Our User-Centered Design Certificate is taught from the user’s perspective. Our online courses prepare you to build the best experience for your Web and app users. You learn tactics such as the user journey, persona development, affinity mapping, and user flow. We even cover emerging platforms, such as virtual and augmented reality, to keep your designs on the cutting edge.

Continuing and Professional Education at The New School delivers courses and programs that give professionals and non-degree-seeking students the edge that can come only from our accredited university and the dynamic network of renowned faculty and industry-leading professionals at the #1 art and design school in the United States\(^1\) — Parsons School of Design.

Learn the skills you need to advance your career in a changing world.

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\(^1\) Quacquarelli Symonds World University Rankings (2020).
UX Design for Emerging Platforms: What’s Next?

Design compelling and useful products for tablets, smartphones, and emerging platforms. Consider the design implications of ubiquitous computing while centering the technology on the human.

Introduction to UX: User Research Methods

This course introduces you to the latest tools and techniques used in UX research and shows you how to apply them in real-world product development. Learn to translate raw data into insights, and insights into the basis for new designs.

Fundamentals of Interaction Design: Users and Products

This course provides a broad overview of and orientation to interaction design principles, concepts, and methods, with a focus on the impact of design on usability, inclusiveness, and the creation of connections between digital products and services and the people for whom they are designed.

Week 1
Introduction to User Experience (UX)

Week 2
Research Basics: Getting Started

Week 3
Research Methods, Part I

Week 4
Research Methods, Part II

Week 5
User Insights

Week 6
Translating Research Findings

Week 7
Presentation and Ideation

Week 8
Task Flows and Information Architecture Basics

Week 9
The Full UX Cycle

Week 1
User-Centered Design and User Experience

Week 2
UX Strategy: Project Objectives and User Needs

Week 3
Scope Definition: Project Goals Meet User Needs

Week 4
Ideation: Steal Your Way to Original Ideas

Week 5
Architecture and Structure, Part I: The User Journey

Week 6
Architecture and Structure, Part II: The Service Model and System Map

Week 7
The Skeleton: Sketches and Wireframes

Week 8
Surprise and Delight: Microcopy and Microtransactions

Week 9
Course Wrap-Up and Project Review

Week 1
A Look Back and What’s Next

Week 2
Design Elements of UX/UI in Emerging Platforms

Week 3
Digital by Default

Week 4
Platforms and Light Coding

Week 5
Emerging Platforms

Week 6
Accessibility and Conversational Design

User-Centered Design (UX/UI) Certificate
Course Outline
**Usability Testing and Evaluation: How Is It Working?**

Learn how to design effective usability tests and conduct research surveys to gain the input and insights needed for successful product improvement.

**Week 1**
Foundations

**Week 2**
Analysis

**Week 3**
User Tests & Heat Maps

**Week 4**
Surveys

**Week 5**
A/B Testing

**Week 6**
The Final Report

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**UX/UI Portfolio**

Apply UX best practices and current design strategies to prepare a portfolio that will give potential employers and clients a favorable impression of your ideas and capabilities.

**Week 1**
Know Thyself

**Week 2**
Design Is Storytelling

**Week 3**
Design Content Strategy

**Week 4**
Crafting Case Studies

**Week 5**
Get into the Design Weeds

**Week 6**
Walk the Finishing Line
**Who Should Enroll**

» Anyone interested in an introduction to UX design
» Designers, developers, creative directors, entrepreneurs, and project managers
» Individuals looking to join the world of UX design as professionals
» Developers looking for opportunities to incorporate UX practices into their work

**What You’ll Gain**

» The ability to distill insights from UX research into an actionable IxD strategy
» An understanding of the field and career landscape of interaction design
» Knowledge of the terminology used in the field of interaction design
» The ability to design and run a usability study on your own product, site, or app
» Knowledge of the stages, frameworks, users, and tools for prototyping

**How You’ll Learn**

» Engaging video lectures and interviews with industry experts
» Direct interaction with faculty practitioners at the top of their field
» Online collaboration, facilitated by small class size and video conferencing
» Project-based learning, yielding real-world skills and portfolio assets

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**Get started today.**

Register at cpe.newschool.edu.

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