User Experience (UX) Specialist

★★★★★

MR-160   3 Days (Hours)

Description

User Experience (UX) has become an essential element in the design of digital products and services. Our UX training prepares you to create exceptional user experiences by understanding user needs, expectations and behaviors.

Who is this training for ?

For whom

aimed at marketing and communications professionals wishing to integrate user experience into their work processes in order to create more efficient products.

Prerequisites

notions de base

Training objectives

- Acquire in-depth expertise in user interface design and conception.
- Understand the fundamentals of user experience (UX).
- Master UI/UX design tools and methodologies.
- Apply advanced techniques to improve user satisfaction.
- Develop skills in visual communication and storytelling.

Training program

Module 1 : Fondamentaux de la conception UI/UX

- Introduction to user experience.
- Principles of visual design.
- User psychology and interactive behavior.
- Notions of user-centered design.

(+212) 5 22 27 99 01
tel

whatsapp (+212) 6 60 10 42 56

Contact@skills-group.com
email

Corner of bd Abdelmoumen and rue Soumaya, Shehrazade 3 Residence, 7th floor N° 30, Casablanca 20340, Morocco

We are at your disposal De Lun - Ven 09h00-18h00

Page 1

Module 2 : Outils et méthodologies de conception UI/UX

- Use of wireframes and prototyping.
- Usability testing and user feedback.
- Integration of responsive design principles.
- Agile methods applied to UI/UX design.

Module 3 : Conception avancée et innovation

- Exploring current trends in interface design.
- Design thinking and creative problem solving.
- Personalizing the user experience.
- Integrating accessibility into design.

Module 4 : Communication visuelle et storytelling

- Use of color, typography and iconography.
- Creation of a coherent visual identity.
- Storytelling applied to interface design .
- Effective presentation of concepts and designs.