

BECOME THE PRODUCT DESIGNER
EVERY COMPANY NEEDS.

UX UI DESIGN MASTERY

USER RESEARCH

PRODUCT THINKING

UX STRATEGY

UI & PROTOTYPING

DESIGN SYSTEMS

AI-POWERED WORKFLOW.

**MASTER THE SKILLS OF DIGITAL
PRODUCT DESIGN**

Think Beyond Screens.

Design With Strategy.

*Create **Products People Love**.*



12+

Years of training



8000+

Students Trained

ABOUT WEB D SCHOOL

Web D School is one of India's leading design training institutes, helping aspiring designers transform their creativity into successful careers for over 12 years. With **industry-focused curriculum, experienced mentors, hands-on projects, and AI-powered learning**, we prepare students to thrive in today's fast-changing creative industry.

At Web D School, we believe... Anyone can learn design tools.
Only those who learn to think strategically create lasting impact.
That's why our philosophy is simple:
"Learn Beyond Tools. Design With Purpose."

12+ Years of Proven Excellence. Trusted by 8,000+ Professionals.

For over a decade, Web D School has empowered thousands of students with industry-relevant skills, real-world projects, and career-focused training. Our commitment to quality education has helped learners build successful careers across leading companies in India and abroad.

12+ Years

Industry Experience

8000+

Students Trained

200+

Hiring Partners

"Technology will continue to evolve, but great designers are defined by how they think, solve problems, and create value. At Web D School, our goal is not just to teach software—we help students build the mindset, confidence, and creative excellence needed for long-term success."

— **Harshvardhan**, SPARK Framework Founder



ABOUT UI UX DESIGN MASTERY

The UX/UI Design Mastery program at Web D School is a future-ready product design program that blends user research, product thinking, interface design, prototyping, design systems, AI-powered workflows, collaboration tools, and front-end fundamentals into one industry-focused learning experience.

Gain hands-on experience with industry-standard tools like Figma, Framer, Photoshop, AI assistants, analytics platforms, project management tools, and modern web technologies while building real-world products and an industry-ready portfolio for careers in UX/UI and Product Design.

INDUSTRY STANDARD UX UI DESIGN MASTERY TOOLS



Figma
Design



Figma
Devmode



Figma
Slides



Figma
Make



Figma
Jam



Figma
Motion



Framer



Notion



Trello



Jira



Photoshop



Illustrator



ChatGPT



Gemini



Perplexity



Claude



Lovable



Stitch



Notebook LM



Hotjar



Google Analytics



HTML5



CSS3



Bootstrap

WHY UX/UI DESIGN MASTERY?

Because UX/UI Design
is No Longer Just
About Creating
Beautiful Screens.

AI can generate
interfaces..

Companies hire
people who can

Solve Problems.

That's where
Product designers
create value.

GRADUATE WITH MORE THAN SOFTWARE SKILLS

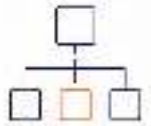
By the end of the program, you will
gain experience in:



User
Research



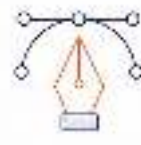
UX
Strategy



Information
Architecture



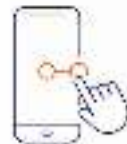
Wireframing



UI
Design



Design
Systems



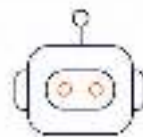
Interactive
Prototyping



Usability
Testing



Product
Thinking



AI-Assisted
UX Workflows



Developer
Handoff

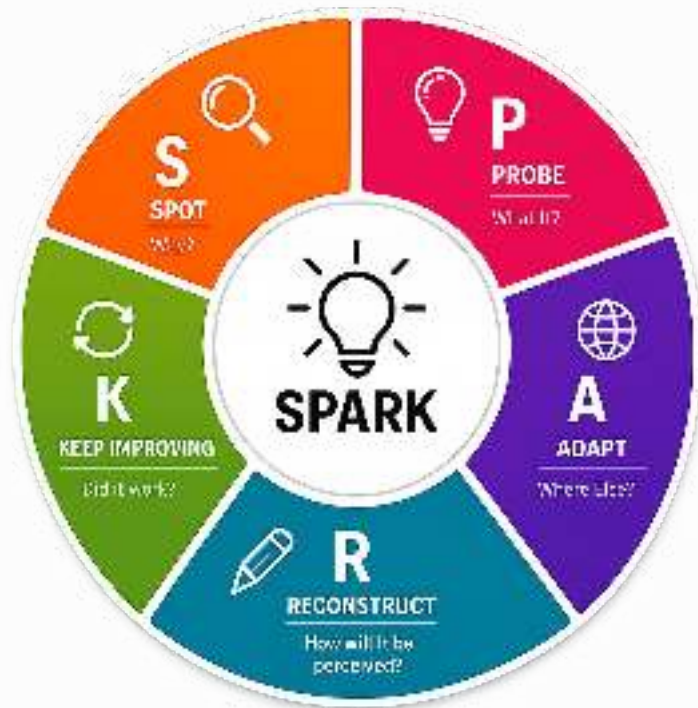


Portfolio &
Case Studies

THE SPARK FRAMEWORK

Second Layer Thinking for Creative Professionals

SPARK is the thinking operating system we use at Web D School to solve the right problem, create meaningful work and make a real impact.



THE SPARK PRINCIPLES

S – SPOT

See the real problem.

Go beyond the surface and identify the true root cause.

P – PROBE

Question everything.

Break assumptions and open up new possibilities.

A – ADAPT

Look beyond boundaries.

Find ideas in other industries, cultures, and experiences.

R – RECONSTRUCT

Design with purpose.

Create solutions that share perception and deliver value.

K – KEEP IMPROVING

Iterate for impact.

Test, learn and refine until the solution creates impact.

ONE FRAMEWORK. ENDLESS POSSIBILITIES.

From brief to brand, post to packaging — SPARK helps you create work that's strategic, stunning and successful.

TOOLS THAT ACTIVATE AT THE RIGHT STAGE

01 BRIDGE

Helps shape how your work is perceived.

02 BRANDLENS

Helps evaluate and improve your work.

03 PPR

Helps you present your work with clarity and impact.

UX UI DESIGN MODULES



MODULE 01 - BUILD THE FOUNDATION

Strong Foundation to UX UI Design

YOU WILL MASTER

- Digital Product Design Fundamentals
- Human-Centered Design & Design Thinking Process
- Double Diamond Framework
- User-Centered Design (UCD) Principles
- UX Process, Deliverables & Industry Workflow
- Problem Framing & Design Mindset

MODULE 02 - THINK BEYOND THE SCREENS

SPARK™ Second-Layer Thinking

YOU WILL MASTER

- Deeper Observation & Insight
- Critical & Strategic Thinking
- Creative Problem Solving
- Idea Generation & Innovation
- Rapid Experimentation
- Continuous Learning Mindset



MODULE 03 - UNDERSTAND THE USER

User Research & Understanding

YOU WILL MASTER

- Qualitative & Quantitative User Research
- User Interviews, Surveys & Contextual Inquiry
- Persona Creation & Empathy Mapping
- Jobs-To-Be-Done (JTBD) Framework
- Customer Journey Mapping & Experience Mapping
- User Pain Points, Needs & Opportunity Analysis
- Research Synthesis & Insight Generation



Project Workshop

Conduct end-to-end user research for a digital product and convert research findings into actionable UX opportunities.

Deliverable – Research Report + Persona + Journey Map + Problem Statement



MODULE 04 - THINK LIKE A PRODUCT DESIGNER

Product Thinking Foundations

YOU WILL MASTER

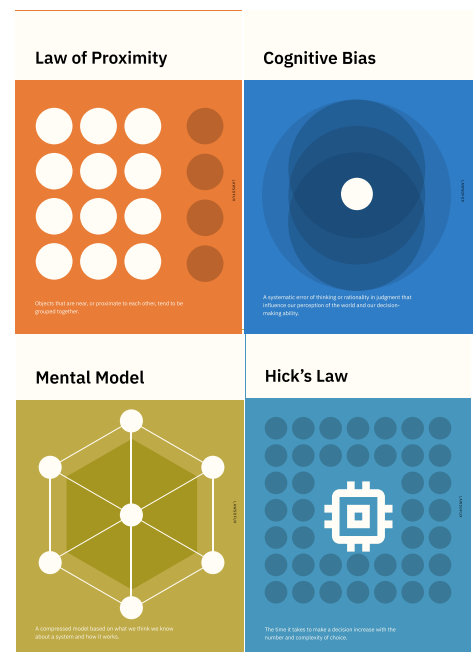
- Product Thinking & Systems Thinking
- Business Goals vs User Goals Alignment
- Product Strategy & Value Proposition Canvas
- Problem Discovery & Opportunity Mapping
- Competitive Benchmarking & Product Analysis
- MVP Planning & Product Roadmapping

MODULE 05 - DESIGN FOR HUMAN BEHAVIOUR

UX Laws, Psychology & Principles

YOU WILL MASTER

- Gestalt Principles & Visual Perception
- Hick's Law, Fitts's Law & Jakob's Law
- Cognitive Load & Mental Models
- Human Psychology & Decision Making
- Information Architecture Principles
- Accessibility (WCAG) & Inclusive Design
- Interaction Design Principles & UX Heuristics



Project Workshop

Redesign an existing digital product using UX psychology, research insights, and product thinking.

Deliverable – UX Audit + Redesigned User Flow + Design Rationale



MODULE 06 - ARCHITECT THE EXPERIENCE

Wireframing & Rapid Prototyping

YOU WILL MASTER

- Information Architecture & Content Hierarchy
- User Flows, Task Flows & Navigation Design
- Low, Mid & High-Fidelity Wireframing
- Rapid Prototyping & Interaction Design
- User Journey Optimization & Experience Mapping
- Clickable Prototypes & Design Validation

MODULE 07 - DESIGN DIGITAL PRODUCTS

Visual Design & Design System

YOU WILL MASTER

- Typography, Color Systems & Visual Hierarchy
- Design Systems & Component Libraries
- Design Tokens, Variables & Styles
- Reusable Components & Auto Layout
- Grid Systems & Responsive UI Design
- Collaboration, Branching & Version Control



MODULE 08 - DIGITAL INTERFACE DESIGN

Figma UI Design

YOU WILL MASTER

- Frames, Grids & Layout Structure
- Components & Variants
- Auto Layout Essentials
- Creating Mobile & Web Screens
- Interactive Prototyping & Smart Animation
- Figma Libraries & Style Consistency

Project Workshop

Design a responsive web or mobile application by applying UX principles, interaction design, and high-fidelity prototyping.

Deliverable – Responsive UI + Interactive Figma Prototype + UX Presentation



MODULE 09 - VALIDATE & ITERATE

Testing & Iteration

YOU WILL MASTER

- Usability Testing & Moderated User Testing
- Heuristic Evaluation (Nielsen's Principles)
- A/B Testing & Preference Testing
- Heatmaps, Session Recording & User Analytics
- Accessibility Audits & UX Benchmarking
- Design Iteration Using User Feedback
- Data-Driven Design Decision Making

MODULE 10 - AI FOR PRODUCT DESIGN

AI-Powered UX/UI Workflow

YOU WILL MASTER

- ChatGPT for UX Writing & Ideation
- Gemini & Claude for Research & Insights
- Perplexity for AI Search & Discovery
- NotebookLM for Knowledge Management



Project Workshop

Build a scalable design system for a SaaS product with reusable components, documentation, and accessibility standards.

Deliverable – Design System + Component Library + Style Guide + UI Kit



MODULE 11 - DESIGN COLLABORATION

Modern Team Workflow

YOU WILL MASTER

- Framer for No-Code Prototyping
- Notion for Product Documentation
- Trello for Team Collaboration
- Jira for Sprint Management

Project Workshop

Design a next-generation product experience using emerging interaction patterns and future-ready interface principles.

Deliverable – Interactive Framer Prototype + Product Website + Future UX Case Study

MODULE 12 - BUILD VISUAL IDENTITY

Branding (Photoshop & Illustrator)

YOU WILL MASTER

- Brand Identity Systems & Visual Language
- Logo Design & Brand Guidelines
- UI Asset Creation & Icon Design
- Photoshop for Digital Product Assets
- Illustrator for Vector Graphics & Illustrations
- Marketing Creatives & Product Visuals
- Design Consistency Across Digital Touchpoints



Project Workshop

Build a Complete Brand Identity System

Create a professional visual identity for a fictional or real startup brand. Develop a cohesive branding system that communicates the brand's personality, values, and positioning across digital and print touchpoints.

UX UI DESIGN MASTERY MODULES



MODULE 13 - BUILD PRODUCTS THAT MATTER

Product Strategy, & Metrics

YOU WILL MASTER

- Product Lifecycle & Digital Product Development
- Product Strategy, Vision & Opportunity Mapping
- Product Metrics (HEART & North Star Metrics)
- Google Analytics (GA4) for User Behaviour Analysis
- Hotjar for Heatmaps & Session Recordings
- Agile, Scrum, Sprint Planning & Product Roadmaps
- PM, UX, UI & Developer Collaboration Workflow

MODULE 14 - DESIGNING THE FUTURE

Modern UI Trends & Emerging Interfaces

YOU WILL MASTER

- Glassmorphism, Neumorphism & Modern UI Trends
- Responsive, Adaptive & Cross-Platform Design
- AR/VR, Spatial Computing & Mixed Reality Interfaces
- Wearables, Conversational UX & Voice Interfaces
- Designing for AI-First & Ambient Experiences
- Lovable & Stitch for AI Prototyping



MODULE 15 - ADVANCED FIGMA WORKFLOW

Figma Ecosystem for Product Design

YOU WILL MASTER

- Dev Mode for Developer Handoff
- Figma Slides for Presentations
- FigJam for Brainstorming
- Figma Make for AI Prototyping
- Figma Motion for Microinteractions
- Variables for Scalable Design Systems

Project Workshop

Design a next-generation product experience using future-ready interface principles.

Deliverable – Interactive Framer Prototype + Product Website + Future UX Case Study



MODULE 16 - AI, FRONTEND & DESIGN-TO-CODE

HTML, CSS, BOOTSTRAP

YOU WILL MASTER

- HTML5 Structure & Semantic Elements
- CSS3 Styling & Responsive Layouts
- Flexbox & CSS Grid
- Bootstrap Components & Grid System
- Responsive Web Design
- UI Implementation from Figma
- Landing Page Development

MODULE 17 - BECOME A PRODUCT DESIGNER

Career Launch

YOU WILL MASTER

- UX Portfolio Strategy & Storytelling
- Advanced UX Case Study Writing (PPR Method)
- Personal Branding (LinkedIn, Behance Portfolio)
- UX Audit Challenge & Design Critique
- Freelancing, Pricing & Client Acquisition
- Product Design Interviews & Whiteboard Challenges
- Career Roadmap & Placement Readiness



Project Workshop

Design, validate, prototype, and launch a complete digital product by applying UX Research, Product Thinking, Design Systems, AI-assisted workflows, Product Strategy, Frontend Collaboration, and Business Storytelling.

Deliverable – End-to-End Product Case Study + Design System + Interactive Prototype + Portfolio Website + Placement-Ready Portfolio

Our Course **Highlights!**

A Future-Ready UX/UI Design Course for
the **Problem Solver** in You.



01

Product Thinking with SPARK™ Framework

Learn a structured approach to solve user problems, think strategically, and design products that create impact.

02

AI-Powered UX Learning

Use AI to accelerate research, ideation, wireframing, content creation, and design workflows without replacing your thinking.

03

Industry-Standard Tool Mastery

Master Figma, Photoshop, Illustrator, Framer, and AI tools through practical workflows used by product teams.

04

Real-World Product Projects

Design mobile apps, websites, dashboards and digital products using industry-standard UX and UI design processes.

05

Portfolio That Gets You Hired

Build compelling case studies and a professional portfolio that showcases your design thinking and problem-solving skills.

06

Career-Ready Training

Learn product strategy, developer handoff, freelancing and client communication to grow your design career.

07

Mentorship from Product Experts

Receive continuous feedback, design critiques and practical insights from experienced UX/UI professionals.

08

Placement Assistance

Get interview preparation, portfolio reviews, resume building and placement support to confidently launch your career.

09

Studio-Like Learning Environment

Collaborate on real design challenges using modern product design workflows in a creative, team-driven environment.



Food & Drink

Learn how to craft innovative Food & Drink industry specific Apps that stand out from competitor apps.



Productivity CRMs

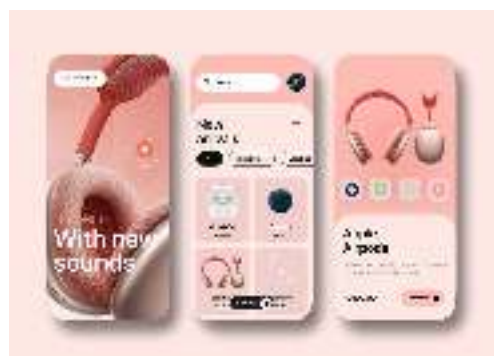
Design productivity tools that simplify task management, collaboration, and workflow efficiency.



Travel & Navigation

Chart journeys, craft experiences by mastering in Travel & Navigation apps that are user friendly and attractive.

UX UI DESIGN PROJECTS



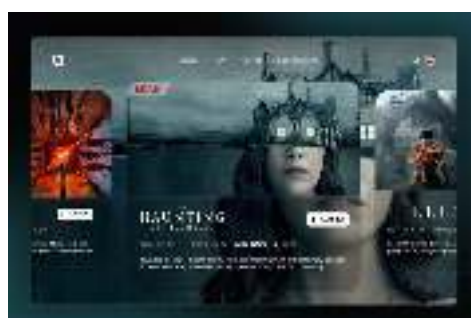
Shopping

Learn how to create Online shopping, Product browsing, secure payments.



Social Networking

Learn to create social networking applications that unite people, spark engagement and encourage virtual communities.



Entertainment & OTT Platforms

Learn how to create trending and up to date Entertainment & OTT Platforms targeting respective audiences.



Finance

Learn how to create Financial transactions, budgeting and investment management app.



Apple Vision Pro

Create intuitive spatial computing experiences for Apple Vision Pro by combining digital interfaces with the real world.



Business Networking

Professional networking, communication and business collaboration.

UX UI DESIGN PROJECTS



Wearable UI

Learn how to use small screens, natural movements, and designs for moving bodies with the Wearable UI designing module.



Gaming

Learn how to develop your inner genius by creating compelling and eye catching gaming applications.



Utilities

Working on products with specific tasks or functionalities.

ONE COURSE. MULTIPLE CAREER PATHS.

UX/UI Design Mastery opens doors to **fast-growing industries** where user experience, product thinking, and digital innovation create impact.

Endless opportunities. One **Product Mindset**.



Product-Based Companies

Design intuitive web and mobile products that improve user experience and drive business growth.



SaaS & Technology Companies

Create dashboards, enterprise software, AI products, and digital platforms used by millions.



Startups & Entrepreneurship

Build user-first products, MVPs, and scalable digital experiences for fast-growing startups.



UX/UI Design Agencies

Work on websites, mobile apps, design systems, and client projects across diverse industries.



Global Capability Centers (GCCs)

Join global product teams designing digital experiences for international brands and enterprises.



E-Commerce & Retail

Design shopping experiences, customer journeys, and conversion-focused interfaces.



Healthcare & FinTech

Create secure, accessible, and user-friendly digital products for healthcare and financial services.



EdTech & E-Learning

Design engaging learning platforms, educational apps, LMS interfaces, and interactive experiences.



AI & Emerging Technologies

Design AI-powered products, conversational interfaces, and next-generation digital experiences.



Media & Entertainment

Create impactful ad creatives, campaign visuals, OOH, and innovative designs that grab attention.



Freelancing & Remote Work

Work with global clients, build your portfolio and enjoy the freedom of being location independent.

Key Message

From startups to global product companies, UX/UI design skills empower you to create digital experiences that people love and businesses value.

WHY UX/UI DESIGN MASTERY IS DIFFERENT?

MORE THAN SOFTWARE
A COMPLETE
TRANSFORMATION.

	UX UI DESIGN MASTERY	OTHER DESIGN COURSES
What you learn	UX + UI + Product Thinking	Figma & UI tools only
Thinking Framework	SPARK™ + BRIDGE™ + Product Thinking	Limited or no framework
Research Skills	User Research + Insights + Validation	Basic research concepts
Design Process	End-to-end UX Process	Screen-focused design
Prototyping	Interactive Prototypes + User Testing	Clickable prototypes only
Design Systems	Scalable Components & Design Systems	Basic components
AI Integration	AI-powered UX workflows & productivity	Minimal AI exposure
Portfolio Approach	Case Studies with Product Thinking	Visual screens collection
Career Preparation	Resume, LinkedIn, Interviews & Portfolio	Portfolio-focused only
Exit Identity	UX/UI Designer + Product Thinker	UI Designer / Figma Designer
Industry Readiness	Product Teams + Startups + Enterprise	Execution-ready only

STUDENT SUCCESS STORIES

Just a few among thousands – and still growing.



Pratik

System Engineer



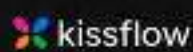
Sundaraveelan

Visual Designer



Bharathraj

Motion Graphic Artist



Akash

Digital Marketer



Anushaa

UX Researcher



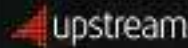
Aravind

Graphic Designer



Ibrahim

Full-Stack Developer



Vignesh

Sr. Digital Engineer



Bhoomika Vasan

UX UI Designer



Balaji

Marketing Executive



Dharshita

Design Engineer



Harshanan Murthi

Video Editor



Nafethi

UX UI Designer



Saranwathi

UX Designer



Muhammad Khaleel

WordPress Developer



Shreya

SEO Analyst



Jakaraj

UX UI Designer



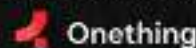
Sagitha

UX Researcher



Balaraman

Front-end Developer



Shyam Sundar

Design Engineer



Nivetha

Visual Designer



Jagann Nivas

Visual Designer



Vaishnavi

Social Media Manager



Soundarya

Graphic Designer



YOU'RE NEXT!

Let's build your
success story
together.

COMPANIES WHERE OUR STUDENTS WORK

A glimpse of the organizations where students from our 12+ year training ecosystem have built their careers.



1000+
Superstars
Placed



150+
Top MNCs
& startups



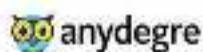
1000+
Industries
hiring



HIGH
Career Growth
Opportunities



COUNTLESS
Success
Stories

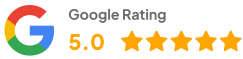


Our Superstars Say!

FROM ZERO TO CONFIDENT DESIGNERS.

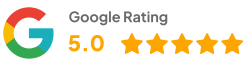
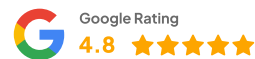
FROM LEARNERS TO LEADERS.

THIS IS THEIR WEB D SCHOOL JOURNEY



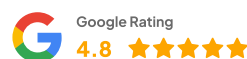
I used to think UI/UX was just about making screens look pretty. After joining Web D School, I realized it's about understanding people, solving problems, and creating smoother experiences. Now I can break down any app and clearly see what works and what doesn't using SPARK Framework.

I learned Figma before, but here I understood how to use it like a pro designer. Auto-layout, design systems, responsive frames, prototypes—everything. And the AI tools they taught helped me generate ideas, flows, and UI variations instantly.



The redesign challenges, app case studies, and capstone project helped me build a portfolio that looks professional. Interviewers were impressed that I could explain my design decisions with logic. The SPARK framework made my explanations strong and clear. I finally feel industry-ready.

I posted my redesigned screen on LinkedIn and a startup founder reached out. With what I learned about UX flows, wireframing, and presentations, I was able to take on the project confidently. This course didn't just teach me design—it made me believe I could earn as a designer.



MORE THAN A CLASSROOM. A CREATIVE COMMUNITY.



WHY WEB D SCHOOL?

Because your design career deserves more than just learning software.

We combine product thinking, real-world design challenges, AI-powered workflows, and continuous mentorship to help you become a confident UX/UI designer ready for the modern product industry.



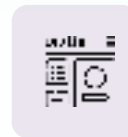
SPARK™ Framework

Develop strategic thinking, creativity, and problem-solving with our proprietary SPARK™ framework.



Product Thinking

Learn to solve real user problems through research, strategy, and user-centered product design.



Industry-Standard Tools

Master Figma, Framer, Notion, Lovable, Google Stitch and AI-powered design workflows.



AI-Powered UX Design

Leverage AI to accelerate research, ideation, wireframing, content creation, and prototyping.



Real Product Projects

Build portfolio-ready case studies by designing websites, mobile apps, SaaS products, and dashboards.



Career & Placement Support

Portfolio reviews, interview preparation, resume guidance, and placement support to launch your UX/UI career.

START YOUR **SUCCESS JOURNEY** WITH WEB D SCHOOL...



Certificate of Completion

This certifies that

Your Name

has successfully completed the course

UX UI Design Mastery

with specialization in

- ✓ Strong Foundation to UX & UI
- ✓ Product Thinking Mindset
- ✓ Advanced UX Research & Psychology
- ✓ Advanced Interaction Design
- ✓ AI, VR, AR Integration
- ✓ UI Development

Course Duration **6 Months**



Chennai's No.1 institute

WebD school

Issue Date

Center Head

Course :

Duration :

Lumpsum Fees :

(or)

Installment Fees :

Down Payment :

Balance :

Learn UX UI Design Mastery @ Web D School

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Visit Us

Ashok Nagar Branch

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Ashok Nagar, Chennai – 600 083.

Anna Nagar Branch

New No. 107 / Old No. AB9,
2 Avenue, Near Max Showroom,
Anna Nagar, Chennai – 600 040.

Website

www.webdschool.com