OKRs) and key performance indicators (KPIs)

Unit 3	**Working on a Product Team (cont.)**	***Project 3 Example: Group Project - Concept Project Based on A Company Brief*** *As a design team, students will work together to create a concept project going through the discovery, define, and design process. They will utilize project management techniques and methodologies to quickly develop their project. They will also determine their team priorities to best address business and user needs.*
Unit 4	**UX in the Real World**	*Student will be working with a client to develop a solution that fits their problem space and industry. Collaborate as a team to create a design solution that addresses both client business needs and user goals, while managing client feedback and expectations.* *Topics covered include:* • Technology constraints • HTML and CSS • Generative AI • Working with developers • Stakeholder presentations • Client management • Project management • Product management • Balancing business and user goals • Managing Clients and Stakeholders ***Project 4 Example: Client Project - Create a Solution for a Client*** *In this group project, students are paired with a real-world client. Going through the entire end-to-end design process, students will put all of their UX skills to the test. They will also get real experience managing client feedback and expectations while balancing user needs.*

Portfolio + Post Course

Career Building: Portfolio + Post Course Project

Throughout the course, students work toward developing their UX portfolio with case studies based off of their unit projects. With the support of their career coach, they build out a professional resume, brand statement, their LinkedIn profile, and industry ready portfolio with narrative-focused case studies. After they graduate, students will complete an independent post-course project.

Portfolio Project: Industry Ready
Students will work on building out their portfolio throughout the course. With an emphasis on storytelling through design, students will have a portfolio that demonstrates their strengths as a UX designer, how they problem solved to reach a solution for their user, and their style of working.

Post-Course: Passion Project
With the support of their career coach, students will work on a passion project of their choice to add onto their portfolio. This allows students to continue learning and refining their UX skills outside of class.

FREQUENTLY ASKED QUESTIONS

Why is this UX design bootcamp relevant today?

Now more than ever, organizations are recognizing the value of user-centered design, applying its principles everywhere from web experiences, to physical products, to service delivery. According to InVision, 92% of the mature design organizations can draw a straight line from the efforts of their design team to their company's revenue.

We see this reflected on job boards: 70% of design teams increased their headcount in the past year, and employers ranked UX/UI as the most in-demand product design title. What's more, hiring managers place a high value on candidates who complement design and research knowledge with past experience in product management, marketing, engineering, and business strategy. Regardless of your professional background, there's ample opportunity to carve a fulfilling — and lucrative — career path.

Will I earn a certificate?

Yes! Upon passing this course, you will receive a signed certificate of completion. Thousands of GA alumni use their course certificate to demonstrate skills to potential employers — including our 19K+ hiring partners — along with their LinkedIn networks. GA's UX design programs are well-regarded by many top employers, who contribute to our curriculum and partner with us to train their own teams.

What are the professional backgrounds of user experience design students?

UXDB students come from all walks of life but share one common mission: They are passionate about launching a career in design by learning to craft seamless human-computer interactions. We see career-changers from diverse professional backgrounds like graphic design, UI design, architecture, and marketing, as well as more far-flung fields like psychology and anthropology.

What does my tuition cover?

Here are just some of the benefits you can expect as a GA student:

- Expert instruction in the skills you need to successfully transition into a UX career.
- Self-paced pre-work to explore UX fundamentals and prepare to hit the ground running on day one of class.
- Robust coursework, including expert-vetted lesson decks, project toolkits, and more. Refresh and refine your knowledge throughout your professional journey as needed.
- Individual feedback and guidance from instructors and TAs during office hours. Stay motivated and make the most of your experience with the help of GA's dedicated team.
- A professional-grade portfolio to showcase your ability to solve real-world design challenges to potential employers and collaborators, including a mix of solo, team, and client work.
- Dedicated career services to help you navigate your personal job search experience, from design challenges, to salary negotiation, and more.

- Design interview prep, including resume reviews, mock interviews, and whiteboarding practice.

- Exclusive access to alumni discounts, networking events, and career workshops.

- A GA course certificate to showcase your new skill set on LinkedIn.

- Connections with a professional network of instructors and peers that lasts well beyond the course. The global GA community can help you navigate and succeed in the field.

What projects will I work on during this course?

For your capstone project, you'll translate the culmination of your design skills into a professional client engagement. Team up with classmates to deliver UX research and designs for an app, website, or product in a three-week design sprint.

Throughout this Bootcamp, you'll also compile a portfolio of solo and group projects designed to reinforce what you've learned in each unit. Gain hands-on experience with each step in the UX process and create professional-standard documentation spanning research synthesis, information architecture, user flows, wireframes, and more.

Which format should I take this course in – on campus or online?

It's up to you! Our Remote courses offer a learning experience that mirrors GA's on-campus offerings but allow you to learn from the comfort of home. If you don't live near a GA campus, have a busy travel schedule, or just want to save yourself the commute, a Remote course could be a good option for you, if available in your market. You'll still get access to the expert instruction, learning resources, and support network that GA is known for.

If you prefer to learn alongside your peers and can make it to campus, our in-person courses allow you to take advantage of our beautiful classrooms and workspaces.

Our Admissions team can advise you on the best format for your personal circumstances and learning style.

What does Career Services support look like for remote students and on-campus students?

We deliver Career Services for on-campus and remote learning students with the same philosophy, commitment, and expectations. All Career Services activities, programming, and support is asynchronous and done remotely.

- Get an inside look at the industry through on-demand career content, expert panel discussions, guest speakers, career webinars, and more.

- During the course, you'll have access to asynchronous career content via our learning management system to support your learning before and after class time. Additionally, you'll have the opportunity to participate in live remote career webinars and group coaching sessions to learn both with your peers and industry experts.

- You'll have the opportunity to book time remotely 1-on-1 with any of our career coaches to understand the job market and cover topics like resume review, LinkedIn development, interview practice, salary negotiation, and other career-related topics.

Our Admissions team can provide more details on the career support you'll receive on the path to landing a UX design role.

Students have access to Career Services support throughout their GA journey.

Active Students:

- GA Career Services Support
- Access to LHH CRN resources upon graduating from the bootcamp

Graduates:

- GA Career Services support (ends at six months post-graduation date)
- Two months of LHH premium access starting at the graduation date
- Unlimited lifetime access to the LHH CRN

TAKE THE NEXT STEP

Have questions about our User Experience Design Bootcamp course? Our Admissions team is here to help and can advise on if this program is right for you and your learning goals. You can also:

- Attend an info session online or at your local campus.
- Explore your financing options.
- Apply to enroll in the course.*

*Course modality options vary by location, pending market availability. Please contact our Admissions team to discuss what version is available in your location.