

DIPLOMA PROGRAMME

UI / UX Design

A 6-month industry-ready programme that builds UX research skills, systems thinking, and high-fidelity UI design — from design thinking fundamentals to AI-augmented product workflows.

6

MONTHS

220+

LIVE HOURS

4+

CASE STUDIES

3-4

MOCK INTERVIEWS

Six paths into *product design*

UI/UX is not about making things look pretty — it's about solving human problems through well-reasoned design decisions. This programme is built for people ready to make that shift, whatever their starting point.

01

Freshers & Graduates

Architecture, engineering, design or media grads wanting to enter product and UX roles fresh out of college.

02

Career Switchers

Professionals from non-design backgrounds making a structured, deliberate transition into UX.

03

Graphic Designers

Designers with strong visual skills who want to layer UX research and product thinking onto their practice.

04

Frontend Developers

Developers wanting design fluency for better handoffs, fewer revision cycles, and richer cross-functional work.

05

Startup Founders

Builders who need to design early-stage product experiences without the budget to hire a full design team.

06

CX & Analytics Pros

Data-driven professionals adding design intelligence to their customer-experience and analytics work.

UX Foundations, Design Thinking & *User Research*

Shift from drawing screens to solving human problems. Learn to empathise, define, and research — before a single wireframe is drawn.

WEEK 01

Introduction to UX

ASSIGNMENT

- UX vs UI vs Product Design — roles and overlaps
- UX process overview: Double Diamond model
- Key AI tools: Uizard, Galileo AI, Framer AI, Figma AI
- Design maturity in startups vs enterprises
- AI's role in the modern UX process
- Redesign a broken real-world experience (5-slide deck)

WEEK 02

Design Thinking & UX Ethics

ASSIGNMENT

- Empathize → Define → Ideate → Prototype → Test
- Cognitive biases: confirmation, anchoring, false consensus
- AI-assisted empathy tools: sentiment analysis, synthetic personas
- Human-centred vs business-centred design
- UX ethics: fairness, accessibility, transparency
- Responsible AI design principles

WEEKS 03 – 04

User Research & Personas

PORTFOLIO PIECE #1

- Research planning: scoping, recruiting, screener design
- Quantitative: surveys, analytics, A/B tests
- Evidence-based personas and empathy maps
- Problem statements and How Might We questions
- Qualitative: interviews, contextual inquiry, diary studies
- AI-assisted synthesis: Dovetail AI, NotebookLM, Otter.ai
- Jobs-To-Be-Done (JTBD) framework
- Service redesign: 3 real + 3 AI-simulated interviews

Information Architecture, Flows & *Wireframing*

Think in systems — map information before touching Figma. Build the skeleton that holds every good interface together.

WEEK 05

Information Architecture

ASSIGNMENT

- Mental models and how users expect systems to behave
- Tree testing to validate navigation structures
- Navigation patterns: mega menus, bottom nav, progressive disclosure
- Card sorting: open, closed, and hybrid methodologies
- Sitemaps: flat vs hierarchical vs hub-and-spoke
- AI tools for IA: Treejack, ChatGPT for card sort synthesis

WEEK 06

User Flows & Task Flows

ASSIGNMENT

- Task analysis: cognitive walkthrough and HTA
- Happy paths vs edge cases
- Using AI to generate edge cases you haven't thought of
- User flows vs task flows vs wireflows — when to use each
- Error flows, empty states, loading states, entry/exit points
- Multi-channel and multi-device flow considerations

WEEKS 07 – 08

Wireframing & UX Case Study

PORTFOLIO CASE STUDY #1

- The fidelity spectrum: why low-fi is king for early exploration
- Digital wireframes in Figma: components, constraints, grids
- AI wireframe generators: Uizard, Galileo AI — capabilities and limits
- Full case study: Problem → Research → IA → Flows → Wireframes
- Paper prototyping — speed, iteration, zero attachment to ideas
- UX annotations: documenting intent for developers
- Portfolio case study storytelling structure

UI Design, Visual Systems & *Design Systems*

Build visual confidence — screens last, systems always. From accessibility to atomic design, create UI that scales and holds up under scrutiny.

WEEK 09

UI Fundamentals & Accessibility

ASSIGNMENT

- Visual hierarchy: size, weight, colour, contrast, proximity
- Spacing systems: the 8pt grid and why consistency matters
- Responsive layout and screen density principles
- Gestalt principles applied to UI design
- WCAG 2.2 AA standards: contrast, focus states, touch targets
- AI layout tools: Galileo AI, Musho, Adobe Firefly for concepts

WEEK 10

Colour, Typography & Brand Systems

ASSIGNMENT

- Colour psychology: cultural differences, emotional triggers
- Contrast ratios: WCAG AA vs AAA — tools and methods
- Type scale systems and dark mode design
- Semantic colour: primary, secondary, state colours (success, error)
- Typography as a system: typeface selection, scale, hierarchy, rhythm
- AI tools: Coolers AI, Fontjoy, Khroma for palette and type pairing

WEEKS 11 – 12

Design Systems & UI Case Study

PORTFOLIO CASE
STUDY #2

- Atomic Design: atoms, molecules, organisms, templates, pages
- Design tokens: single source of truth for colour, spacing, type
- AI-powered design token generation and documentation
- Figma: components, variants, auto-layout, interactive components
- Figma Variables: connecting tokens to themes and responsive behaviour
- UI design applied to Case Study #1 — high-fidelity + component library

Interaction Design, Usability Testing & *Service Design*

Elevate from screen designer to systems thinker. Test what you build, fix what fails, and design the full service — not just the app.

WEEK 13

Interaction Design & Motion

ASSIGNMENT

- Microinteractions: trigger, rules, feedback, loops (Dan Saffer)
- 12 principles of animation applied to UI motion
- Designing confidence indicators for AI-generated suggestions
- Motion principles: easing, duration, delay, choreography
- Feedback and affordances: making interface behaviour legible
- Tools: Figma Smart Animate, Rive, Lottie, Jitter

WEEK 14

Usability Testing

ASSIGNMENT

- Test planning: what to test, when to test, who to test
- Unmoderated testing: Maze, UsabilityHub, Lookback AI
- Nielsen's 10 heuristics — and how AI can check for violations
- Moderated testing: facilitation, note-taking, avoiding bias
- AI-powered testing: Attention Insight, EyeQuant, UXTweak AI
- Usability test report: plan + 5 moderated sessions + AI analysis

WEEKS 15 – 16

Service Design & Blueprinting

PORTFOLIO CASE STUDY #3

- Service design thinking: beyond screens to full service ecosystems
- Service blueprints: mapping staff, tech, and time
- Designing AI touchpoints: chatbots, voice assistants, recommendations
- Frontstage (customer-facing) vs backstage (operational) design
- Omnichannel: web, mobile, physical, voice — consistently
- Failure-mode design: when the AI gets it wrong

Product Thinking, UX Writing & *AI for UX*

Make yourself hireable — not just creative. Learn to speak business, write interfaces, and work with AI as a genuine design collaborator.

WEEK 17

Product Thinking & Business Metrics

ASSIGNMENT

- Product thinking: business impact, not just user delight
- Business constraints: budget, timeline, technical debt, legacy systems
- Roadmap thinking: MVP, MMP and iterative product evolution
- North Star metrics, KPIs and OKRs — connecting design to business
- Design trade-offs: making and defending decisions under constraints
- Presenting design to executives and non-designers

WEEKS 18 – 19

UX Writing & Content Design

ASSIGNMENT

- UX writing as a design skill — not copywriting, not marketing
- Error messages that solve problems rather than frustrate
- Writing for AI interfaces: communicating uncertainty and suggestions
- Microcopy: button labels, tooltips, form help text
- Empty states as onboarding opportunities
- Tone and voice: designing consistent personality across a product

WEEK 20

AI for UX & Agile UX

ASSIGNMENT

- AI in research: synthesis, personas, journey mapping
- UX ethics in AI: bias, fairness, transparency
- Agile UX: dual-track Agile and sprint ceremonies
- AI-assisted ideation and wireframe generation
- Prompting for UX work: Claude, GPT-4o for microcopy and research
- Figma Dev Mode and developer handoff best practices

Portfolio, Interviews & *Capstone*

Convert skills into jobs. Graduate with a live portfolio site, an ATS-optimised resume, mock interview rounds under your belt, and a capstone presented to industry judges.

WEEKS 21 – 22

Portfolio Building & Case Study Storytelling

DELIVERABLE

- What recruiters look for — top signals in a UX portfolio
- Balancing research depth with visual polish
- Personal website setup: Framer, Webflow, or Notion portfolio
- Case study structure: problem → research → decisions → learnings
- AI-assisted case study writing: using LLMs to sharpen storytelling
- Behance vs personal website vs Notion — audience-dependent strategy

WEEK 23

Resume, LinkedIn & Interview Prep

DELIVERABLE

- UX resume structure: what ATS systems and humans look for
- LinkedIn positioning for UX and product design roles
- Whiteboard challenges: frameworks for thinking out loud under pressure
- Writing resume bullets that prove impact, not just activity
- Types of UX interviews: portfolio, whiteboard, take-home, panel
- Design critique rounds and STAR method for behavioural questions

WEEK 24

Final Capstone Project

FINAL PROJECT

- Industry-level project: real or simulated client brief
- Design system component library
- Analytics plan and developer handoff documentation
- Full design sprint: problem → research → flows → high-fidelity
- AI-powered usability testing with 3 iteration cycles
- Final presentation to a panel of industry judges

C1

UX Research Case Study

Full research + Information Architecture + User Flows + Wireframes. Demonstrates your ability to move from empathy to architecture with evidence-based decision-making throughout.

C2

UI Design Case Study

Component library + high-fidelity screens + responsive variants. Shows mastery of Figma, design systems, accessibility standards, and pixel-level visual thinking.

C3

Service Design Case Study

Service blueprint + AI touchpoint design + failure-mode recovery design. Proves you can think beyond the screen to the full service ecosystem — and plan for when things go wrong.

C4

Capstone — End-to-End Project

Industry-grade product design from brief to handoff. The capstone is your most ambitious work — a complete design sprint presented to industry judges and ready to anchor your portfolio.

UX & RESEARCH SKILLS

- End-to-end user research
- Evidence-based IA and flows
- Service blueprints and journey maps
- Usability testing and synthesis
- Effective microcopy writing

UI & SYSTEMS DESIGN

- High-fidelity UI with design systems
- Figma component libraries with tokens
- Accessible, responsive UI
- Interaction design with motion
- Developer-ready handoff documentation

CAREER READINESS

- 4+ curated portfolio case studies
- ATS-optimised resume and LinkedIn
- Mock interviews: whiteboard + portfolio
- Personal portfolio website live
- Placement guidance and mentor network

Every tool you'll use on the *job*

<p>CORE DESIGN</p> <h2>Figma</h2> <p>Wireframes, UI, prototypes, dev handoff — advanced usage throughout</p>	<p>CORE DESIGN</p> <h2>FigJam</h2> <p>Collaborative workshops, card sorting, service blueprints</p>	<p>AI DESIGN</p> <h2>Uizard</h2> <p>AI-powered wireframe and mockup generation from text prompts</p>	<p>AI DESIGN</p> <h2>Galileo AI</h2> <p>High-fidelity UI generation and layout exploration with AI</p>
<p>AI DESIGN</p> <h2>Framer AI</h2> <p>AI-assisted web and portfolio design and publishing</p>	<p>USABILITY TESTING</p> <h2>Maze</h2> <p>Unmoderated remote usability testing with quantitative metrics</p>	<p>AI TESTING</p> <h2>Attention Insight</h2> <p>AI-predicted heatmaps for visual attention analysis</p>	<p>AI TESTING</p> <h2>EyeQuant</h2> <p>Quantified attention prediction and UI clarity scoring</p>
<p>RESEARCH SYNTHESIS</p> <h2>Dovetail AI</h2> <p>AI-assisted qualitative research analysis and tagging</p>	<p>RESEARCH SYNTHESIS</p> <h2>Otter.ai</h2> <p>Interview transcription and automated notes</p>	<p>RESEARCH SYNTHESIS</p> <h2>NotebookLM</h2> <p>AI-powered insight generation from research documents</p>	<p>ANALYTICS</p> <h2>Hotjar & Clarity</h2> <p>Session recordings, heatmaps, behaviour analytics</p>
<p>AI ASSISTANTS</p> <h2>Claude / GPT-4o</h2> <p>Microcopy, research synthesis, prompting strategy for UX</p>	<p>PORTFOLIO</p> <h2>Framer</h2> <p>Personal portfolio website design and publishing</p>	<p>PORTFOLIO</p> <h2>Webflow</h2> <p>No-code web design for portfolio and case study presentation</p>	<p>MOTION & INTERACTION</p> <h2>Rive & Lottie</h2> <p>Interactive animations and motion design for UI</p>

We build *capability*. Capability creates opportunity.

Salary ranges below are indicative, based on industry data at time of publication.
Graduate outcomes vary with experience, geography, and role.

UI Designer	₹6 – 14 LPA	
UX Designer	₹8 – 18 LPA	
Product Designer	₹12 – 25 LPA	
UX Researcher	₹8 – 20 LPA	
AI-Augmented UX Lead	₹18 – 35 LPA	