



UI/UX DESIGN

Who are we

India's Most



Design & Technology Training Institute

30+
Years of
Experience

1 LAC+
Successful Student
Professionals

20+
industry
Trainers

500+
Companies Recruit
our Students

We assist our students at every step of their journey

1 Before you Start

We scientifically assess if UX/UI Design is the right career for you and guide you about realistic future prospects. We do this to ensure successful placements after the program.

2 Best Training

Industry certified, portfolio focussed program conducted by UX/UI designers from the industry. Supported by an Online App, Exclusive Mentors and Futuristic Technology like AI.

3 Placements

75% of our students attend at least 3 job interviews. 500+ companies have recruited EDIT students in the past 3 years.



UX/UI Design: What is it?

User Experience (UX) and User Interface (UI) design are two closely related but distinct aspects of creating **Apps, Websites or Digital Products**.

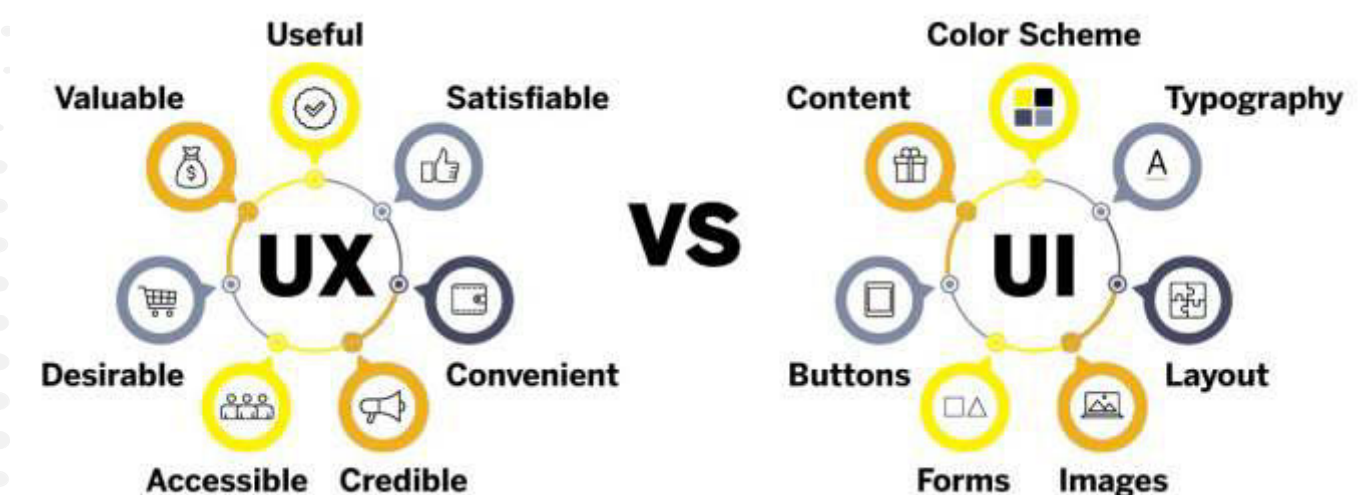
User Experience (UX) Design

UX design focuses on creating the overall experience of users while interacting with a product or service. It involves understanding users' needs, behaviours and motivations to create a design that is intuitive, efficient, and enjoyable. UX designers aim to design a smooth and satisfying user journey, ensuring they have a great time using the product and find value in it.

User Interface (UI) Design

UI design is more concerned with the visual elements and interactive features of a product. It deals with the look and feel of the user interface, including the layout, colors, typography, and interactive elements that align with the overall UX goals. In simple terms, UI design is about making sure the product looks good and is easy to interact with.

In summary, UX is about the overall experience, while UI is about the visual and interactive elements that contribute to that experience.



UX/UI Design: Roles & Careers

Companies recruit for following roles under UX / UI Design.



UX Designer

Designs the overall user experience. Conducts user research. Develops personas and user journeys. Designs wireframes and prototypes. Collaborates with business and UI design teams.



UI Designer

Concentrates on visual aspects of the user interface. Designs layouts, color schemes, typography, visual elements. Creates high fidelity visual mockups.



Interaction Designer

Specializes in creating interactive elements menus, buttons, navigation bars, sliders etc. Defines the interactive journey of the user. Explores new media like AR / VR / Animations.



Product Designer

Takes a holistic approach to develop products, considering both UX and UI Design aspects. Works on end to end product design; from concept to production. Collaborates across teams.



Usability Analyst

Expert in usability testing to evaluate the effectiveness of designs. Gathers feedback from users to improve design decisions. Analyzes data to identify areas for improvement.



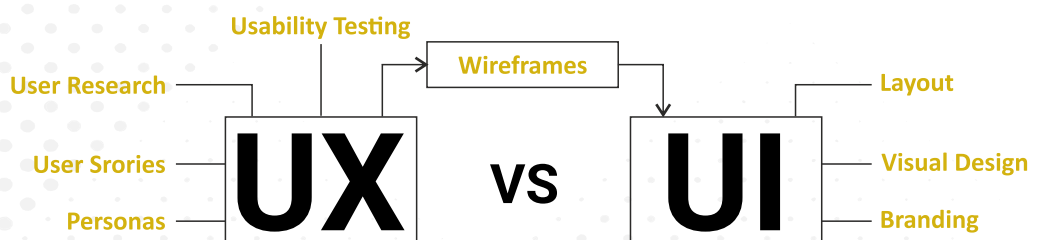
Information Architect

Structures and organizes content and information in the Apps and Websites. Designs navigation and information hierarchy. Ensures content is easy to access and understand.



Prototype Expert

Focuses on creating interactive prototypes for testing. Transforms wireframes into clickable models. Iterates on the design based on user feedback.



UX/UI Design: Salary Trends

Here's a general overview of the expected salary range for different UX/UI design roles in India. These figures are approximate and can vary based on factors such as experience, location, company size, industry, cost of living of the city, candidate's performance during the interview and quality of the portfolio.

We have analyzed the salary trends for different levels of experience below.

Entry Level = Candidates who have completed graduation and a professional course in UX/UI Design.

Mid Level = Candidates with 3-4 years experience in a design or information technology role, preferably related to UX/UI Design.

Senior Level = Candidates who have completed 5-7 years in a UX/UI role.

Type of Role	Entry Level	Mid Level	Senior Level
UI Designer	₹4,00,000 - ₹6,00,000	₹6,00,000 - ₹9,00,000	₹9,00,000 & above
UX Designer	₹4,50,000 - ₹6,50,000	₹6,50,000 - ₹10,00,000	₹10,00,000 & above
Interaction Designer	₹5,00,000 - ₹7,00,000	₹7,00,000 - ₹11,00,000	₹11,00,000 & above
Usability Analyst	₹5,00,000 - ₹7,00,000	₹7,00,000 - ₹11,00,000	₹11,00,000 & above
Prototype Expert	₹5,00,000 - ₹7,00,000	₹7,00,000 - ₹11,00,000	₹11,00,000 & above
Product Designer	₹6,00,000 - ₹8,00,000	₹8,00,000 - ₹12,00,000	₹12,00,000 & above
Information Architect	₹6,00,000 - ₹8,00,000	₹8,00,000 - ₹12,00,000	₹12,00,000 & above



Note: At times, candidates would start with 3 to 6 months internships in companies. This helps candidates gain valuable industry experience.

UX/UI Design Program: Overview

EDIT's UX/UI Design Program is based on latest industry requirements and enables students to get a placement immediately after completing their program requirements.

Course Duration

14 Weeks (43 sessions)

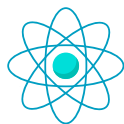


Small Batch Size

8-10 Students per Batch



Learning with Industry Experts



AI & Digital Tools

Figma, FigJam, Visily, Uizard



Course Highlights



Portfolios of various sectors- Health, Travel, E-Learning, Banking



New Industry Standard Modules introduced



AI tools for UX UI like



Design assignments provided by Companies / MNCs



Training on Resume building, mock interviews & entrepreneurship



Interview preparation, communication & soft skills training



Support for placement at 500+ UX/UI companies and improve your skills with ongoing feedback



Visually appealing and easy to Learn content on EDIT Learning App

Skills You Learn

- UX Research
- Information Architecture
- Mobile App Design

- Wireframing
- Prototyping
- Responsive Design

- Visual Design
- Digital Tools
- Micro Animations

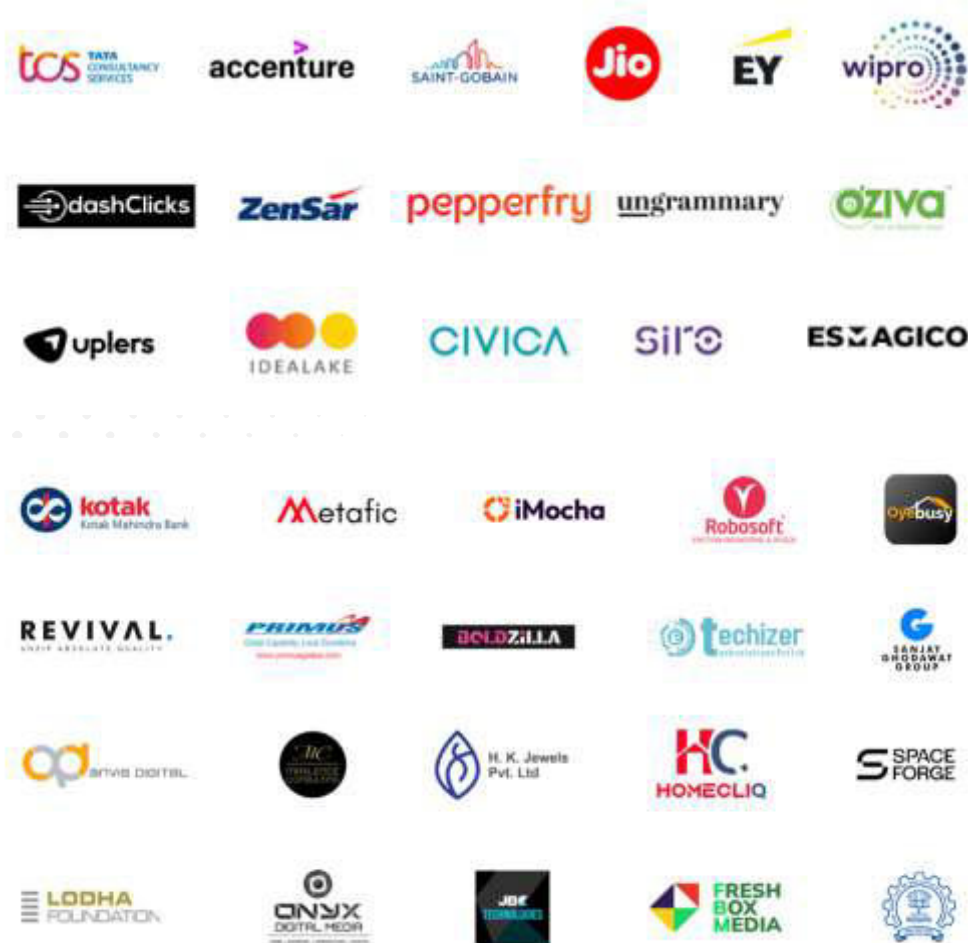


Why EDIT: Placement Support & Record

We have developed recruitment associations with **500+ companies**, who regularly recruit students from EDIT. We offer soft skills, communication training and interview preparation **modules** to all students. We organize interview calls for full time jobs as well as internships, for all students, who successfully complete the program requirements.

Above measures have led to a strong placement record. In **2023**, our team placed students in full time jobs with an average salary of **Rs 25,000 p.m.** for fresher candidates and **Rs 50,000 to Rs 1 lakh p.m.** for candidates with industry experience.

Top Hiring Companies of 2023



UX/UI Design Program: Course Modules & Content

In our UX/UI course, students explore Design Thinking, User Research, and UI Principles with tools like Figma. You learn about empathetic design, usability testing, and work on real-world problems.

I. UX Module

1. Introduction <ul style="list-style-type: none">› Introduction to Design› UX Industry & Career Outlook› Introduction to Figma	2. FIGMA <ul style="list-style-type: none">› Toolbar› Design Panel› Layers, Pages and Groups	3. UX and UI <ul style="list-style-type: none">› Difference between UX & UI› Design Thinking› UX UI Deliverables
4. FIGMA Auto layout <ul style="list-style-type: none">› Auto Layout› Spacing and Padding› Alignment and Resizing	5. Competitor Analysis <ul style="list-style-type: none">› Types of Competitor› Competitor Analysis Research	6. User Research <ul style="list-style-type: none">› Empathy› Introduction to User Research› Types of Research› Crafting Questions
7. Research Analysis <ul style="list-style-type: none">› Qualitative and quantitative analysis› Thematic analysis› Affinity mapping	8. Persona and Empathy Map <ul style="list-style-type: none">› Details of Persona› Persona Creation› Details of Empathy map› Creating empathy map› User journey	9. Information Architecture <ul style="list-style-type: none">› Introduction to IA› Elements of IA› Sitemap creation› Cognitive Load› Hicks and Miller's law
10 Mental model and User Flow <ul style="list-style-type: none">› Details of Mental model› User of Mental model in Design› User Flow Design	11. Wireframing <ul style="list-style-type: none">› What is wireframe› Types of wireframe› Components of wireframe› UX writing	12. UX Reection and Case study <ul style="list-style-type: none">› Two sessions dedicated to refine Understanding and improve UX case study.



II. UI Module

1. Grids and Layout <ul style="list-style-type: none"> › What is Grid and Layout › Grids in Figma › Adding Guides in Figma › Layout Styles 	2. Interaction Design <ul style="list-style-type: none"> › Intro to Interaction Design › Elements of IxD › Dimensions of IxD › Layout Styles 	3. Color Theory <ul style="list-style-type: none"> › Color Psychology & Model › Mood Board & Color Palette › Material Design Colour Tool › Theming & Branding › Organise Colors
4. Typography <ul style="list-style-type: none"> › Typography Terms › Importance of Typography › Type of Typeface › Best Practices › Choosing Right Type › Type Scale and Style 	5. Essentials of UI Design <ul style="list-style-type: none"> › Raster & Vector › Screen Size › Iconography & Illustrations 	6. UI Components Figma <ul style="list-style-type: none"> › Iconography & Illustrations › Creating Components › Using Asset Panel › Iconography Best Practices › Components & Instances › Creating Components › Edit Components › Working with Variants
7. Design System <ul style="list-style-type: none"> › What is Design System › Elements of Design System › Popular Design Systems 	8. Design System in Figma <ul style="list-style-type: none"> › Creating Design System in Figma › Type Scale › Color Styles › Components 	9. UI Guidelines <ul style="list-style-type: none"> › Human Interface Guidelines iOS › iOS vs Material UI › Design Resources › High Fidelity wireframe
10. Laws Of UI <ul style="list-style-type: none"> › Aesthetic Usability Effect › Law of Proximity › Laws of Common Region › Dos & Don'ts of UI Design 	11. FIGMA Prototyping & Animation <ul style="list-style-type: none"> › Prototype & Iransitions › Animation in Figma › Scroll in Figma 	12. Usability Testing <ul style="list-style-type: none"> › Usability Testing Fundamentals › Conducting Usability Test › System Usability Scale › MAZE for Usability Testing
	13. Delivery and Handos <ul style="list-style-type: none"> › Design delivery › Developer handoff 	

III. Web Ready

14. Usability Heuristics

- › What is Usability
- › Usability Evaluation Methods
- › Heuristics Evaluation

15. UX Process for Redesign Website

- › Redesign Website Deliverables
- › Usability Principle with Rules Landing Page
- › Responsive Web Design
- › Difference between Responsive & Adaptive Design
- › Mobile First Approach
- › Low Fidelity Wireframe
- › Website Layouts

16. UI Process for Redesign

- › Style Guide
- › Logo Design Conventions
- › Banner Design
- › Web Page Layout Elements
- › What is A/B Testing?

17. UI Reflection & Jury

- › Two sessions dedicated to refine Understanding & improve UI case study for design portfolio.

IV. Industry Module

1. New technologies in UX UI

- › Timeless Design
- › Emerging Technologies
- › Extended reality
- › The Metaverse
- › Touch-less interface & chatbots
- › Artificial intelligence & machine learning
- › No-code tools
- › ChatGPT
- › Apple Vision

2. Miroboard and Figjam

- › Introduction to Miro
- › How to register with Miro
- › Shapes & Diagrams
- › Navigating the interface & Toolbars
- › Collaboration in Miro
- › Introduction to FigJam
- › Overview of FigJam
- › Navigating FigJam
- › Collaboration in FigJam
- › Integrations and Sharing

3. Design Portfolio Part I

- › What is portfolio?
- › Portfolio websites
- › What is a case study?
- › Case Study Structure

4. Design Portfolio Part I

- › What is portfolio?
- › Portfolio websites
- › What is a case study?
- › Case Study Structure

5. Resume & Personal Branding

- › Type of companies - UX UI Designers
- › Right tools
- › Personal Branding
- › Etiquettes
- › Homework

6. Design Interview & Process

- › Mock Interview
- › Interview guidelines - Online & Offline
- › Interview tips- Online & Offline
- › Questions (Can & Can't Ask)
- › Most common UX Roles
- › Client Assignment, post interview & post placement



IV. Industry Modules

7. Design Assignment

- › Take-Home Design Assignment
- › Recruiters' Expectations
- › Approach to Solve Design Assignment
- › Presentation Skills
- › Post-Submission

8. Entrepreneurship Skills

- › Guide to freelancing
- › Before quitting full time job
- › Advantages / Disadvantages of freelancing
- › Effective Communication - Why,
- › Types, Barriers, Overcome barriers

UX/UI Design Program: Certification



National & International students enroll for EDIT Live Online Course



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ANDHERI	MULUND	VASHI
DADAR (W)	VASAI	KALYAN

PUNE

DECCAN	BANER	BTM LAYOUT
MG ROAD	VIMAN NAGAR	MALLESHWARAM
PCMC		

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Trained

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