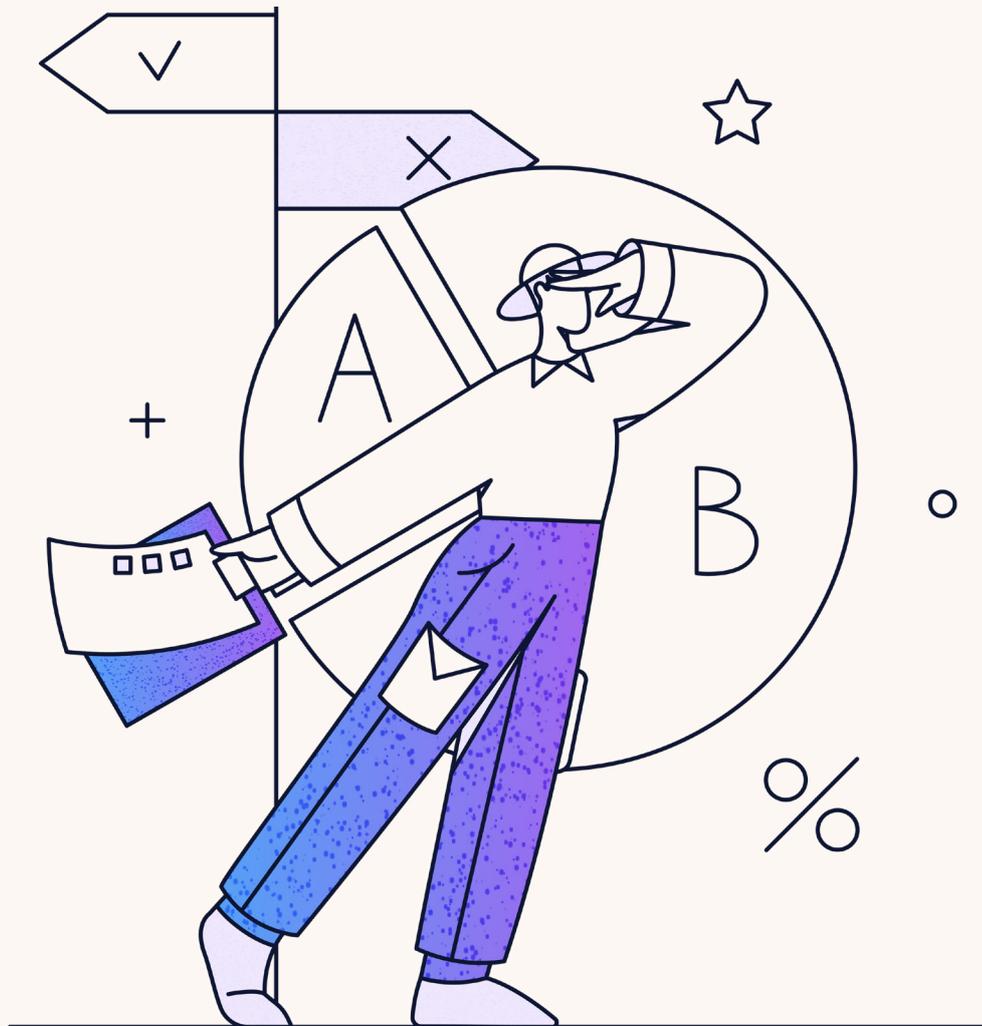


Product Design Program

with your Bildungsgutschein



Program details overview

	Full-time program	Part-time program
Program number (Maßnahmenummer)	962/20/2025	962/260/2025
Period of validity of the program	15.04.2024 - 14.04.2027	15.04.2024 - 14.04.2027
Occupational identification number (Berufskennzahl)	43412	43412
Job market outlook for Product Designers* *statistik.arbeitsagentur.de (Engpassanalyse)	Average time to find a job: Average salary development: Job-specific unemployment rate: Very good job integration outlook (signs of labor shortage)	103 days +11,3% 2,9
Program duration	8,2 months / 33 weeks / 165 working days / 1318 hours	16,5 months / 66 weeks / 330 working days / 1318 hours
Weekly working hours	40 working hours	20 working hours
Program language	English (minimum required level B1.2)	
Program location	Online only	Online only
Start dates	Every two weeks, always on a Monday (if the Monday falls on a public holiday, the course will start on Tuesday).	
Total number of projects	3	
Mentor model	1-1 Mentor (calls) and Tutor (unlimited messaging)	
Job Support	Job Preparation Course and 1-1 Career Services	
Laptop provided	Yes	
Internship	No	

1. General information about our certification for a Bildungsgutschein

All providers who wish to offer courses with an educational voucher (Bildungsgutschein) on behalf of the Agentur für Arbeit/Jobcenter (employment agency) must first undergo a rigorous certification process in order to check the quality of the courses offered. Only then are they included in the Agentur für Arbeit's official list of course providers (New Plan).



CareerFoundry has successfully completed this process in accordance with the guidelines set out by AZAV (Akkreditierungs- und Zulassungsverordnung Arbeitsförderung—Accreditation and Licensing Regulation for Employment Promotion), and, as a DEKRA-certified educational provider, is permitted to accept educational vouchers in accordance with AZAV since 2016.

2. What is a Bildungsgutschein?

A Bildungsgutschein is an educational voucher provided by the Agentur für Arbeit/Job Center to registered German residents who are unemployed or soon to be unemployed. The Bildungsgutschein pays for the recipient to complete further educational training that will help them get back into the workforce.

3. How do I know if I'm eligible for a Bildungsgutschein?

To be eligible for a Bildungsgutschein, you must be resident in Germany and have completed the official registration process ("Anmeldung") where you register your address at your local "Bürgeramt". Aside from that, you may be eligible for a Bildungsgutschein if:

- You are currently unemployed
- You are currently employed but facing the prospect of unemployment
- You require further training in order to ensure job security in your current employment
- You require further training in order to make up for a "missing" qualification which is relevant to your line of work

To check your individual requirements for a Bildungsgutschein, you can request an appointment at the Agentur für Arbeit/Jobcenter by calling (toll free) 0800 4 555500, by using the Agentur für Arbeit's [contact form](#), or visiting your local Agentur für Arbeit/Jobcenter. You will be assigned a contact person (advisor) who will assess your eligibility for a Bildungsgutschein.

It's important to note that the Bildungsgutschein is not a guaranteed benefit; the Agentur für Arbeit/Jobcenter is not obligated to grant one to all applicants. Also note that only the Agentur für Arbeit/Jobcenter advisors can determine your eligibility; CareerFoundry has no influence on this.

4. How to prepare for your appointment at the Agentur für Arbeit/Jobcenter

In addition to demonstrating your motivation and the value of the CareerFoundry program in helping you find a job, you'll need to bring and/or demonstrate:

- Proof that you are registered in Germany (Anmeldebescheinigung).
- Your up-to-date CV, ideally showing the connection between your professional background and the program you are going to take.
- Personalized course proposal ([request this from us](#)).
- This application guide ([view here in German](#)).
- List of relevant job ads within the Product Design field to show the strong demand for the skills you will learn in the program—you can take along some screenshots from Monster, Xing, Indeed, LinkedIn or StartupJobs — to name a few).
- If you don't speak German, it is advisable to bring someone along with you who can translate during the appointment.
- Emphasize that you will have access to a dedicated Job Preparation Course, it will provide all the guidance you need to refine your application packet, fine-tune your interview skills, and land that first Product Design job. If you complete the Job Preparation Course, you'll also receive the support of a dedicated career specialist for up to six months after graduation.

5. I've received a Bildungsgutschein. What's next?

Once you receive your Bildungsgutschein, please contact us at bildungsgutschein@careerfoundry.com to start your course admission process. Please note that this process can take up to 14 days. The admission process consists of several steps:

- Send us a copy of the Bildungsgutschein—we will need to check in advance whether all the details are correct
- Complete a profile survey—this helps us to get to know you better and assess your suitability for the program
- Read and sign the Terms of Participation—this includes all the information and rules of the course and explains how our collaboration with the Agentur für Arbeit/Jobcenter works
- Complete an admissions test—this is designed to help you and us to ensure that all program requirements have been properly understood and that you know what to expect
- Complete an English test; the minimum required level of English is B1.2

6. Who is the program for and what are the requirements?



This program is for complete beginners who'd like to learn the skills needed to become a job-ready Product Designer—no prior knowledge or experience is required!



The program is also suitable for complete career changers, as well as upskillers who need Product Design skills in their current role, or if they're hoping to go freelance.

7. Which tools will you use in the program?

Below you'll find a comprehensive list of tools you can use in the program. You'll be given the choice between multiple tools to accomplish different tasks—you won't be required to use every tool listed.

- Marvel
- Figma
- InVision
- Axure
- Flinto
- Proto.io
- Adobe XD
- Adobe Illustrator
- Sketch
- Note.ly
- Keynote
- PowerPoint
- Google Slides
- Excel
- Google Sheets
- Pages
- Microsoft Word
- Google Docs
- iMovie
- Windows Movie Maker
- OptimalSort
- OmniGraffle
- Balsamiq
- Atom
- Sublime
- TextMate
- Notepad ++
- Lucidchart Google Drawings
- Lookback
- Verify
- Lyssna

Note: When it comes to designing, the program includes tutorials for using the tool **Figma**. However you can use any of the alternative prototyping tools listed above.

As a CareerFoundry student, you'll qualify for free access to the **Figma Professional Plan**.

All of the remaining tools you'll use in the program are either free, come with free trials available for the duration of the program, or you'll be able to take advantage of a discount. Available discounts can be found on [CareerFoundry's Perks page](#).

You will be required to invest some independent study time (approximately 1-2 hours per week) towards familiarizing yourself with the tools you'll use throughout the program, and learning how to use them.

8. How does the program work?



The program provides a **100% online, asynchronous** learning experience—so while there is an overall completion deadline, you get to decide how to fit your study hours around other obligations. You'll be working through the program material in your own personal account on the CareerFoundry platform.



The program is broken into several larger modules called "**Achievements**" which are made up of smaller lessons. Each lesson is made up of reading material, videos, tutorials, a quiz, and a task—where you'll put your learning directly into practice. Each task will contribute to the **final projects** and deliverables that you'll finish the program with.



While there is **no final exam**, you'll have a dedicated **tutor** and a professional **mentor** (assigned based on your timezone) who will assess your submissions against our internal rubric. They'll let you know exactly how to improve your work to get it approved.



The program is counted as complete once all the Achievements have been reviewed and approved by your mentor. You will be able to download your certificate of completion directly from your dashboard. Take a look at a video of CareerFoundry's learning experience or read more on our [How it Works Page](#).

You'll get free read-only access to our other career-change programs (data analytics, digital marketing, UI, and Product Management) and after completing this program, will have lifetime access.

9. What kind of support is available?



Tutor

Your tutor is a course expert who actively works in the field and provides individual feedback on your course assignments as you work through an Achievement. You'll communicate with them through the messaging tool in your account.



Mentor

Mentors are seasoned professionals who review the final task in your Achievements and provide detailed video reviews of each project you complete during the course. You'll have video calls with your mentor over the span of the program. You can schedule these calls via our learning platform's built-in calendar tool. Learn more about our mentors and our dual-mentorship model on our [Mentors page](#).



Student Advisor

Student advisors ensure you have the best possible experience throughout the program. You can message them from your dashboard (within the platform)—they're always happy to answer any questions you have about the administration of your program.



Career Specialist

If you opt into the Job Preparation course, you'll also have a dedicated career specialist who will provide individualized feedback for your job search strategy and application package. Your career specialist will answer all your questions throughout the Job Prep course, and be there to support and advise you on how to get the most out of your job search, both as you work through the program, and beyond as you progress in your career.



Fellow students

As a CareerFoundry student, you'll be part of an extensive community of fellow students, both during the program and after graduation. You can reach out to this community on Slack to discuss your coursework, organize meetups, or find a study buddy.

10. Program Outline

The Product Design Program is divided into four parts: Intro to Product Design, Product Design Immersion, UI for UX Designers and Job Preparation.

Intro to Product Design

Learn the fundamentals of product design in eight steps. You'll learn the theory behind product design and complete a practical exercise as you go: using the design process to integrate a chatbot feature into an existing app.

The Intro course will cover the following topics:

1. Introduction to Product Design
2. Product Design in an Organization
3. Competitive Analysis & Problem Statement
4. User Personas, Stories & Journey
5. Design Thinking Workshops & Facilitations
6. Idea Sketching
7. Usability Testing
8. Presenting Your Work

[See a more detailed course outline here.](#)

Product Design Immersion

Immerse yourself into the mindset of a Product Designer through hands-on application of the processes and tools that Product Designers use every day.

Achievement 1 - Thinking Like a Product Designer

The title says it all. You'll begin this course by getting into the mindset of a product designer. You'll also get hands-on practice applying Design Thinking and competitive analysis to your own course project.

Achievement 1 will cover the following topics:

- 1.1 The Role of the Product Designer
- 1.2 Human Needs & Motivations
- 1.3 User-Centered Design Process
- 1.4 Design Thinking
- 1.5 Understanding the Problem
- 1.6 Competitive Analysis
- 1.7 Lean UX vs. Agile UX
- 1.8 Business Requirements
- 1.9 User Stories
- 1.10 Portfolio Review

Achievement 2 - Understanding the User

Product design is all about solving a problem for the user and presenting a good business opportunity. In this Achievement, you'll put important product design principles into practice and lay the foundation for creating a great product. From user research, to creating personas, to illustrating your product's information architecture, you'll learn to put user needs first in your designs.

Achievement 2 will cover the following topics:

- 2.1 Research Methods
- 2.2 Surveys & Interviews
- 2.3 User Research Analysis
- 2.4 User Personas
- 2.5 Mental Models & User Journeys
- 2.6 Task Analysis & User Flows
- 2.7 Cross-Platform Optimization
- 2.8 Content Auditing
- 2.9 IA Principles & Frameworks
- 2.10 Refining Your Sitemap with Card Sorting
- 2.11 Portfolio Review

Achievement 3 - Prototyping & UI Fundamentals in Design

This is where the product design process shifts from ideating and conceiving to designing and implementing. You'll start bringing your designs to life by creating a prototype! You'll explore UI design, get familiar with design systems, and take your designs from low-fidelity sketches to high-fidelity clickable prototypes using Figma.

Achievement 3 will cover the following topics:

- 3.1 Navigation for Mobile & Desktop
- 3.2 Design Patterns for Mobile & Desktop
- 3.3 Usability Heuristics & Interaction Design
- 3.4 Visual Design Principles
- 3.5 Low-Fidelity Prototyping with Figma
- 3.6 Conceptualizing and Selecting a Design
- 3.7 Grid Fundamentals
- 3.8 Mid-Fidelity Wireframes & Prototyping
- 3.9 Design Systems
- 3.10 High-Fidelity Wireframes & Clickable Prototypes
- 3.11 Portfolio Review

Achievement 4 - Usability Testing

It's essential to make sure that the product functions correctly before you go through the process of getting it developed. And that's what this achievement is all about. You'll conduct usability testing for both mobile and desktop, working with test subjects, analyzing test results, and suggesting improvements.

Achievement 4 will cover the following topics:

- 4.1 Best Practices for Working with Human Test Subjects
- 4.2 Usability Test Methods
- 4.3 Usability Test Plan
- 4.4 Usability Test Script
- 4.5 Conducting Usability Tests
- 4.6 Usability Test Results & Planning for Future Tests
- 4.7 Reporting Findings & Making Recommendations
- 4.8 A/B & Preference Testing
- 4.9 Portfolio Review

Achievement 5 - Refining a Design for Handoff

Here, you'll look back at your designs to ensure that the product is inclusive of, and accessible to, all users. You'll learn how to make sure your designs meet accessibility guidelines and prepare your design documentation for developer handoff.

Achievement 5 will cover the following topics:

5.1 Designing for Accessibility

5.2 Emotional Design for User

Engagement

5.3 HTML Basics

**5.4 Alternatives to HTML: Native
Platforms**

5.5 Responsive Frameworks

5.6 Design Documentation

5.7 Design Deliverables

5.8 Design Collaboration

5.9 Portfolio Review

Achievement 6 - End-to-End Design

This is where you'll compile all your design iterations up to this point and make final fixes to your design. You'll also work on publishing your online portfolio and creating a video demo of your work.

Achievement 6 will cover the following topics:

6.1 Moving Forward with a Design

6.2 Designing for Good

6.3 Online Portfolios

6.4 Design Communities

6.5 Video Presentation

6.6 Portfolio Review

[See a more detailed course outline here.](#)

UI for UX Designers

Achievement 1: Composition & Visual Design

You'll dive straight into defining a grid for your project and working on wireframes for your mobile breakpoint. Using industry-standard design software, you'll then begin building upon your designs as you familiarize yourself with the principles, trends, and theories behind good and successful UI design. By the end of this section, you'll have high-fidelity mobile mockups demonstrating your mastery of visual design.

Achievement 1 will cover the following topics:

1. Getting Started with Your UI Course
2. Responsive Layouts & Grids
3. UI Elements & File Organization Fundamentals
4. Visual Hierarchy & Spacing
5. UI Design Patterns
6. Visual Design Principles & Trends
7. Typography in UI
8. Pixel Precision
9. Previewing Your Work

Achievement 2: Advanced UI & The Design Handoff

In this section, you'll enhance your designs by creating custom icons and incorporating interactions and gestures into your mobile mockups. With the UI finalized, you'll then prepare a visual style guide—an essential design deliverable. Finally, with a mobile-first approach, you'll adapt your designs for additional breakpoints and finalize the presentation mockups for your responsive mobile app.

Achievement 2 will cover the following topics:

1. Shapes & Icons
2. Interactions & Gestures
3. Style Guide
4. Designing for Different Breakpoints
5. Final Mockups
6. Design Handoff & Deliverables
7. Final Presentation

11. What kind of projects will you be working on?

Intro to Product Design (Project 1)

You'll practice using the design process to integrate a chatbot feature into an existing app in order to support the user experience within a product.

Product Design Immersion (Project 2)

During Immersion, you'll get to choose from one of four unique project briefs, allowing you creative freedom to explore your interests:

Olive: Allow health-conscious individuals to log in to a responsive health and wellbeing portal to record their health and medical information, as well as access general physical and mental wellbeing features.

PlutoPay: Allow anyone to shop, transfer money, and more without a debit or credit card or the need to visit a physical bank or store.

Expert: Enable anyone, anywhere to instantly chat with an expert in virtually any field.

Veja: Provide beautifully displayed and easy to understand wind, wave, and weather reports, forecasts and statistics for sailors, surfers, divers or any other water sports aficionado.

Product Design Immersion Bonus Project

The Product Design Immersion Course contains bonus tasks that will give you an (optional) **additional project to add to your portfolio**.

As part of the bonus tasks, you will be redesigning the home page of an NGO's website considering accessibility and ethics.

You'll have the opportunity to choose from three unique project briefs as part of our UI for UX Designers Specialization Course—allowing you creative freedom to explore your interests:

Perfect Properties by InVision

A responsive web app for property buyers that provides information on homes and other properties

Fitted

A motivational exercise app that helps users set to (and stick to!) a routine molded to their level, schedule, and interests

Study Together

A communication tool that allows students and other learners to provide support, feedback, and encouragement for their peers

Open Project

Redesign part of a responsive web product for an existing organization (of your choice)

Take a look at some examples of projects created by UI for UX Designers Course graduates on [our website](#).

12. Will you receive a certificate?



You'll finish the program with a certificate of completion and several projects and skills to showcase in your job applications. The certification is in place as an indication of the quality of the program, but in the end, it's the projects and skills that you develop throughout the program that are going to display the quality of your work to future employers and ensure that you find a job.

13. Finding a job with CareerFoundry

At CareerFoundry, we offer stellar career services for our students which include 1-1 career coaching as you search for your first job (and beyond), an exclusive Job Preparation Course.

Job Preparation Course

Our Job Preparation Course is included in the Product Design Program and has been designed to help you with all aspects of finding a job in the field. You'll work with your dedicated career specialist alongside your studies for the second half of the course.

The Job Preparation Course consists of two Achievements, each made up of several tasks.

Achievement 1 - Curation of Your Application Package

Achievement 1 will cover the following topics:

- | | |
|--|--|
| 1.1 Crafting Your Mission Statement | 1.5 Creating Your Professional Resume |
| 1.2 Developing Your Career Change Strategy | 1.6 Building a Professional Portfolio |
| 1.3 Defining Your Elevator Pitch | 1.7 Establishing Your Professional Brand |
| 1.4 Showcasing Your Process and Skills | |

Achievement 2 - Applying for Jobs and Beyond

Achievement 2 will cover the following topics:

2.1 Building Your Network

2.2 Searching for New Jobs

2.3 Applying for Jobs

2.4 Preparing for Interviews

2.5 Planning Your Professional Development

14. What kinds of roles will you be qualified for?

Based on our comprehensive curriculum, you'll be qualified for junior Product Design jobs. If you have transferable skills from your past career, you can potentially get a more senior role—your assigned career specialist will help you to craft the right story with your previous experience to be able to find such a role. Learn more about our graduate outcomes on our [Graduate Outcomes](#) page.