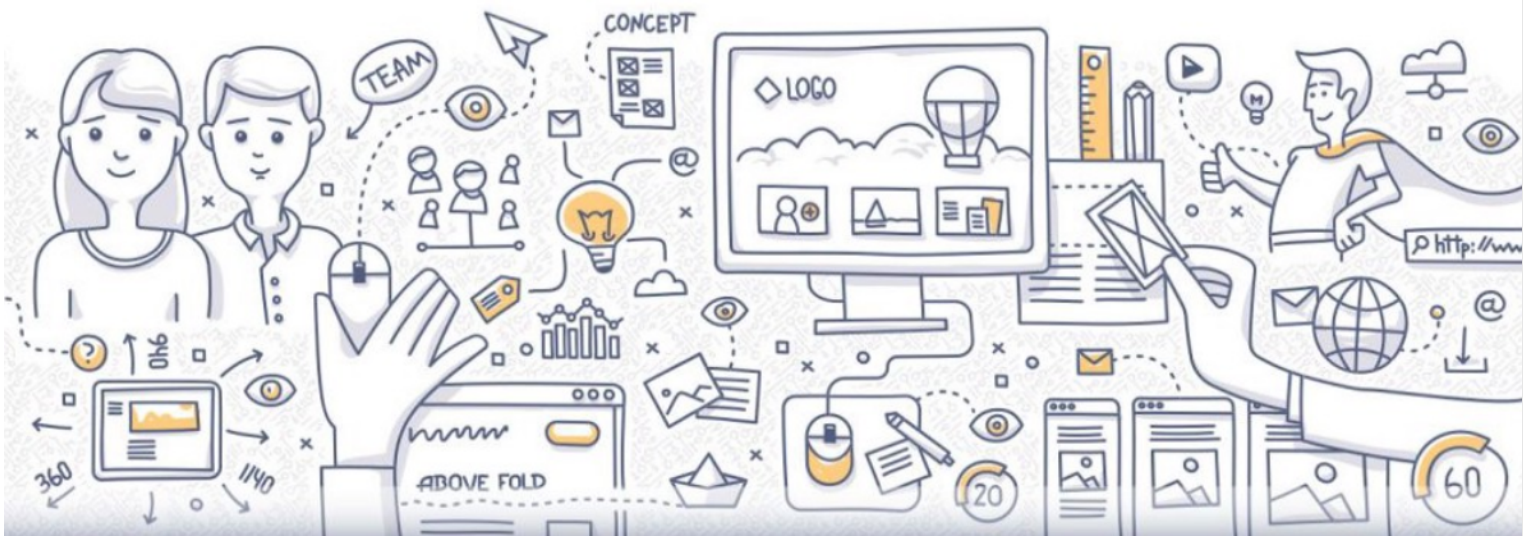


Learn the Skills, Tools and Techniques to Launch a Successful Career as a UX Designer or Product Manager



NTU SGUnited Skills Programme in

UX Design and Product Management

Co-organized by PaCE@NTU and Skills Union

Funded by SSG and eligible for SkillsFuture Credit

Course Outline

This 6-month course has been designed by industry experts to cover the key aspects of UX/UI Design and Product Management to enable learners to excel in a career in this exciting and highly in-demand field.

You will gain essential hands-on experience in conducting research, defining users' needs, ideate solutions, rapidly design, build and test low to high fidelity prototypes, and understanding how HCD and UX are applied in the design of digital products. You will learn all the essential tools and frameworks for UX and Product Management roles to launch a successful career upon graduation.



UX Design and Product Management combine problem-solving, creativity, empathy, logic, and technical skills to create user-centric digital experiences that meet customers' needs to enable and maintain a positive connection to a company's brand.

Throughout the course, learners will learn all of the key aspects of the UX design process, including UX research, planning, UI design, wireframing, prototyping, and testing. Learners will also learn the foundations of product management, including Scrum and Agile, providing them with the core skills to work in product design teams in a start-up, agency, and product company settings.

User Experience
(UX) Research

Usability and
Interaction Design

Fundamentals of
Branding and Design

Human Centred
Design for Web

Prototyping and
User Testing

Product
Management

Course Modules

User Experience (UX) Research

UX research is the foundation of all design processes. The skills taught in this module are an essential part of any UX design or product management role. Learners will learn the key skills and tools required to conduct effective user research projects and apply these in a professional setting.

Human-Centred Design for Web

Human-Centred Design teaches learners the frameworks to apply user-centric approaches to uncover insights and develop solutions that directly fulfill the users' core needs - within the context of great user experience. This course covers the key processes needed in a UX Design or Product Management role, taught by industry professionals.

Usability and Interaction Design

This module covers the key aspects of Usability within the context of modern interaction design, mobile-first, and the design of both responsive websites and mobile apps. On completion, learners will be able to create highly usable digital products in a UX, Interaction Design or Product Management role.

Prototyping and User Testing

In this module, learners will learn how to design highly usable apps and websites by applying the fundamental principles of usability, wireframing, prototyping, and user testing. They will also build interactive prototypes and learn usability testing, accessibility, inclusive design, and A/B testing techniques.

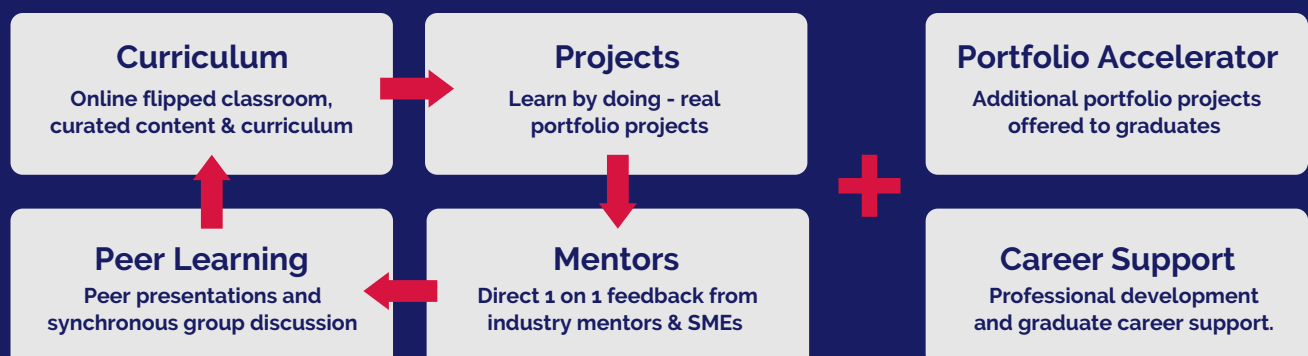
Fundamentals of Branding & Design

In this module, learners will learn how to design highly usable apps and websites by applying the fundamental principles of usability, wireframing, prototyping, and user testing. They will also build interactive prototypes and learn usability testing, accessibility, inclusive design, and A/B testing techniques.

Product Management

Product Management forms the backbone of all digital delivery teams. These essential skills and processes apply to all digital projects, whether developing websites, web-based or mobile apps, and software. This module also covers the fundamentals of Agile and Scrum and how to apply these in a professional setting.

Our unique learning approach is based on Active Social Learning, where learners learn hands-on by interacting with peers through synchronous and asynchronous e-learning using the flipped classroom model, real-world portfolio projects, and direct access to our Mentors. The learning system is based on David Kolb's Experiential Learning Model, Honey & Mumford's Learning Styles, and the Learning Pyramid.



Graduate Support & Outcomes

Industry-Focused Curriculum

Our curriculum is designed and developed with direct input from leading technology industry professionals worldwide and working with leading curriculum content providers. Our mission is to work with and support our learners, to deliver radically relevant learning experiences that equip them with the tools, skills, and technologies they need to succeed in the fast-growing digital economy.

Industry & Mentor Networking

Our industry network of instructors and mentors includes professionals from some of the most recognized tech companies. Our talented team consists of experienced instructors, mentors, and industry subject matter experts, and ongoing networking support for our graduates, ensuring graduates get the necessary support they need to launch their careers.

Portfolio Accelerator - Real Projects

Our graduates work with real startups and hiring partners on projects that provide graduates with the portfolio they need in their job search through our Portfolio Accelerator programme. This project-based, experiential learning approach also allows graduates to learn essential soft skills, such as communicating with clients and the skills they will need in their career for any client-facing role.

Graduate Career Support

Our programme focuses on highly sought-after skills, which, combined with a qualifying admissions process, mentorship, and soft skills development, means that graduates are set up for success. We develop partner relationships with local employers and our global community through mentoring, portfolio projects, and hiring events to support our graduates once they have completed the programme.

Course Application Details:

Click on the dates to register now

Intakes:	2 August 2021 to 28 January 2022
	14 September 2021 to 11 March 2022
	2 November 2021 to 29 April 2022
	3 January 2022 to 1 July 2022
	7 March 2022 to 2 September 2022
Time:	15 hours per week (Total 360 hours)
Venue:	NTU Virtual Learning Environment
Course Fee:	Standard Fee - S\$12,840 (inclusive of GST)
	Subsidised Course Fee - S\$500 nett
	(applicable to Singaporeans and Singapore PRs only)



Scan or click for
more details

Co-organized with

Skills Union