

*CAREER***FOUNDRY**

**Product Design**

**Program**

# Program details overview

	Full-time program	Part-time program
<b>Program duration</b>	30-40 hours per week for 5 months	15-20 hours per week for 10 months
<b>Hours</b>	790	790
<b>Program language</b>	English (minimum required level B2)	English (minimum required level B2)
<b>Program location</b>	Online only	Online only
<b>Start dates</b>	The program will start once <b>every two weeks</b> . <a href="#">Start dates here.</a>	The program will start once <b>every two weeks</b> . <a href="#">Start dates here.</a>
<b>Total number of projects</b>	3	3
<b>Mentor model</b>	1-1 Mentor calls and direct Tutor messaging	1-1 Mentor calls and direct Tutor messaging
<b>Job Support</b>	Job Preparation Course 1-1 Career Services Job Guarantee	Job Preparation Course 1-1 Career Services Job Guarantee



1.

## 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.



You'll need a computer (macOS, Windows, or Linux) with a webcam, microphone, and an internet connection (see below for more on system requirements).

2.

## 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](#).

## Specialization courses

For further tool requirements related to specialization courses, please view the respective courses:

[Frontend Development for Designers](#)

[Voice User Interface Design](#)

[UI for Designers](#)

Note: 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.

## System requirements:

For most tools, you'll need to use the latest operating system for your device.

Additionally, we recommend using a device with at least 4 GB of RAM, although 8 GB would be recommended.

3.

## 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 (product management, data analytics, web development, digital marketing and UI design) and after completing this program, will have lifetime access.

4.

## 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.

5.

## Program Outline

The Product Design Program is divided into three parts: Intro to Product Design, Product Design Immersion, and a specialization course of your choice out of UI for Designers, Frontend Development for Designers, and Voice User Interface Design.

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

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

## 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.](#)

# Specialization courses

Voice User Interface Design: Stay ahead of the competition and learn valuable AI skills and tooling, together with Amazon's Alexa

Frontend Development for Designers: Level up your skills with a dose of HTML, CSS, and JavaScript as you code your own portfolio website from scratch

UI for Designers: Take your design even further and add UI expertise to your list of skills—it's a sure way to stand out from the crowd as a product designer

6.

## 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 sportsaficionado.

### 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.

## Specialization courses (Project 3)

Frontend Development for Designers: You'll create your own, hand-coded portfolio page

Voice User Interface Design: You'll develop three unique voice skills ready for submission to the Alexa Skills Store

UI for Designers: Choose from one of three projects—an exercise app, a real estate app, or a group study app

7.

## 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.



While the program is not university-accredited, it does undergo a rigorous quality assurance and certification process with the ZFU (Staatliche Zentralstelle für Fernunterricht)—the state body for distance learning in Germany. This process ensures that the program meets a high standard for an excellent and effective learning experience. On successful completion of this certification process, the program is assigned a unique approval number which can be checked against a public register.

## 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, and a job guarantee.

Check out our [Career Services](#) and [Job Guarantee](#) pages for more information on Career Services, and to learn more about the terms of our job guarantee.

You can also check our latest [Outcomes Report](#) for job outcomes, which features our over 90% job placement rate.

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

## 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**

9.

## **What kinds of roles will you be qualified for?**

Based on our comprehensive curriculum, you'll be qualified for 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](#).