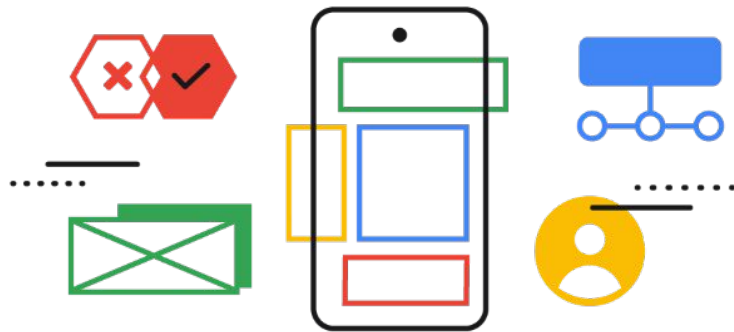


# Google User Experience (UX) Design Certificate



Key Competencies & Job Mapping

## Developing talent for in-demand jobs

Nearly two-thirds of all new jobs created since 2010 require either high- or medium-level digital skills,<sup>1</sup> but 1 in 3 American workers have very limited or no digital skills.<sup>2</sup> To help bridge that gap, we've trained more than 8 million Americans on digital skills to date and invested in building tools and trainings to help create pathways to high-quality jobs.

Google Career Certificates provide job seekers with access to more than 1.3 million in-demand jobs<sup>3</sup> through rapid reskilling, without the need for a college degree or prior experience in the fields of IT, data analytics, project management, and user experience (UX) design. These certificates are taught and developed by Google employees working in these fields, and the content is hands-on, practical, and rigorous. The certificates can be completed in under six months with less than 10 hours per week.

### GOOGLE UX DESIGN CERTIFICATE

The Google UX Design Certificate is designed to prepare learners for entry-level roles in UX design.

We partnered with industry tools, like Figma and Adobe XD, and hiring partners to offer resources, provide feedback, and beta test the certificate content.

# 113K+

in-demand job openings  
in UX design <sup>4</sup>

# 75%

of Google Career Certificate  
graduates report an  
improvement in their career  
trajectory (e.g. new job or  
career, promotion or raise)  
within 6 months of certificate  
completion <sup>5</sup>

### THE GOOGLE UX DESIGN CERTIFICATE PREPARES LEARNERS FOR IN-DEMAND JOBS SUCH AS:

- User Experience (UX) designer
- User Interface (UI) designer
- Interaction designer
- Visual designer
- Motion designer
- Product designer
- Web designer
- User Experience (UX) researcher

<sup>1</sup> Brookings, 2017

<sup>2</sup> National Skills Coalition, 2020

<sup>3</sup> Burning Glass Labor Insights, 2020

<sup>4</sup> Burning Glass Labor Insight, February 1, 2020 - January 31, 2021

<sup>5</sup> Program graduate survey responses, U.S., 2021

# Program overview

Upon completing the **Google UX Design Certificate**, program graduates will:

- Have a portfolio website that includes 3 end-to-end projects: a mobile app, a responsive website, and a cross-platform experience
- Dive into working in Figma and Adobe XD, two of the most in-demand design tools by employers.
- Know how to follow the design process: empathize with users, define pain points, ideate solutions, create wireframes and prototypes, test and iterate on designs.
- Understand the basics of UX research, like planning research studies, conducting interviews and usability studies, and synthesizing research results.



User research



Wireframe



Prototype



Test designs



Usability studies



Create a portfolio

## Course 1

Foundations of User Experience (UX) Design

## Course 2

Start the UX Design Process: Empathize, Define, and Ideate

## Course 3

Build Wireframes and Low-Fidelity Prototypes

## Course 4

Conduct UX Research and Test Early Concepts

## Course 5

Create High-Fidelity Designs and Prototypes in Figma

## Course 6

Responsive Web Design in Adobe XD

## Course 7

Design a User Experience for Social Good & Prepare for Jobs

### CONTENT BREAKDOWN:



374

Videos



227

Readings



229

Quizzes



133

Hands-on Exercises



72

Discussion Prompts

# Course 1 — Foundations of User Experience (UX) Design

In this course, we cover foundational UX design terminology and learners gain a deeper understanding of the role and responsibilities of a UX designer. We also introduce the kinds of jobs learners might pursue after completing this program.

## By the end of this course, learners will be able to:

- Define the field of UX and explain why it's important for consumers and businesses.
- Understand foundational concepts in UX design, such as user-centered design, the design process, accessibility, and equity-focused design.
- Identify the factors that contribute to great UX design.
- Review common job responsibilities of entry-level UX designers and teams that they work with.
- Explore job opportunities and career paths within the field of user experience.
- Explain why design sprints are an important and useful part of a UX designer's work.
- Describe common UX research methods.
- Identify and account for biases in UX research.

## SKILLS ACQUIRED:

- ❑ Explore the field of user experience (UX)
- ❑ Understand foundational UXD concepts
- ❑ Review common job responsibilities of UX designers and their counterparts
- ❑ Learn how to participate in design sprints
- ❑ Explore common UX research methods

## TOPICS:

- ★ Introducing user experience design
- ★ Getting to know common terms, tools, and frameworks in UX design
- ★ Joining design sprints
- ★ Common UX research methods

## CONTENT BREAKDOWN:



47

Videos



26

Readings



39

Quizzes



8

Hands-on Exercises



8

Discussion Prompts

# Course 2 — Start the UX Design Process: Empathize, Define, and Ideate

In this course, learners complete the first phases of the design process for a project that they include in their portfolio. We cover how to empathize with users and understand their pain points, define user needs using problem statements, and propose many ideas for solutions to those user problems.

## By the end of this course, learners will be able to:

- Empathize with users to understand their needs and pain points.
- Create empathy maps, personas, user stories, and user journey maps to understand user needs.
- Develop problem statements to define user needs.
- Generate ideas for possible solutions to user problems.
- Conduct competitive audits.
- Start designing a mobile app, a new project to include in their professional UX portfolio.






## SKILLS ACQUIRED:

- ❑ Conduct interviews
- ❑ Empathize with users
- ❑ Define user problems
- ❑ Ideate using Crazy Eights, How Might We, competitive audits, and more

## TOPICS:

- ★ Integrating research into the design process
- ★ Empathizing with users and defining pain points
- ★ Creating user stories and user journey maps
- ★ Defining user problems
- ★ Ideating design solutions

## CONTENT BREAKDOWN:

	39	Videos
	36	Readings
	39	Quizzes
	8	Hands-on Exercises
	4	Discussion Prompts

# Course 3 — Build Wireframes and Low-Fidelity Prototypes

In this course, learners continue to design a mobile app for their professional UX portfolio. We start by creating storyboards and getting familiar with the basics of drawing. Then, we create paper wireframes and digital wireframes using the design tool Figma. We also create a paper prototype and a digital low-fidelity prototype in Figma.

## By the end of this course, learners will be able to:

- Develop a goal statement.
- Create two types of storyboards: big picture and close-up.
- Understand the difference between low-fidelity and high-fidelity design.
- Apply the basics of drawing.
- Apply the principles of information architecture to organize a mobile app.
- Create paper wireframes for a mobile app design.
- Develop digital wireframes in the design tool Figma.
- Build a paper prototype to add interactivity to designs.
- Design a low-fidelity prototype in Figma.
- Recognize implicit bias and deceptive patterns in design.
- Continue to design a mobile app to include in their professional portfolio.






## SKILLS ACQUIRED:

- ❑ Sketch storyboards
- ❑ Create paper wireframes
- ❑ Create digital wireframes in Figma
- ❑ Develop paper prototypes
- ❑ Develop low-fidelity prototypes in Figma
- ❑ Identify implicit bias and deceptive patterns

## TOPICS:

- ★ Storyboarding and wireframing
- ★ Creating paper and digital wireframes
- ★ Building low-fidelity prototypes

## CONTENT BREAKDOWN:

	48	Videos
	25	Readings
	23	Quizzes
	13	Hands-on Exercises
	8	Discussion Prompts

# Course 4 — Conduct UX Research and Test Early Concepts

In this course, you will learn how to plan and conduct a usability study to gather feedback about designs. Then, you will modify your low-fidelity designs based on insights from your research.

## By the end of this course, learners will be able to:

- Plan a UX research study, including the project background, research goals, research questions, Key Performance Indicators, methodology, participants, and script.
- Explain the importance of respecting privacy and user data.
- Conduct a moderated and unmoderated usability study.
- Take notes during a usability study.
- Create affinity diagrams to group and analyze data.
- Synthesize observations from research and come up with insights.
- Develop persuasive presentation skills to share research insights.
- Modify low-fidelity designs based on research insights.
- Continue to design a mobile app to include in their professional portfolio.

## SKILLS ACQUIRED:

- ❑ Plan a UX research study
- ❑ Conduct moderated and unmoderated usability studies
- ❑ Analyze and synthesize research results
- ❑ Create affinity diagrams
- ❑ Develop persuasive presentation skills
- ❑ Understand the importance of respecting user privacy and data

## TOPICS:

- ★ Planning UX research studies
- ★ Conducting research with usability studies
- ★ Analyzing and synthesizing research results
- ★ Sharing research insights for better designs

## CONTENT BREAKDOWN:



33

Videos



23

Readings



22

Quizzes



15

Hands-on Exercises



4

Discussion Prompts

# Course 5 — Create High-Fidelity Designs and Prototypes in Figma

In this course, we teach step-by-step tutorials on how to create high-fidelity designs, called mockups, in Figma, a popular design tool. Then, we turn those designs into an interactive prototype that works like a finished product. Learners conduct research to collect feedback about their designs and make improvements. Finally, we cover how to share designs with development teams and how learners can highlight their work from their professional UX portfolio.

## By the end of this course, learners will be able to understand:

- Build mockups and high-fidelity prototypes in Figma.
- Define and apply common visual design elements and principles.
- Demonstrate how design systems can be used to organize, standardize, and enhance designs.
- Understand the role of design critique sessions and feedback while iterating on designs.
- Learn how to hand off finished design projects to engineering teams.
- Complete mobile app designs to include in a professional UX portfolio.






## SKILLS ACQUIRED:

- ❑ Create mockups and high-fidelity prototypes in Figma
- ❑ Apply visual design elements and principles
- ❑ Utilize design systems
- ❑ Explore design critique sessions
- ❑ Complete mobile app designs

## TOPICS:

- ★ Starting to create mockups
- ★ Applying visual design principles to mockups
- ★ Exploring design systems
- ★ Participating in design critique sessions
- ★ Creating high-fidelity prototypes
- ★ Testing and iterating on designs

## CONTENT BREAKDOWN:

	63	Videos
	43	Readings
	34	Quizzes
	16	Hands-on Exercises
	11	Discussion Prompts



# Course 6 — Responsive Web Design in Adobe XD

In this course, learners design a responsive website using Adobe XD, a popular design tool. We cover the design process from beginning to end: empathizing with users, defining their pain points, coming up with ideas for design solutions, creating wireframes and prototypes, and testing designs to get feedback. By the end of this course, learners have a new design project to include in their professional UX portfolio.

## By the end of this course, learners will be able to:

- Apply each step of the UX design process (empathize, define, ideate, prototype, test) to create a responsive website.
- Develop designs in a popular design tool, Adobe XD.
- Plan information architecture and create sitemaps for website designs.
- Apply common layouts for web pages.
- Plan and conduct a usability study to gather feedback about designs.
- Iterate on designs based on research insights.
- Work with design systems in Adobe XD.
- Add a new design project to their professional UX portfolio.
- [optional] Create or update a UX-focused resume.
- [optional] Learn how to search for and apply to introductory-level jobs in the field of UX.






## SKILLS ACQUIRED:

- ❑ Design in Adobe XD
- ❑ Apply each step of the design process to create a responsive website
- ❑ Plan information architecture and sitemaps
- ❑ Apply common layouts for web pages
- ❑ Design a responsive website to include in a portfolio as a case study

## TOPICS:

- ★ Following the design process from end-to-end: empathize, define, ideate, prototype, test
- ★ Creating wireframes, mockups, and prototypes in Adobe XD
- ★ Documenting design work
- ★ Searching for jobs

## CONTENT BREAKDOWN:

	69	Videos
	39	Readings
	44	Quizzes
	25	Hands-on Exercises
	13	Discussion Prompt

# Course 7 — Design a User Experience for Social Good & Prepare for Jobs

In this course, learners design a dedicated mobile app and a responsive website focused on social good. They showcase all that they've learned from beginning to end: empathizing with users, defining their pain points, coming up with ideas for design solutions, creating wireframes and prototypes, and testing designs to get feedback. By the end of this course, learners have a new cross-platform design project to include in their professional UX portfolio.

This course also prepares learners to land their first jobs as UX designers. They learn how to interview for entry-level UX design positions and get tips from Google employees based on their own interview experiences and unique perspectives as hiring managers.

## By the end of this course, learners will be able to:

- Apply each step of the UX design process (empathize, define, ideate, prototype, test) to create designs for social good.
- Identify the differences between dedicated mobile apps and responsive web apps.
- Understand progressive enhancement and graceful degradation approaches for designing across devices.
- Build wireframes, mockups, and low-fidelity and high-fidelity prototypes in Figma or Adobe XD.
- Add a new design project to their professional UX portfolio.
- Create their portfolio of design work for job applications.
- Join and participate in online UX communities.
- Interview for an entry-level UX design job.
- Determine if freelance design work is a good career fit for them.






## SKILLS ACQUIRED:

- ❑ Apply each step of the design process to create a mobile app and responsive website focused on driving social good
- ❑ Design across devices and platforms
- ❑ Create design portfolios for job apps
- ❑ Learn how to interview for UX design jobs
- ❑ Explore freelance work

## TOPICS:

- ★ Following the design process from end-to-end: empathize, define, ideate, prototype, test
- ★ Designing for social good
- ★ Creating wireframes, mockups, and prototypes
- ★ Finding a job in the field of UX

## CONTENT BREAKDOWN:

	94	Videos
	33	Readings
	60	Quizzes
	31	Hands-on Exercises
	27	Discussion Prompt