WHY GPS?

- A decade in online expertise
- 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

WHY THIS PROGRAM?

Engage deeply in understanding the human factors that influence user response.

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

- Master interaction design and information architecture tools and techniques, including design ideation and prototyping.
- Understand and apply the physical and psychological human factors that impact how users interact with digital products and technology.
- Hone your skills in design thinking, qualitative and quantitative research and evaluation, and leadership.

REQUIRED COURSES:

- User Experience Design
- Cognitive and Social Psychology of User-Centered Design
- Information Architecture
- Research Methods
- Design Ideation and Prototyping
- 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
- Information Visualization Theory and Techniques

"User experience professionals continue to be among the most in-demand roles in tech. The program gives students a theoretical and practical knowledge of user research and UX design methods, while fostering collaboration, leadership, and strategic thinking skills."

— Eva Kaniasty, Program Chair and Founder of Slipper Studios

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2020-2021 Academic Year