

CXD™

# USER EXPERIENCE DESIGNER CERTIFICATION

Become a recognized User Experience Designer (CXD™) and gain design expertise that you can implement within your organisation

## LEARN THE TECHNIQUES REQUIRED TO:

- › Understand the process to create remarkable experiences
- › Develop, test and evaluate IA for websites, apps and software
- › Build interaction design principles into the design process
- › Apply visual design techniques and principles
- › Become aware of user behaviour with mobile devices



Akendi is accredited by the British Accreditation Council for Independent Further and Higher Education as a Short Course Provider. Accreditation covers courses delivered in the UK only.



## Gain a comprehensive overview of the user experience process and become recognized as a user experience designer

Akendi offers an in-depth user experience certification program that will help to recognize your user experience design expertise in your organisation. This industry-recognized certification will open doors and arm you with powerful tools for designing exceptional products and user experiences. Participants are free to complete a certification on a course-by-course basis or sign-up for the full certification up front for a discount. We recommend participants interested becoming certified make the *Introduction to User Experience & Experience Thinking™* course their first step.

### WHO SHOULD ATTEND?

Participation in Akendi certification programs requires limited prior knowledge of user experience design. The CXD™ certification is appropriate for business analysts, project managers, graphic designers, interaction designers, UX/UI designers, product designers, anyone responsible for websites, web apps, mobile apps, software applications, intranets or the user experience of a product, or anyone looking to expand or update their skills.

### WHO HAS PARTICIPATED IN OUR UX TRAINING COURSES?

- > Aramco
- > BAE Systems
- > KPMG
- > Estée Lauder
- > Sony
- > Astra Zeneca
- > AVG
- > British Heart Foundation
- > Cabinet Office
- > Cambridge Assessment
- > Capital One
- > Cisco Systems
- > Deutsche Post
- > Double Negative
- > Grant Thornton
- > Great Fridays
- > McLaren
- > Ordnance Survey

And many more...

**REGISTER TODAY!**

[www.akendi.co.uk/ux-training](http://www.akendi.co.uk/ux-training)

# 3 TYPES OF UX CERTIFICATIONS

## CERTIFIED EXPERIENCE SPECIALIST

The CXS™ Certification combines courses from design and research to develop a deep understanding of the complete UX process.

Exam (3hrs)

- Introduction to User Experience Design & Experience Thinking
- Information Architecture
- Interaction Design
- Visual Design for User Experiences
- Service Design
- User Experience Research
- Experience Mapping
- Usability Testing (2 days)



## CERTIFIED EXPERIENCE DESIGNER

The CXD™ Certification deepens knowledge and skills in interaction design, information design, and foundational visual design for UX.

Exam (3hrs)

- Introduction to User Experience Design & Experience Thinking
- Information Architecture
- Interaction Design
- Visual Design for User Experiences
- User Experience Research



## CERTIFIED EXPERIENCE RESEARCHER

The CXR™ Certification focuses on analysis and research of customers and users, which is used to inform the experience.

Exam (3hrs)

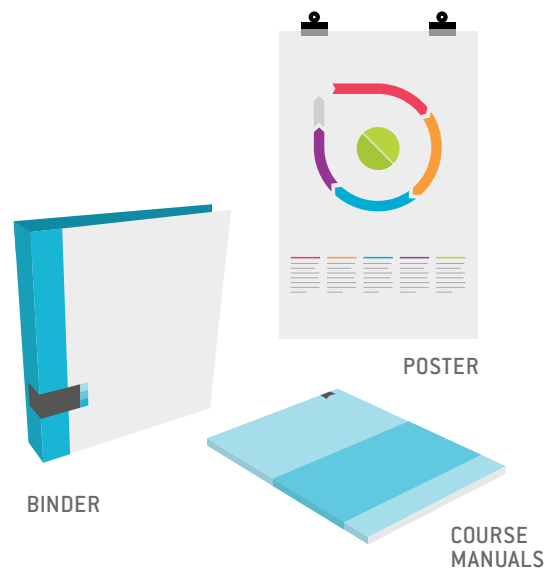
- Introduction to User Experience Design & Experience Thinking
- User Experience Research
- Experience Mapping
- Usability Testing (2 days)



\*All certifications require passing an exam

## COURSE MATERIALS

All participants will receive applicable course manuals and will be invited to join Akendi's LinkedIn groups for post course support. UX certification participants will also receive a binder to collect their course manuals as well as a poster of Akendi's Experience Thinking Process™.





“Very informative! It was more than just best techniques, it gave me a great foundation for a new process.”

— Attendee

**■ USER EXPERIENCE SPECIALIST™ (CXS™) CERTIFICATION**

This is our complete program. Courses cover research, design and testing to give the UX specialist a deep and comprehensive understanding of UX processes and the skills to apply them.

9 days course work plus exam

**◆ USER EXPERIENCE DESIGNER™ (CXD™) CERTIFICATION**

The design track deepens skills and knowledge in information architecture, interaction design and visual design, leading to improved web, mobile and software user experiences.

5 days course work plus exam

**● USER EXPERIENCE RESEARCHER™ (CXR™) CERTIFICATION**

The research track focuses on analysis and research of customers and users and provides insights to more comprehensively understand your users.

5 days course work plus exam


**COURSE LIST & EXAM**

Introduction to User Experience Design & Experience Thinking	■ ◆ ●	Gain an excellent foundational understanding of user experience theory and process. 95% theory, 5% practical. (1 day)
Information Architecture	■ ◆ ●	Introduces information architecture principles, structures and practical techniques. 60% theory, 40% practical. (1 day)
Interaction Design	■ ◆ ●	Gain understanding of interaction design principles, processes and user interaction with a product. 75% theory, 25% practical. (1 day)
Visual Design for User Experiences	■ ◆ ●	An overview of visual design theory and principles used to create optimal user experiences. 50% theory, 50% practical. (1 day)
Mobile User Experience Design	■ ◆ ●	Learn mobile user behaviours, information and interface design techniques and design patterns. 60% theory, 40% practical. (1 day)
User Experience Research	■ ◆ ●	Learn qualitative and quantitative experience research methods and the role they play in UX design. 80% theory, 20% practical. (1 day)
Experience Mapping	■ ◆ ●	Focuses on how to research, capture and analyze experience journeys for customers and users. 60% theory, 40% practical. (1 day)
Usability Testing	■ ◆ ●	Learn how to identify and recruit participants, facilitate testing sessions and analyze the data. 50% theory, 50% practical. (2 days)

**Certification Exam**

A final exam is required for certifications. The cost of the exam is included in the registration fee. (3 hours)





“The course gives a good explanation of basic design principles everyone should know.”

— Attendee

## CERTIFICATION EXAM

The Akendi CXS™, CXD™ and CXR™ exams assess the participant's understanding of concepts and working knowledge of usability and user experience design. This hands-on component will test your acquired skills, and put the concepts learned into real-life practice. This exercise will reinforce the points you learned and build confidence in your practice.

## DURATION

Courses go from 9:30am – 5:00pm.  
Sessions include a one-hour lunch break.  
Exam duration is 3 hours.

## REGISTRATION COST

### User Experience Specialist Certification - CXS™

£3625 *including exam*

### User Experience Designer Certification - CXD™

£2075 *including exam*

### User Experience Researcher Certification - CXR™

£2075 *including exam*

Course cost is per person as stated plus VAT. Akendi reserves the right to cancel a scheduled training session up to five business days in advance of the course in the unlikely event that a minimum class size of four participants has not been met.

Course costs quoted in GBP (£) apply to UK locations.

## REGISTER ONLINE

[www.akendi.co.uk/ux-training](http://www.akendi.co.uk/ux-training)

## QUESTIONS?

[training@akendi.co.uk](mailto:training@akendi.co.uk)  
+44 (0)20 3598 6425

## COURSE LOCATION



### London, UK

ScreenWorks  
22 Highbury Grove  
London, UK N5 2E

## ADDITIONAL LOCATIONS

Our training courses are also delivered in Toronto, Ottawa, Montreal & Vancouver, Canada and expanding. Check our website for an up-to-date schedule for each city at [www.akendi.co.uk/ux-training](http://www.akendi.co.uk/ux-training).

## Custom Training Available!

Akendi offers customised training courses designed to fit your organisation's specific needs. Contact us at [training@akendi.com](mailto:training@akendi.com) for more information.



## AKENDI INSTRUCTORS

All instructors of Akendi's UX professional training and certification have extensive fieldwork experience in UX. With a wide spectrum of academic qualifications and a unique depth of knowledge, Akendi's instructors are uniquely qualified to provide training in UX.



**TEDDE VAN GELDEREN, MA**  
*President*



**LEO POLL, PHD**  
*President, Akendi UK*



**DOMINIRA SAUL, MSc**  
*Chief Experience Architect*



**JANET BEWELL, BDES, BSc**  
*Senior Experience Architect*

**REGISTER TODAY!**

[www.akendi.co.uk/ux-training](http://www.akendi.co.uk/ux-training)

Questions? ✉ [training@akendi.co.uk](mailto:training@akendi.co.uk) ☎ +44 (0)20 35986425

**Akendi**  
Intentional Experiences

