Are you interested in designing apps and user experiences that will rock your clients’ worlds?

Developed by UX design experts, this program will equip you to:

- Identify the human factors that influence user response.
- Apply social and psychological principles to predict user response and conceive designs.
- Build prototypes and evaluate design effectiveness by analyzing qualitative and quantitative information.

**REQUIRED COURSES:**
- Innovation and User-Centered Design
- Cognitive and Social Psychology of User-Centered Design
- Information Architecture
- Prototyping and Evaluation
- Information Visualization Theory and Techniques
- Design Operation and Leadership
- Capstone in User-Centered Design

**SAMPLE ELECTIVES (SELECT 3):**
- Immersive Environmental Design
- Systems Thinking and System Dynamics
- User Interface Design
- Agile Project Management
- Web Development Technologies

“Design-thinking coupled with leadership skills are the magic bullet that technology companies need to successfully innovate and produce world-class products and services. **This program strikes the ideal balance between theory and practice.**”

— Blade Kotelly, Vice President of Design at Jibo and Professional Advisory Board member for the User-Centered Design program