AI-Enhanced UI/UX Design Program

High-Impact, Multifaceted Training

UI/UX design is one of today's most in-demand professions, yet formal training in the field remains limited. In a digital era where customer expectations and experiences are evolving rapidly, outdated design techniques are no longer effective. There's an urgent need for designers equipped with the skills and adaptability to thrive in a changing business landscape.

The AI-Enhanced UI/UX Design Bootcamp provides the knowledge, tools, and real-world experience to develop industry-ready designers. We train, mentor, and connect talent with the businesses and industries where they're needed most ensuring graduates can hit the ground running.

AI-Enhanced UI/UX Design Bootcamp

Curriculum Overview

The AI-Enhanced UI/UX Design Bootcamp at WFI is a 24-week, part-time online program (10–15 hours per week) that fast-tracks your journey to becoming a professional UI/UX designer even if you have no prior creative design experience.

You'll gain:

- Complete knowledge of UI/UX fundamentals and best practices
- The ability to analyze data and user behavior to guide design decisions
- Hands-on experience through projects, workshops, and case studies

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The program is rigorous, challenge-driven, and highly interactive. You'll have the support you need through:

- Mentor office hours for personalized guidance
- Academic counseling to help you stay on track
- Live Q&A sessions to address challenges in real time

Learning takes place through lecture videos, online workshops, weekly group projects, and a capstone project. You'll be taught by a mix of academic and industry experts, ensuring a balance of theory, practical skills, and current industry trends.



Invest in Career-Ready Skills

This is more than a training program, it's a career launchpad. You'll join a global network of top 1% UI/UX professionals, gain insider access to industry events, and stay ahead of trends with exclusive resources and webinars

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By the end of the program, you will:

Develop the skills to design and improve user experiences with confidence

Learn advanced methods, frameworks, and insider techniques used by industry experts

Master both the theory and practical application of UI/UX design

Earn a professional certificate in a virtual graduation ceremony

Who Should Attend

The AI Enhanced UI/UX Design Bootcamp is designed for:

Career Starters

People with no prior design experience who want to enter the fastgrowing UI/UX field and land an entry-level role in under six months.

Career Changers

Professionals from other industries (marketing, IT, business, etc.) who want to transition into UI/UX design, especially with AI integration skills that make them stand out.

Career Advancers

Designers or creative professionals who want to expand their skill set, learn modern tools, and incorporate AI into their workflow.

Freelancers & Entrepreneurs

Individuals building their own digital products or offering design services who want to create more effective user experiences, faster

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Job Roles You'll Be Ready For

- UX Visual Designer
- Product Designer
- UX Interaction Designer
- User Researcher
- UX Usability Analyst
- UX Writer

Program Structure

24 Weeks of Blended Learning

A mix of self-paced learning, live sessions, and real-world projects to reinforce your skills as you go.

Online Modules

Flexible, self-paced learning through our platform so you can study when it works best for you.

Weekly Live Office Hours

Discuss challenges, share ideas, and get real-time guidance from mentors and peers.

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Assignments, Competitions & Mini-Projects

Apply what you've learned through hands-on activities and receive feedback to refine your work.

Mentoring & Discussion Forum

Collaborate, troubleshoot, and network with students and industry experts in a dedicated forum.

Q&A and Review Sessions

Get your questions answered and review your progress weekly to ensure you stay on track.

Zoom Sessions

Join weekly instructor-led classes using your assigned Zoom link, as provided in your welcome email.

AI Integration in the Bootcamp

In addition to core UI/UX skills, you'll learn how to integrate artificial intelligence into your design process to:

- Speed up research and competitive analysis
- Generate design ideas, wireframes, and UI copy
- Automate usability test summaries and insight extraction
- Personalize user experiences through AI-driven design adjustments

By mastering both human-centered design principles and AI-powered tools, you'll be prepared for the evolving demands of the design industry.

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Course Outline

MODULE 1

Introduction to User Experience

- What is UX design
- History of UX design
- UX vs. UI design
- Benefits of UX design
- The UX design process
- The UX case study
- Roles in UX design
- The UX job landscape
- UX market value
- Includes an introduction to generative AI tools like ChatGPT and Claude, focusing on writing effective prompts to collaborate with AI in design tasks.

MODULE 2

Processes and Introduction to Deliverables

- The kickoff phase
- Business rules and requirements
- Stakeholder interviews
- Creating a research plan
- Key UX deliverables
- Figma basics
- Introduction to wireframes
- AI-assisted research planning using tools like ChatGPT to create structured research objectives, timelines, and participant profiles.

MODULE 3

Key Research Techniques

- Why research is important
- Categories of research
- User interviews
- Other research techniques
- Competitive research
- Presenting research findings
- AI-driven interview synthesis using Otter.ai and ChatGPT to extract actionable insights from user research.

MODULE 4

Information Architecture and Navigation

- Organizing content
- Information architecture
- Navigation and search
- Types of navigation
- Creating navigation categories through card sorting
- Search as navigation
- Sitemaps
- Transforming research insights into realistic user personas with AI assistance.

MODULE 5

The Define Phase – Clarifying the Problem

- Aspects of the define phase
- Understanding user requirements
- Empathy maps
- Personas: value and creation
- Customer journey maps
- Problem statements

MODULE 6

User Stories, Flows, and Sitemaps

- Writing user stories
- Understanding user flows
- Flowcharts, storyboards, and wireflows
- Prioritizing user stories and flows
- User flows and sitemaps
- Introduction to Key Performance Indicators (KPIs)

MODULE 7

HTML and CSS

- HTML
- CSS and CSS breakpoints
- The SUS survey
- JavaScript and jQuery
- Advanced Figma techniques

MODULE 8

The Design Phase 1 – Wireframing and Interaction Design

- Rapid sketching
- Wireframing
- Interaction design standards
- Choosing the right interactive objects
- Turning paper sketches into functional wireframes using Uizard to speed up early design iterations.

MODULE 9

The Design Phase 2 – Mobile-First & Responsive Design

- Mobile-first design
- Current design trends
- Responsive design principles

MODULE 10

Prototyping

- Why prototyping is important
- Effective prototyping
- Paper prototyping
- Digital prototyping
- Generating UI copy with ChatGPT and the Magician Figma plugin, and creating initial layouts from prompts using Visily.

MODULE 11

Case Studies

- Purpose of case studies and portfolios
- What to include in a case study
- Examples of great student case studies
- Introduction to online portfolio tools
- Project 2: Redesigning an existing site

MODULE 12

Usability Testing

- Goals of usability testing
- Choosing participants
- Creating a test plan
- Conducting usability tests
- Testing roles
- Types of usability tests
- Benchmarks
- Online testing tools
- Introduction to Maze
- Accessibility basics
- AI-powered usability test analysis using ChatGPT or Notion AI to summarize findings and suggest improvements.

MODULE 13

Case Study Reviews & Personal Presence

- In-depth review of case studies
- Project 2 progress check
- UX resume creation
- Networking with professionals
- UX meetups

MODULE 14

Visual Design 1

- Visual design basics
- Color theory
- Typography
- Iconography
- Using grids
- Gestalt principles

MODULE 15

Visual Design 2

- Grid systems
- Creating logos
- Material and flat design
- Trends in visual design
- Creating design systems
- Style guides

MODULE 16

Portfolio & Additional Research Techniques

- Overview of portfolio hosting tools
- Ready-made templates
- Examples of great student portfolios
- Surveys
- Heuristic and expert reviews
- Focus groups
- Contextual inquiry
- Guidance on building compelling portfolio case studies using AI tools to structure and polish project narratives.

MODULE 17

Capstone & Project 2 Review

- Project 2 progress check
- Capstone project planning
- Portfolio Q&A
- Resume and LinkedIn reviews

MODULE 18

Project 2 Revisions & Define Phase – Part Two

- Reviewing Project 2 revisions
- Capstone project choices and Q&A
- Storyboards
- Wireflows
- KPIs

MODULE 19

Portfolio & Capstone Week 2 Review, Advanced Design Topics

- Portfolio progress check
- Capstone progress check
- Advanced visual design topics
- Design Q&A

MODULE 20

Portfolio Review

- Portfolio progress
- Capstone progress
- Usability within-subject testing and counterbalancing
- Unmoderated usability tests
- Avoiding usability test pitfalls
- SUS usability Q&A

MODULE 21

Capstone Week 4, Great Student Projects & E-Commerce

- Capstone review
- Examples of great student projects
- Q&A session
- E-commerce products and research

MODULE 22

In-Depth Portfolio Analytics & A/B Testing

- In-depth portfolio review
- Q&A session
- Introduction to analytics
- Eye-tracking

MODULE 23

Student Capstone Presentations & Design Sprints

- In-depth capstone review
- Design sprints
- Portfolio Q&A

MODULE 24

Capstone Presentations, Post-Project Duties & Resources

- Capstone review of revisions
- Portfolio reviews
- Resume and LinkedIn optimization
- Additional features
- Insights from industry professionals via video interviews, highlighting their journeys, challenges, and paths to success
- AI in UI/UX: how to leverage artificial intelligence to make your design journey smoother and more efficient

Additional Features



Industry Professionals Video Interviews

Alongside the AI-Enhanced curriculum, you'll gain access to exclusive video interviews with industry professionals. They share their UI/UX journeys, real-world experiences, challenges they overcame, and the strategies that led to their success.



AI in UI/UX

With AI reshaping the design landscape, mastering its use is essential. In this program, you'll learn how to integrate Artificial Intelligence into your UI/UX workflow using it to speed up research, generate design ideas, enhance prototypes, and streamline usability testing. Our goal is to help you harness AI as a creative partner, making your design process smoother, smarter, and more impactful.