Mastering Digital User Experience (UX) Design Bootcamp

31 May – 4 June 2027
London (UK)



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Why This Course

User experience design has become essential for creating digital products that are useful, intuitive, accessible, and enjoyable to use. Whether designing websites, mobile applications, platforms, or internal systems, UX helps teams understand user needs, improve product usability, reduce friction, and create experiences that support both user satisfaction and business goals.

This intensive 1-week UX Design Bootcamp provides participants with a practical introduction to the full UX design process, from user research and information architecture to wireframing, prototyping, visual design, usability testing, and portfolio development. Through hands-on projects, guided design exercises, and real-world product scenarios, participants will learn how to create user-centered digital experiences and present their design decisions with confidence.

What You'll Learn and Practice

By joining this program, you will:

- Understand core UX design principles, methods, and workflows.
- Conduct user research through interviews, surveys, and observation techniques.
- Analyze research findings and create user personas.
- Develop user flows, site maps, and information architecture structures.
- Create low-fidelity wireframes using UX design tools.
- Build interactive prototypes for digital products.
- Apply mobile-first and responsive design principles.
- Use color, typography, layout, and visual hierarchy in UX design.
- Create style guides, design systems, and high-fidelity mockups.
- Apply accessibility and inclusive design principles.
- Conduct usability testing and iterate designs based on feedback.
- Build a UX case study for portfolio presentation.



The Program Flow

Day 1: UX Fundamentals and User Research

- Understand the foundations of UX design and user-centered thinking.
- Explore key UX principles and how they apply to digital products.
- Learn user research methods and practical data collection techniques.
- Conduct user interviews and surveys to understand needs and behaviors.
- Analyze research data and create user personas.

Day 2: Information Architecture and Wireframing

- Understand the principles of information architecture.
- Create user flows that map how users move through a product.
- Develop site maps to organize content and navigation.
- Apply low-fidelity wireframing techniques to structure key screens.
- Get introduced to wireframing tools such as Figma.

Day 3: Interaction Design and Prototyping

- Explore interaction design patterns and best practices.
- Design user interactions that feel clear, simple, and consistent.
- Create interactive prototypes to test product flows.
- Apply mobile-first and responsive design principles.
- Use advanced prototyping techniques to simulate real user experiences.

Day 4: Visual Design for UX

- Apply color theory and typography principles in UX design.
- Use visual hierarchy, spacing, and layout to improve usability.
- Create style guides and design systems for design consistency.
- Develop high-fidelity mockups and polished UI designs.
- Apply accessibility and inclusive design principles to support diverse users.

Day 5: Usability Testing and UX Strategy

- Conduct usability testing using practical methods and best practices.
- Analyze test results and identify improvement opportunities.
- Iterate designs based on user feedback and usability findings.
- Understand UX metrics and methods for measuring design success.
- Build and present a UX portfolio case study with clear design reasoning.



Individual Impact

- Build a strong foundation in UX design methods and tools.
- Gain hands-on experience in research, wireframing, prototyping, and testing.
- Improve the ability to create intuitive and user-centered digital experiences.
- Strengthen confidence in presenting and defending design decisions.
- Develop a UX portfolio case study that demonstrates practical skills.

Work Impact

- Improve digital product usability and user satisfaction.
- Support stronger collaboration between product, design, development, and business teams.
- Reduce design assumptions through research and usability testing.
- Enhance product quality through clearer user flows, prototypes, and feedback cycles.
- Build more accessible, inclusive, and business-aligned digital experiences.

Training Methodology

This program combines UX theory with hands-on design practice through:

- User research exercises, interviews, and survey activities.
- Persona creation, user flow mapping, and site mapping workshops.
- Wireframing and prototyping practice using UX tools.
- Visual design, accessibility, and design system exercises.
- Usability testing simulations and feedback-based design iteration.
- Portfolio case study development and presentation practice.

Beyond the Course

Upon completion, participants will be able to:

- Apply the full UX design process to digital product challenges.
- Conduct user research and translate findings into design decisions.
- Create wireframes, prototypes, and high-fidelity digital product designs.
- Test designs with users and improve them through structured feedback.
- Present a professional UX case study and explain design decisions clearly.

