

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 Design and Product Management, to enable graduates to excel in a career in this exciting and highly in-demand field.

You will gain essential hands-on experience in how to research and define users, build and test low to high fidelity prototypes, understand how HCD and UX is applied in digital products, and learn all of the key tools and frameworks for UX and product management roles to launch a successful career.



UX Design and Product Management combines problem solving, creativity, empathy, logic and technical skill to create digital experiences that meet the needs of customers and enable and maintain a positive connection to a company's brand.

Throughout the course, students will learn all of the key aspects of the UX design process, including UX research, planning, design, and testing. Students will also learn the foundations of product management including Scrum and Agile, providing them with the core skills to work within technical teams in a start up, agency, development team environment.

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, and the skills taught in this module are an essential part in any UX design or product management role. Students will learn the key skills and tools required to be able to complete effective user research projects, and be able to apply these in a professional setting.

Human Centred Design for Web

Human Centred Design teaches students the processes to apply user-centric approaches to uncover insights and develop solutions that directly fulfil the customers core needs within the context of great digital products. Taught by industry professionals, this course covers the key processes needed in a UX Design or Product Management role.

Usability and Interaction Design

This module covers the key aspects of usability and UX within the context of modern interaction design, mobile-first and design of digital products. On completion of this course, students will be able to apply the fundamental principles of Usability to create highly usable digital products in a UX, interaction design or product management role.

Prototyping and User Testing

In this module students will learn how to design highly usable apps and websites, applying the key principles of usability, prototyping and user testing. Starting will build and refine their designs into interactive prototypes, and learn the techniques in research, usability and A/B testing.

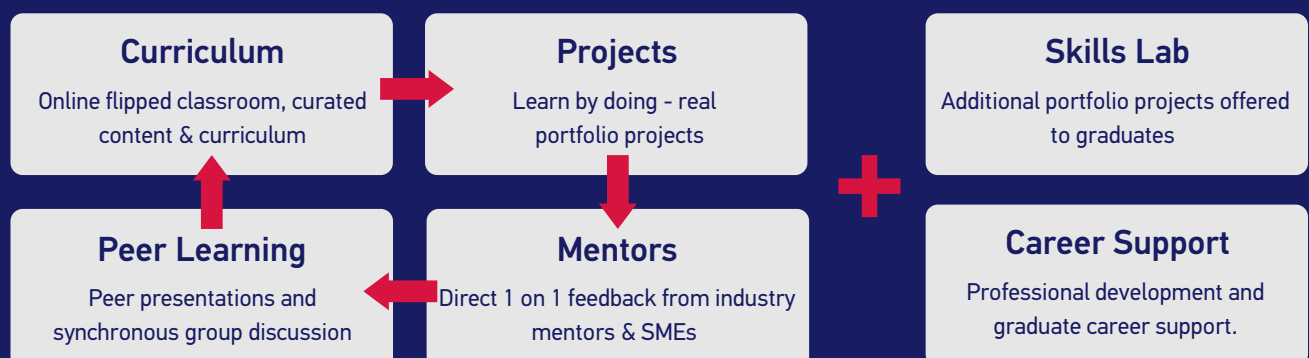
Fundamentals of Branding & Design

This module covers the core principles of what makes great design, including typography, branding, colour theory and visual language. Designed and taught by experienced industry professionals, students will learn by applying these principles to create their own brand, including logo, style guide, marketing materials and website interface.

Product Management

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

Our learning approach is based around active learning, which means students learn by doing and learning with peers, helping to properly prepare students with both the Technical and Soft Skills of the real world working environment.



Student Support & Outcomes

Industry-Focused Curriculum

Our curriculum is designed and developed with direct input from leading technology industry professionals around the world, and working with leading curriculum content providers. Our mission is to work with and support our students, 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 recognised tech companies. Our talent team brings in local industry instructors, mentors and industry subject matter experts, and ongoing networking support for our graduates, ensuring programme graduates get the necessary support they need to launch their careers.

Skills Lab - Real Portfolio Projects

Through our Skills Lab portfolio programme, our graduates work with real startups and hiring partners on projects that provide students with the portfolio they need in their job search. This project-based, experiential learning approach also gives students an opportunity to learn essential soft skills, such as how to communicate with clients and the skills they will need in their career for any client-facing role.

Graduate Career Support

Our programmes focus on highly sought-after skills which, combined with a selective admissions process, mentorship and soft skills development, means that graduates are setup for success. We develop partner relationships with local employers as well as our global community, through mentoring, portfolio projects and hiring events, to support our graduates once they have completed the program.

Course Application Details:

Click on the dates to register now

Intakes: [16 February to 13 August 2021](#)
[8 March to 3 September 2021](#)
[30 March to 24 September 2021](#)

Time: 15 hours per week

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)



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for more details

Co-organized with

