



Our Vision & Mission

Learnify, MSME and Startup India verified, teaches millions technical skills with expert-led, hands-on courses for career growth.



VISION

The vision of Learnify is to revolutionize education through the seamless integration of technology, creating a direct path from skill acquisition to job readiness.



MISSION

Our mission is to provide personalized and engaging learning experiences for students of all ages by leveraging digital tools, virtual platforms, and data-driven insights to ensure effective skill mastery and career readiness.

UI/UX



COURSE CURRICULUM

1.

INTRODUCTION TO UI/UX

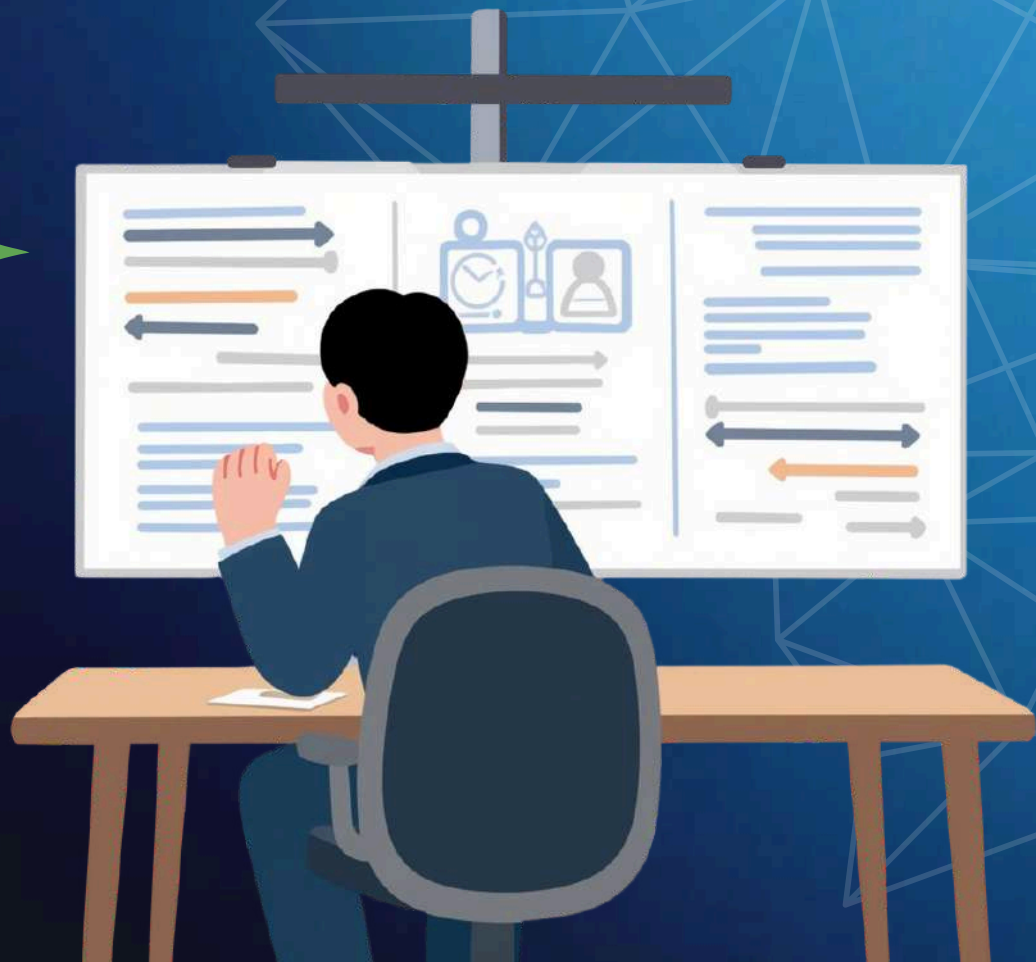
- What is UI vs UX?
- Importance of user-centered design
- Design thinking process
- Overview of the design workflow



2.

USER RESEARCH & ANALYSIS

- User personas and user journey maps
- Surveys, interviews, and usability testing
- Empathy mapping
- Competitor analysis



3.

INFORMATION ARCHITECTURE & WIREFRAMING

- Site maps and information hierarchy
- Low-fidelity wireframing
- Layout principles and grids
- Tools: Balsamiq, Figma, Sketch

4.

VISUAL DESIGN & UI PRINCIPLES

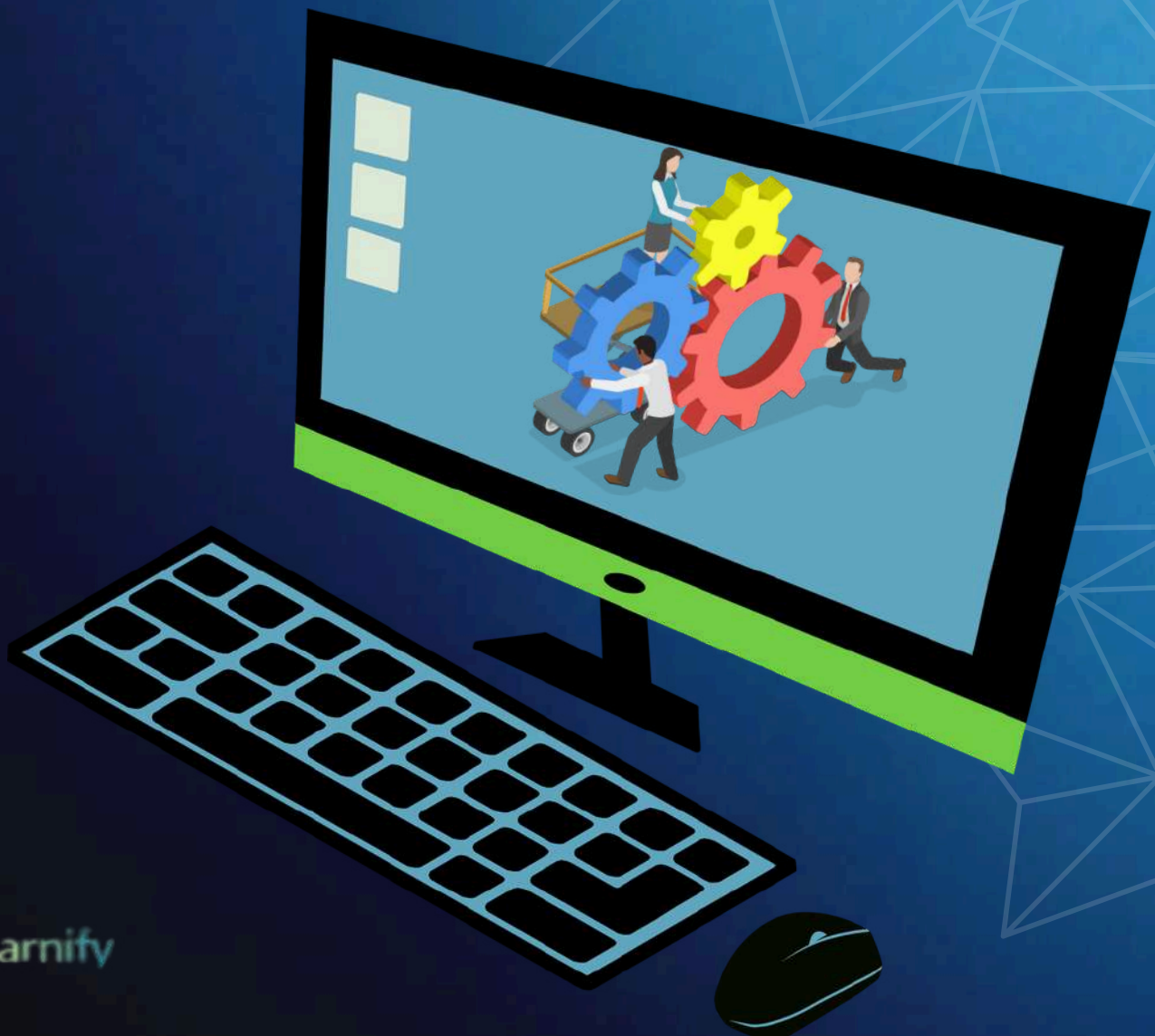
- **Typography, color theory, and iconography**
- **Consistency and design systems**
- **UI patterns and guidelines**
- **High-fidelity mockups**



5.

PROTOTYPING & INTERACTION DESIGN

- Interactive prototyping with Figma/Adobe XD
- Microinteractions and animations
- Usability testing
- Feedback loops



6. **ADVANCED UX DESIGN**

- **Accessibility and inclusive design**
- **UX heuristics and guidelines**
- **Conversion optimization**
- **Responsive and adaptive design**

7.

UI DESIGN SYSTEMS & BRANDING

- Design systems and component libraries
- Branding and style guides
- Creating reusable UI components
- Theme and layout consistency



8.

ADVANCED INTERACTION & ANIMATION

- Micro-interactions and transitions
- Motion principles in UI/UX
- Advanced prototyping animations
- Tools: Figma, Principle, After Effects



9.

UX RESEARCH & ANALYTICS

- User testing methodologies
- A/B testing and analytics tools
- Data-driven design decisions
- Heatmaps and session recordings



10. UI/UX FOR MOBILE & WEB

- **Mobile-first design**
- **Web and responsive design principles**
- **Cross-platform consistency**
- **Guidelines: Material Design, Human Interface Guidelines**

11.

UX STRATEGY & PRODUCT THINKING

- Designing with business goals in mind
- Product roadmap alignment
- Prioritizing features and user needs
- Metrics-driven UX strategy



12. **ADVANCED USABILITY & ACCESSIBILITY**

- **WCAG guidelines and inclusive design**
- **Cognitive load and user behavior analysis**
- **Accessibility testing with tools (e.g., Axe, WAVE)**
- **Designing for diverse audiences**

13.

CAPSTONE PROJECTS (ADVANCED LEVEL)

- Redesign a popular app or website
- Develop a new product concept with full UX research
- Conduct usability testing and produce final interactive prototype
- AR/VR Interface Design
- Voice UI / Conversational UX
- FinTech / Banking App Redesign



14.

RESUME BUILDING & PROFILE OPTIMIZATION

- **Crafting an ATS-friendly resume tailored to tech roles**
- **Optimizing LinkedIn & GitHub profiles**
- **Writing impactful career objectives and summaries**



15. APTITUDE & LOGICAL REASONING

- Quantitative Aptitude: Speed, Accuracy & Problem Solving
- Logical Reasoning: Puzzles, Patterns & Data Interpretation
- Mock Tests and Time Management Strategies

16.

COMMUNICATION & SOFT SKILLS

- **Verbal Communication: Public Speaking & Presentation Skills**
- **Email Etiquette and Business Communication**
- **Teamwork, Leadership, and Professional Behavior**



17.

TECHNICAL INTERVIEW TRAINING

- Core DS Interview Concepts & Q&A Practice
- Hands-on Coding Interview Sessions (Python & Data Structures)
- Whiteboard Problem Solving & Project Discussion Tips



18.

HR & BEHAVIORAL INTERVIEW PREPARATION

- Understanding HR Questions & Framing STAR-Method
- Answers Mock HR Interviews with Personalized Feedback
- Building Confidence and Positive Body Language



19.

INTERNSHIP & JOB ASSISTANCE

- Access to Learnify's Hiring Partner Network
- Internship Opportunities with EdTech & AI Startups
- Job Alerts, Career Counseling & Placement Support



20.

CERTIFICATION & CAREER SUPPORT

- Learnify Certificate of Completion
- MSME & Startup India Certification
- Resume Building & LinkedIn Optimization



UI/UX

Our Alumni Work At



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