WHY GPS?

- Brandeis standards of excellence
- Convenient, flexible, fully online
- Seminar-style classes
- Average class size of 12
- Faculty from industry
- Professional connections
- One-on-one advising
- Finish in 18 months

WHY THIS PROGRAM?

Design apps and user experiences that will rock your clients’ worlds.

Developed with industry experts, this STEM-designated program will equip you to:

- Build prototypes and evaluate design effectiveness.
- Analyze the human factors that influence user response.
- Apply social and psychological principles to predict user response and conceive designs.

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):

- Design of Non-Screen User Experiences
- User Interface Design
- UX Design Processes
- Demystifying Agile Project Management

“This program strikes the ideal balance between theory and practice.”

— Blade Kotelly, Leader of Experience Strategy at Sonos, and Professional Advisory Board member for the User-Centered Design program at Brandeis GPS