EDIT

Experience Design &
Interface Technology

UI/UX
DESIGN

Table of Content

Who are we

India's Most

TRUSTED

Design & Technology Training Institute

30+	**1 LAC+**	**20+**	**500+**
Years of Experience	Successful Student Professionals	industry Trainers	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.

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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**.
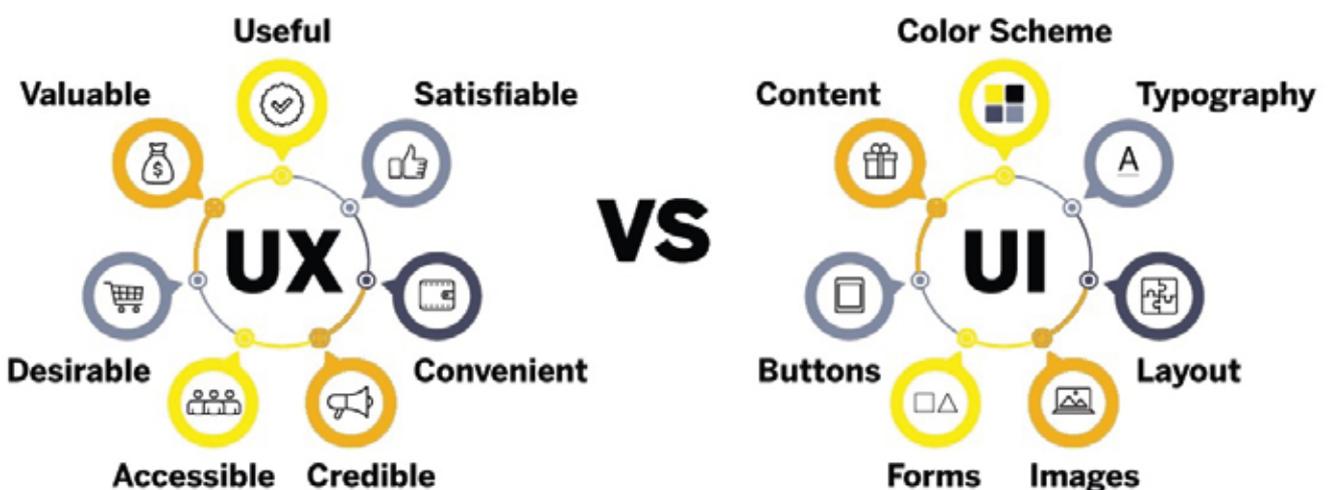
User Experience (UX) Design

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.
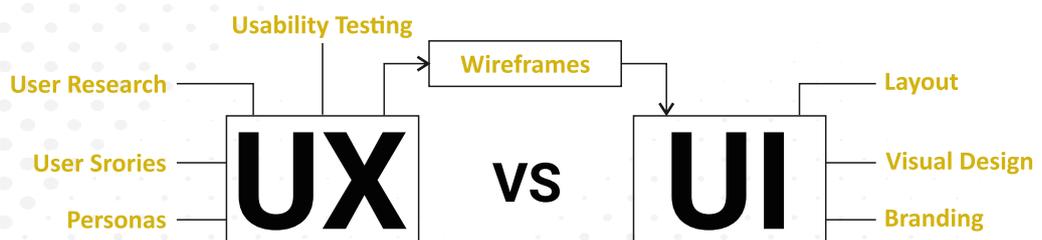
📊 Information Architect

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.

Usability Testing

User Research

Wireframes

Layout

User Srories

UX VS **UI**

Visual Design

Personas

Branding

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UX/UI Design: Top Recruiters

Here is a list of top 120 companies in India under **12 different industry sectors** that recruit UX / UI Designers:

No.	Sector	Company Name
1	**IT Companies**	TCS, Infosys, Wipro, LTI Mindtree, Tech Mahindra, Persistent Systems, HCL Tech, Mphasis, Cognizant, Zensar, Hexaware Tech
2	**Consulting Firm**	Accenture, KPMG, Deloitte, E&Y, Cap Gemini, PwC, IBM GBS, Mastek, Coforge, Sasken.
3	**Digital Products Firms**	Google India, Microsoft India, Adobe India, Zoho, InMobi, Quickheal, Freshworks, Oracle India, Knowlarity, Symantec.
4	**E-Commerce Companies**	Amazon, Flipkart, Ajio, Nykaa, BookmyShow, Tata Neu, Makemytrip, Lenskart, Fern & Petals, Myntra.
5	**Food & Delivery Startups**	Ola, Uber India, Dunzo, Blinkit, Delhivery, Swiggy, Zomato, Licious, Shiprocket, Rapido.
6	**Ed-Tech Companies**	Vedantu, Unacademy, Byju, Simplilearn, Upgrad, Meritnation, Cuemath, Classplus, Teachmint, Shiksha.com.
7	**Media & Entertainment**	Times Internet, Hotstar, Balaji TeleFlms, Reliance Entertainment, Zee, Sony India, Viacom 18, Eros International, Walt Disney India, PVR Cinemas.
8	**Gaming Companies**	Nazara Technologies, 99Games, Games2win, Dream11, Ubisoft, Zapak, Moonfrog Labs, Dhruva Interactive, RedMonster Games, Octro Inc.
9	**Financial Services**	PayTM, Phone Pe, Cred, Razorpay, PolicyBazaar, Acko, HDFC PayZapp, Zerodha, Upstox, Lendingkart.
10	**Retail Companies**	Aditya Birla, Shoppers Stop, Croma, Manyawar, Nature's Basket, Tanishq, Reliance Trends, DMart, Carat Lane, FabIndia.
11	**Consumer Goods**	HUL, P&G, Nestle India, ITC, Colgate-Palmolive, Britannia, Dabur, Godrej, Marico, Amul.
12	**Health & Wellness**	Cure.?t, Pharmeasy, FirstCry, Netmeds, Practo, Portea Medical, GoQii, Metropolis Labs, Healthifyme, MediBuddy.

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: Why is it important?

User experience has a direct impact on revenue growth for a business. A good user experience encourages customers and visitors to stay on platforms longer. Here are some statistics about effect of UX/UI Design-

What can a good UX/UI Design Do?

1) On average, ₹1 invested in UX/UI Design returns ₹100, an impressive ROI of **100 Times**.

2) A well designed user interface can increase your website / app conversion rate by up to **200%**.

3) **66%** of customers are willing to pay more for a great experience on the website or app.

4) **72%** of customers will tell at least 6 other people about their good experience using a website or app.

5) **94%** of users' first impression of a website or app interface are solely based on its design.

What can a bad UX/UI Design Do?

1) **70%** of e-commerce purchases are abandoned by customers due to poor UX/UI Design.

2) **88%** of online customers are unlikely to return to a website or app after having a poor user experience.

3) **90%** of users reported dropping an App altogether because of the poor user experience and design.

4) **70%** of online businesses fail because of how their digital interfaces have been designed and implemented.

5) **13%** of customers who have a negative experience will share it with at least 15 other people.

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UX/UI Design: Industry Facts

The UX/UI Design industry in India has witnessed remarkable growth in recent years, mainly due to the digital transformation sweeping across the nation.

According to a report by **NASSCOM**, the Indian UX/UI design industry is expected to reach $9 billion by 2025, growing at 20% every year. UX/UI Designers are required to meet this requirement.

Source: CXOToday.com

As per **NIELSENS INDIA INTERNET REPORT 2023**, India has 710 million active internet users and 450 million smartphone users. This is fueling high demand for UX/UI experts.

Source: indbiz.gov.in

As per the US Bureau of Labour Statistics, despite recent layoffs affecting workers in the tech industry, demand for skilled UX designers will rise 23% annually till 2031.

Source: www.interaction-design.org

There are 10,000+ job vacancies in India for UX/UI Design roles as of today. UX Design #4 in LinkedIn's Emerging Jobs Report; 96% increase in UX design recruitment since 2015.

Source: Job portals / LinkedIn

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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
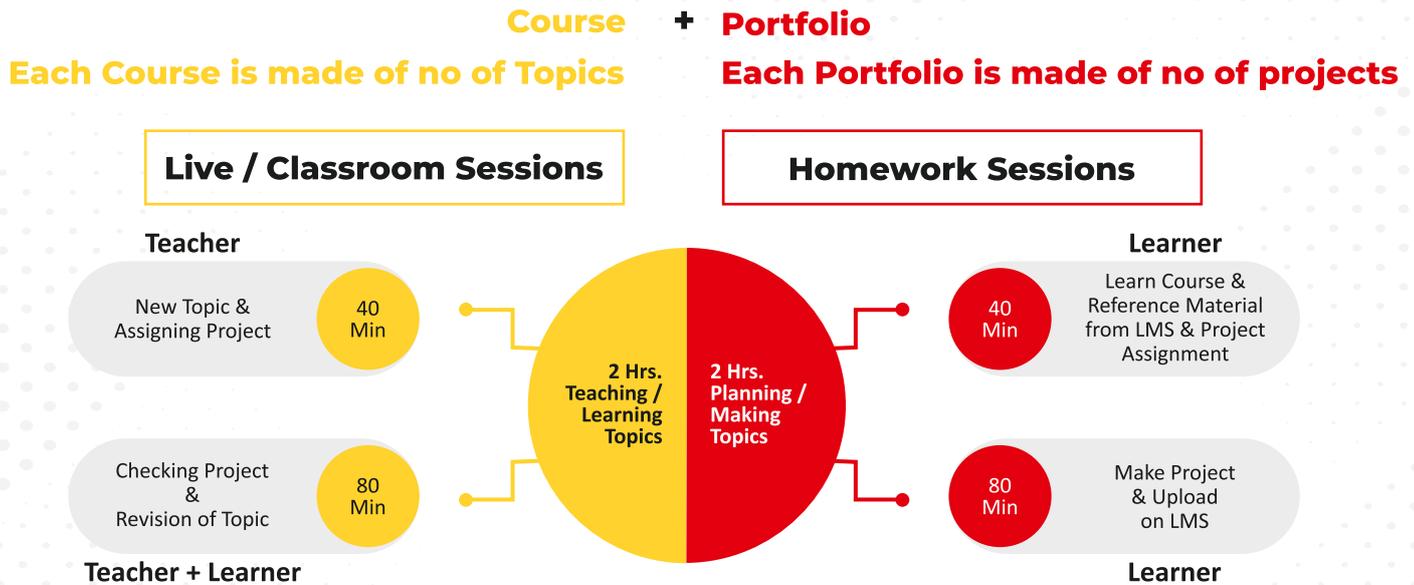- Visually appealing and easy to Learn content on EDIT Learning App

PROJECTS YOU WILL DO IN THIS COURSE

- Adventure Travel App
- Social Media App
- Pet Product App
- Ride Booking App
- Designer Job Search App

- Live Streaming App
- Bill Payment App
- Recipe App
- Task Management App
- Dating App

- Movie Streaming App
- Home Cleaning Service App
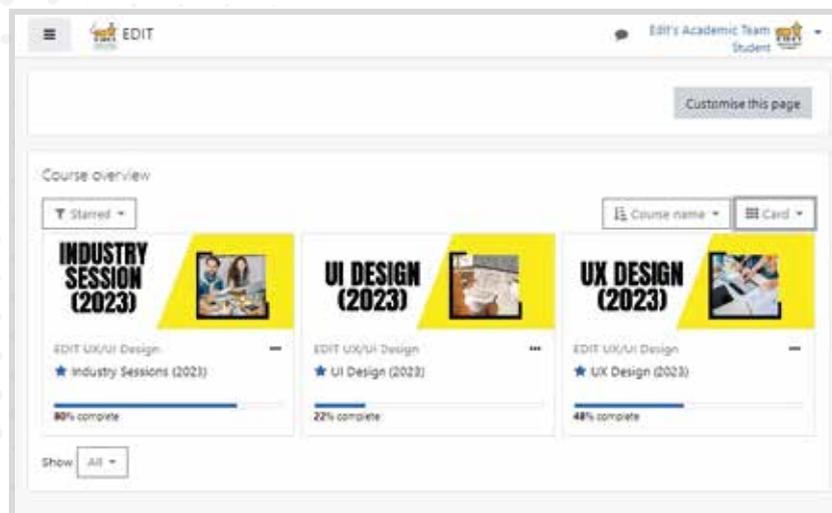- Fitness App
- Parking App

Why EDIT: 2
Portfolio Driven Approach

The infographic explains EDIT's Training Methodology. Through this method we ensure that students complete their professional portfolio with assignments in every session.

Course + **Portfolio**

Each Course is made of no of Topics   **Each Portfolio is made of no of projects**

Live / Classroom Sessions	Homework Sessions

Teacher

New Topic & Assigning Project	40 Min

Learner

40 Min	Learn Course & Reference Material from LMS & Project Assignment

2 Hrs. Teaching / Learning Topics   2 Hrs. Planning / Making Topics

Checking Project & Revision of Topic	80 Min

Teacher + Learner

80 Min	Make Project & Upload on LMS

Learner

Why EDIT: 3
Comprehensive Learning App

EDIT operates a comprehensive Learning App to augment live, interactive lectures. Students can access our learning App from the Mobile App, Tablet or Laptop throughout the course.

Why EDIT: 4 Expert Educators

EDIT operates a comprehensive Learning App to augment live, interactive lectures. Students can access our learning App from the Mobile App, Tablet or Laptop throughout the course.

1) 20+ Expert trainers; average industry experience of 5+ years.

2) Actively working in the industry with top design and technology companies.

3) Skilled in evolving industry practices, technologies and trends.

4) Rigorously trained and experienced as educators

Why EDIT: 5
Industry Approved Curriculum

Our trainers spot the latest trends and technologies in the UX/UI Design industry and introduce them into our curriculum from time to time. Every other weekend, we invite Industry experts to conduct workshops on trending topics.
Industry experts have confirmed that EDIT's program is mapped with their requirements for UX/UI Design Professionals.

See video: **https://vimeo.com/420182595**
"I take interviews for UX/UI designer posts for my company Tata Consultancy Services (TCS). I find EDIT Institute's course for UX/UI Design a perfect match for a fresher who wants to start his career as a UX/UI designer."
Sumit Kulkarni, Sr. UX / UI Designer at TCS

Why EDIT: 6
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

Why EDIT: 7
Instructor Led vs Recorded

The program is conducted by a trainer with industry expertise as opposed to self learning from recorded lectures.

Top Benefits to Students:

Interactive learning vs recorded lectures

A technical field like UX/UI Design requires the trainer to explain the process, design rationale and industry practices in great detail. This requires interaction between trainer and students. The ability to ask doubts and questions gives an edge to our students over others, who rely entirely on recorded courses. In addition, there are abundant recorded lectures & materials in our Learning App.

Live Online vs Offline Classroom

EDIT trainers are able to share their whole experience LIVE while teaching. They demonstrate on screen, display case studies, give corrections on live assignments and share links to reference materials. All this is difficult to do in offline classrooms, where students are scattered across classrooms. A small batch size of 8-10 students in the live lectures, further enhances learning outcomes for our students.

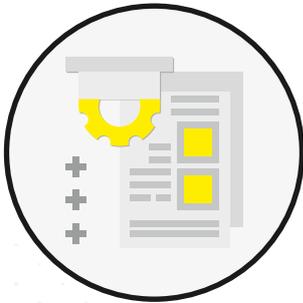### Regular assignments, grading and feedback

It is evident from our experience of training over 1.0 lac professionals that, "Learning by Doing" is the best technique. Practice assignments completed after each topic are graded by the trainer and suggestions for improvement are provided. These same assignments later roll up into the student's industry level portfolio. This rigor and practical approach helps EDIT students edge past their peers.

Round the Week Support

Our dedicated trainer and student support staff provide round the week support on WhatsApp groups. These groups are like discussion forums where queries can be raised and resolved. This allows students to remove stumbling blocks in their understanding of the topic and complete their assignments on time. We have seen a rise of 50% in assignment completion since we introduced support groups.

Why choose us?

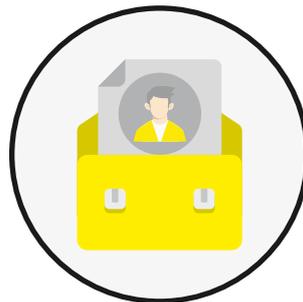**Curriculum Designed By Industry Experts**

Get Certified at the Leading UI/UX Design Training Institute

100% Placement Assistance.

Get trained by Industry experts

Portfolio Preparation

Real Time Projects & Mock Interviews

Soft Copy of Study Material

Class Recorded Videos

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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 ❯ Introduction to Design ❯ UX Industry & Career Outlook ❯ Introduction to Figma	**2. FIGMA** ❯ Toolbar ❯ Design Panel ❯ Layers, Pages and Groups	**3. UX and UI** ❯ Difference between UX & UI ❯ Design Thinking ❯ UX UI Deliverables
4. FIGMA Auto layout ❯ Auto Layout ❯ Spacing and Padding ❯ Alignment and Resizing	**5. Competitor Analysis** ❯ Types of Competitor ❯ Competitor Analysis Research	**6. User Research** ❯ Empathy ❯ Introduction to User Research ❯ Types of Reseaarch ❯ Crafting Questions
7. Research Analysis ❯ Qualitative and quantitative analysis ❯ Thematic analysis ❯ Affinity mapping	**8. Persona and Empathy Map** ❯ Details of Persona ❯ Persona Creation ❯ Details of Empathy map ❯ Creating empathy map ❯ User journey	**9. Information Architecture** ❯ Introduction to IA ❯ Elements of IA ❯ Sitemap creation ❯ Cognitive Load ❯ Hicks and Miller's law

10 Mental model and User Flow
❯ Details of Mental model
❯ User of Mental model
  in Design
❯ User Flow Design
	11. Wireframing
	❯ What os wireframe
	❯ Types of wireframe
	❯ Components of wireframe
	❯ UX writing
		12. UX Reection and Case study
		❯ Two sessions dedicated to
		  refine Understanding and
		  improve UX case study.

II. UI Module

1. Grids and Layout
- What is Grid and Layout
- Grids in Figma
- Adding Guides in Figma
- Layout Styles

2. Interaction Design
- Intro to Interaction Design
- Elements of IxD
- Dimensions of IxD
- Layout Styles

3. Color Theory
- Color Psychology & Model
- Mood Board & Color Palette
- Material Design Colour Tool
- Theming & Branding
- Organise Colors

4. Typography
- Typography Terms
- Importance of Typography
- Type of Typeface
- Best Practices
- Choosing Right Type
- Type Scale and Style

5. Essentials of UI Design
- Raster & Vector
- Screen Size
- Iconography & Illustrations

6. UI Components | Figma
- Iconography & Illustrations
- Creating Components
- Using Asset Panel
- Iconography Best Practices
- Components & Instances
- Creating Components
- Edit Components
- Working with Variants

7. Design System
- What is Design System
- Elements of Design System
- Popular Design Systems

8. Design System in Figma
- Creating Design System in Figma
- Type Scale
- Color Styles
- Components

9. UI Guidelines
- Human Interface Guidelines iOS
- iOS vs Material UI
- Design Resources
- High Fidelity wireframe

10. Laws Of UI
- Aesthetic Usability Effect
- Law of Proximity
- Laws of Common Region
- Dos & Don'ts of UI Design

11. FIGMA Prototyping & Animation
- Prototype & Iransitions
- Animation in Figma
- Scroll in Figma

12. Usability Testing
- Usability Testing Fundamentals
- Conducting Usability Test
- System Usability Scale
- MAZE for Usability Testing

13. Delivery and Handos
- 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

V. Industry Modules

<table>
<tr><td>

7. Design Assignment

> Take-Home Design Assignment

> Recruiters' Expectations

> Approach to Solve Design Assignment

> Presentation Skills

> Post-Submission

</td><td>

8. Entrepreneurship Skills

> Guide to freelancing

> Before quitting full time job

> Advantages / Disadvantages of freelancing

> Effective Communication - Why,

> Types, Barriers, Overcome barriers

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UX/UI Design Program: Certification

DIPLOMA CERTIFICATE

This is to certify that Mr. / Ms. / Mrs.

Vaishali More

has successfully completed the diploma in

User Experience (UX) + User Interface (UI) Design - Live Online

From EDIT Institute **HO Live** during the period

October 2023 to **January 2024**

ESI025424
Student Code

Director

Training Manager

EDIT SYSTEMS PVT. LTD.
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