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**Questions?**
hello@8020.design

# UX Crash Course 2020: How to Shift from Graphic Design to UX Design

**Location**
Online via Zoom

**Facilitator**
Christian San Jose



## Course Overview

Join Christian San Jose for this thorough introduction to the world of UX Design.

In this 4-hour class, we will teach you the ins-and-outs of User Experience Design. You'll learn how to analyze a user's entire experience with your products, so you can create designs that meet your user's needs effectively, at every touchpoint. By the end of the class, you'll have the tools you need to design products that keep your users engaged and give you the results you're looking for.

**Key lessons include**

**The UX Basics**
What is UX? What do UX designers
do? What's the difference between
UX and UI? Why is UX is important
for businesses?

**The UX Processes**
Know the various UX methods such
as Journey Mapping, User
Interviews, Prototyping, Heuristic
Evaluation, among others.

**The UX Skills**
What are the practical skills that you
need to succeed in this role, and
how can you continue growing in
your UX career?

**Customer Journey Mapping 101**
Understanding and mapping a
user's end-to-end journey, so that
you know the critical touchpoints
that you can focus and improve on.

**Conducting Usability Tests**
How to conduct and analyze a
Usability Test, so you can make your
product easy, clear, and enjoyable
to use, for your users.

**Whether you're new to UX or are looking for a comprehensive refresher, this class will give you the foundation you need to effectively test out ideas, iterate on designs, and delight users at every touchpoint.**

### Who is this course for?

This class is ideal for designers, marketers, account executives, project managers, developers, and everyone involved in crafting great experiences.

### Why do you need this course?

You'll gain a richer understanding of User Experience as a discipline, empowering you to design, evaluate, and iterate on your products for better user and business outcomes.

### Participants who complete this course will be able to

○ Design digital products with optimal UX.

○ Know the UX discipline, and the skills, processes, tools, and resources required to execute it effectively.

○ Know how to effectively gather and synthesize real user feedback early in the product development process, to mitigate development risks.

○ Know how to create different UX artifacts that promote better communication and alignment of goals, like Customer Journey Maps, Empathy Maps, and Personas.

# Course Outline

○ LECTURES    ● INTERACTIVE

● **Start of the course**

Ice breaker
Goals of this course
About the instructor

○ **Introduction to UX**

What is UX?
What makes a good UX?
What are the subsets of UX?
What are examples of good UX?

○ **UX Mindset**

The changing role of the designer
What UX designers should do
UX process introduction
Being the voice of the user

○ **UX Process**

Our current state
UX case study
UX process overview
Discovery to delivery
UX exercises
UX tools

● **Workshop: Mapping Exercise**

Creating a Customer Journey
Map or Service Blueprint

○ **Graphic Design vs. UX**

Similarities and differences
Aesthetic-usability effect
3 rules to shift mindsets
UX manifesto

○ **UX vs. UI**

Similarities and differences
How to get started in UI design
Common UX and UI mistakes

● **Heuristic evaluation**

Evaluating an example website
Evaluating an example app

● **Workshop: Usability Testing**

Watch-along and note-taking
of a live Usability Test

○ **How to build a UX culture**

How to convince coworkers about UX
How to measure UX
How to talk in the business language
How to grow your company's UX maturity

○ **Growing as a designer**

UX skills you should have
UX specializations
How to make a UX case study
How to grow as a UX designer

○ **Wrapping up: 10 rules of good UX**

● **Questions and Answers**

# Your Investment

**Early bird rate**

PhP 2,990

Until 5 days before the event

**Regular rate**

PhP 3,990

4 days before the event

**Maximum attendees**

30 attendees

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**Payment to be made via**

● Bank Deposit

Unionbank
Savings Account
Acct.: Christian San Jose
Acct. no. 109350271458

● Credit Card

Purchase online:
**buytickets.at/8020**

Payment should be made
on or before the event day.

**Inclusions**

4-hour workshop (10am-3pm, 1 hour break in-between)
Video recording
Workshop presentation files

Link to the Zoom video conference, and software access for collaboration will be emailed 2 days prior to the event.

**Exclusions**

In-person workshop location
Any software subscription

**Notes**

All individuals must have stable internet connection and their own computer or laptop, to participate in the workshop.

Everything discussed during the event should remain confidential. All insights and examples are Christian San Jose's own, and does not represent the views of anyone associated with Christian San Jose.

Please make sure attendees are at the video conference 15 minutes before the event starts.