



AVENTIS  
LEARNING GROUP

# Professional Certificate in User Experience (UX)

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# Introduction

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User Experience (UX) is the process of designing a product, system, or service to meet the requirements and desires of users. With the rise of the digital era, where digital experiences on mobile applications and websites are the current gold standard, it is also an effective tool for problem-solving and there is undoubtedly no end to the ways one might resolve an issue.

The art of design known as UX enables one to take into account every single element of a user's experience, including value, attractiveness, accessibility, credibility, convenience, and much more. In addition to UX, CX (Customer Experience) and SD (Service Design) are two more tri-factor components of the design discipline that will power tomorrow's enterprises.

To continuously provide a meaningful experience for its consumers, global industry leaders like Apple and Google make significant investments in UX. When properly used, strong UX not only generates profitable outcomes but also produces great emotional experiences that win over devoted customers.

In this 2-day UX course, you will learn the fundamentals of UX including the research and the design aspects. You will also gain hands-on experience in working with tools such as Miro to create simple wireframes and prototypes. At the end of this UX course, you will gain a working knowledge of UX.

*\*Learners should have an internet-enabled laptop for this course.*

# Learning Outcomes

- Maximise market and user research by adopting UX research methods and principles
- Test new ideas and improve existing digital products and services through user testing and research synthesis
- Practise design thinking as a problem-solving tool
- Learn to create user personas, design user flows and test/learn from your digital prototype even without any design skills
- Create a digital mockup/wireframe/prototype of your product/service using Miro



# Course Outline

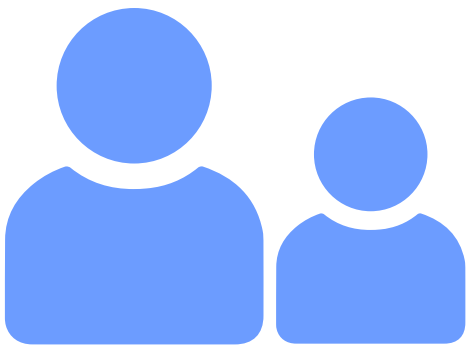
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- Introduction to UX – the 5 steps
- Discovery: Types of Research
- Research time (user personas / customer journey maps)
- Presentation 1
- The UX Honeycomb and applying UX to your own industry
- Presentation 2
- User Interface Design
- Hands-on practice
- Design: Miro workshop – wireframing and prototyping
- The final presentation of interfaces



# Who Should Attend?

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- Professionals in Digital Marketing, Corporate Communications, and Media
- Professionals and Individuals who wish to equip themselves with practical UX skills

# Course Details

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**2 Day**  
**9am - 5pm (Classroom)**  
**930am - 4.30pm (Virtual)**



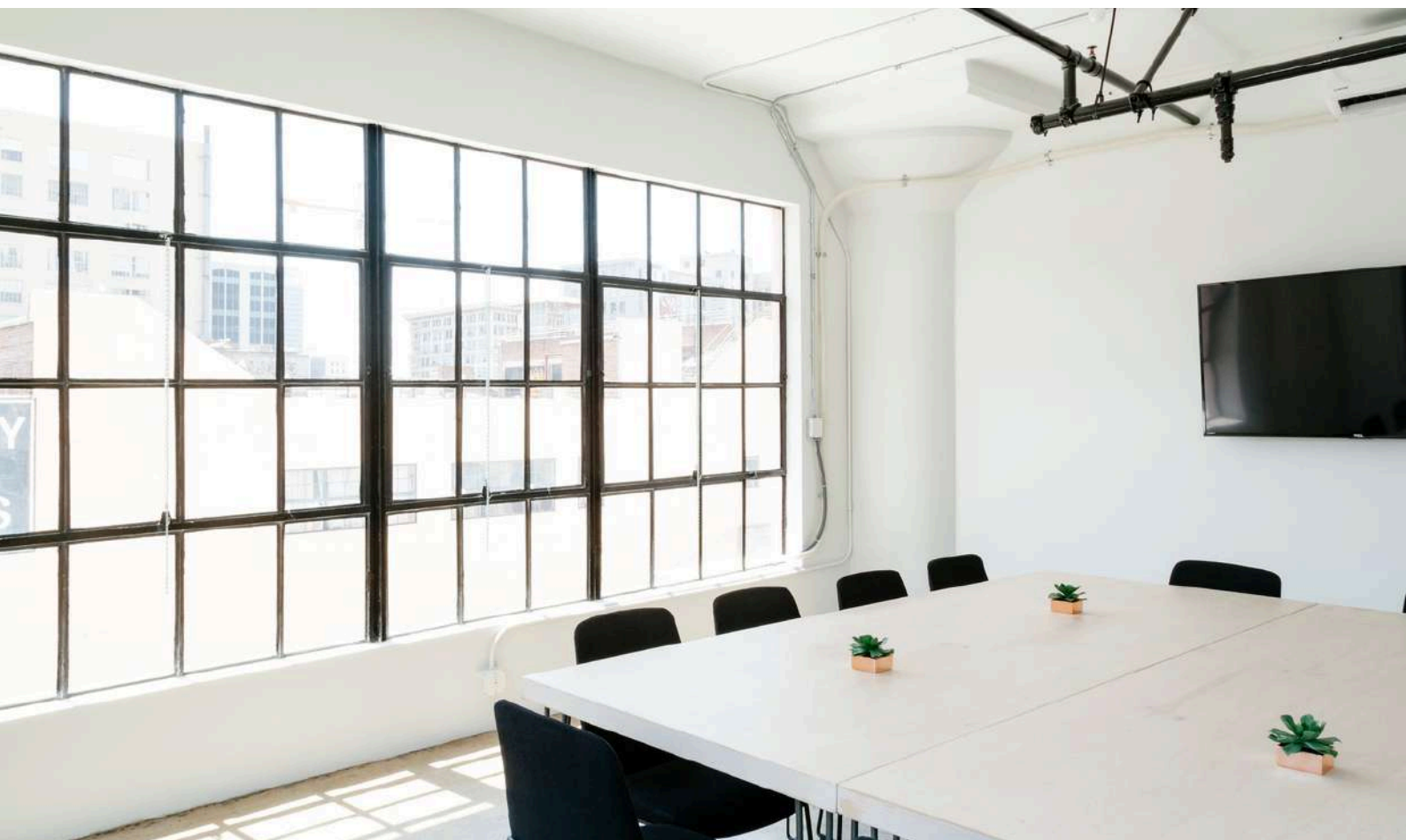
**Classroom Learning** at  
Holiday Inn Orchard City  
Centre / **Virtual Learning**  
via Zoom



**(65) 6720 3333**  
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**\$1280** Before GST



# Trainer's Profile

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## Jeremiah Lim

Jeremiah Lim is a Singapore-based UI/UX and Digital Marketing practitioner. He is the founder of UNGRUMP.CO and has uniquely applied his knowledge in UI/UX to not only web design, but also business operations to improve workflows, and product innovation, create dining experiences and much more. He is experienced in UX design, UX research, design strategy, prototyping, and UI designing. Key clients include Tongue Tip Lanzhou Beef Noodles, Fitness First, Impact Investment Exchange, Workwell.SG and many more clients across Southeast Asia and North America. Jeremiah believes in UX as a problem-solving method that can be applied to any industry, and he hopes to see more firms investing in it to improve the quality of their products, and in turn improving in the quality of lives around the world.