UrbanScholar

PROGRAM BROCHURE

CAREER TRACK · UI/UX DESIGN

UI/UX DESIGN



A research-to-prototype design track — user research, wireframing, and Figma — for learners who want a portfolio of real case studies, not just pretty screens.

8–10	7	6	2
WEEKS	MODULES	CAPSTONES	PROGRAM TRACKS

TWO TRACKS · KICKSTART & CAREER

Program Overview

How this track builds a real design portfolio, step by step

Research-backed, not just visual. This track treats visual design as the last step, not the first — every project starts with user research and ends in a tested, justified design decision, the kind hiring managers actually want to see.

Built-in mentorship. Each module closes with a mentor-reviewed checkpoint, so gaps get caught early instead of at the final capstone.

Career layer, not an afterthought. Resume positioning, interview readiness, and aptitude prep run alongside the technical modules — not bolted on in the last week.

Who This Is For

- Students & freshers building a UI/UX portfolio
- Graphic designers moving into product design
- Anyone with an eye for detail and user empathy

What You'll Walk Away With

- 6 complete case-study projects for your portfolio
- Working fluency in Figma & design systems
- A recruiter-ready portfolio built around real design decisions

Program Snapshot

16+ Hrs Live Instructor-Led Sessions

6 Complete Case-Study Projects

7 Structured Learning Modules

Training + Internship Certificate

Mentor-Reviewed Project Checkpoints

Placement & Interview Support

Learning Path

7 modules, sequenced from foundations to deployment

1 · Design Fundamentals

- Design thinking, from problem to solution
- Color theory & typography that work together
- Layout, grid systems & accessibility basics

2 · User Research

- Building realistic user personas
- Running interviews & surveys that surface truth
- Competitive analysis & empathy mapping

3 · Information Architecture & Wireframing

- Sitemaps that make sense to users
- Mapping user flows before visuals
- Low-fidelity wireframing fast

4 · UI Design Tools

- Figma fundamentals, hands-on
- Building reusable components & design systems
- Prototyping flows that feel real

5 · Interaction Design

- Micro-interactions that add polish
- Nielsen's 10 usability heuristics, applied
- Responsive design principles

6 · Usability Testing

- Planning a usability test properly
- Moderated vs. unmoderated testing
- Iterating designs on real feedback

7 · Handoff & Collaboration

- Writing specs developers can actually use
- Developer handoff without the back-and-forth
- Maintaining a design system over time

Tools and Softwares You Can Work With

Fi **Figma**

FJ **FigJam**

AX **Adobe XD (intro)**

MU **Maze / UsabilityHub**

No **Notion**

Capstone Projects

Six builds that turn coursework into a portfolio — 1 of 2

1 · Mobile App Redesign Case Study

Redesign an existing app's flow, backed by research and documented wireframes.

SOFTWARE USED

Fi Figma | UR user research

- Audit the current app's pain points
- Redesign key flows with wireframes
- Justify every major design decision

2 · E-Commerce Website UI Kit

Build a complete, reusable design system for an online store.

SOFTWARE USED

Fi Figma

- Define typography, color & spacing tokens
- Build a reusable component library
- Apply it across multiple page templates

3 · Food Delivery App Prototype

An end-to-end clickable prototype, from research through high-fidelity UI.

SOFTWARE USED

Fi Figma | Pr prototyping

- Map the full user journey
- Design high-fidelity screens
- Build an interactive clickable prototype

Capstone Projects

Six builds that turn coursework into a portfolio — 2 of 2

4 · Fintech Dashboard UX Design

Design a data-heavy dashboard with strong, scannable information hierarchy.

SOFTWARE USED

Fi Figma

- Prioritize information by user need
- Design for data-dense screens without clutter
- Test comprehension with real users

5 · Accessibility-First Redesign

Audit and redesign an interface to meet WCAG accessibility standards.

SOFTWARE USED

Fi Figma AC accessibility checkers

- Run a structured accessibility audit
- Fix contrast, sizing & navigation issues
- Document accessibility guidelines used

6 · SaaS Onboarding Flow Design

Design a first-time user onboarding experience, validated with usability testing.

SOFTWARE USED

Fi Figma UT usability testing tools

- Design a step-by-step onboarding flow
- Test comprehension with real users
- Iterate based on testing feedback

A Day in the Role

What a Product Designer's Day Actually Looks Like

- Talk to users to understand a real problem
- Sketch & wireframe possible solutions
- Build high-fidelity screens in Figma
- Test designs with real users
- Collaborate closely with engineers on handoff
- Iterate designs based on live product data

> **The throughline:** every capstone in this brochure is a smaller version of one of these responsibilities — so the portfolio you leave with maps directly to the job you're training for.

Career Outlook

Where a UI/UX skill-set actually leads

Every product company now competes on user experience — design hiring spans startups building their first product to enterprises running dedicated design systems teams.

Role	What They Do	Salary Range (Fresher / Experienced)
UI/UX Designer	Designs end-to-end product experiences	₹4–7 LPA / ₹9–18 LPA
Product Designer	Owns design across a product's full lifecycle	₹6–10 LPA / ₹14–26 LPA
UX Researcher	Runs research that informs design decisions	₹5–9 LPA / ₹12–22 LPA
Interaction Designer	Designs how interfaces respond & behave	₹5–8 LPA / ₹11–20 LPA
Design Systems Designer	Builds & maintains reusable design systems	₹6–10 LPA / ₹14–24 LPA
Visual/UI Designer	Focuses on visual polish & brand consistency	₹4–7 LPA / ₹9–16 LPA

Indicative ranges from general India market trends — validate against current job-board data before publishing.

Companies Actively Hiring in This Space

Go Google · Ad Adobe · Fl Flipkart · Sw Swiggy · Zo Zoho · My Myntra

Representative employers in this space — not confirmed UrbanScholar hiring partners.

Program Tracks

Two tracks, same curriculum depth — the difference is placement intensity

KICKSTART

- 14+ hrs live cohort + recorded lectures
- 2 guided projects
- 6 months LMS access
- QR-verified completion certificate
- Mentor support — SLA ≤ 48 hrs
- Resume building workshop
- Mock aptitude test
- Pre-placement orientation session

CAREER

- 20+ hrs live cohort + recorded lectures
- 2 projects + capstone (Minor + Major)
- 6 months LMS access, extendable till placed
- QR-verified + Industry-Readiness certification
- Priority mentor support — SLA ≤ 24 hrs
- Resume + LinkedIn profile building
- 1-on-1 mock interviews with feedback
- Active placement & referral assistance

Common to Both Tracks

All 7 Curriculum Modules

All 6 Capstone Projects

Mentor-Reviewed Checkpoints

Training + Internship Certificate

Where UrbanScholar UI/UX Learners Can Head

Product & Tech Companies

Design Agencies

Startups (Founding Design Roles)

E-commerce & Fintech

Freelance / Independent Design

Placement Journey

How career support is woven through the program, not tacked on at the end

1

Build Foundation

Resume & LinkedIn built around real project outcomes, not generic templates.

2

Sharpen Aptitude

Structured aptitude & reasoning practice aligned to actual hiring-test formats.

3

Practice Interviews

Mock interviews with direct, specific feedback — not just a pass/fail score.

4

Get Placement Ready

Soft-skill coaching and, on the Career track, active referral support.

Why this order matters: most programs bolt placement prep onto the last week. Here it runs in parallel with the technical modules, so by the time your capstones are done, your resume and interview readiness are already in place — not started from scratch.

Quick Questions

Do I need prior background to start?

Some familiarity helps, but the early modules — starting with Design Fundamentals — rebuild the fundamentals from the ground up.

What happens if I fall behind a session?

Every live session is recorded, and mentor SLA windows exist specifically to help you catch up between checkpoints.

Can I switch tracks mid-program?

Yes — Kickstart learners can upgrade to Career at any point by paying the difference, carrying forward completed modules.

Is the certificate recognized by employers?

It's a QR-verified training + internship certificate — employers can verify authenticity directly, not just take it on faith.

UrbanScholar

Industry-Trained. Project-Proven. Career-Ready.

Get In Touch

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PROGRAM

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