

UX Foundations

The complete UX process, for anyone new to the field

AUDIENCE	FORMAT	DELIVERY	LANGUAGE
Adult beginners	10 sessions × 2 hours	In person or online	English or Arabic

The whole UX process once, properly: research, synthesis, information architecture, prototyping, usability testing and accessibility. It's built around one real project that becomes a portfolio-ready case study, not a set of pretty screens. Made for adults new to UX, from career changers and bootcamp graduates to people who can use the tools but can't yet explain a decision.

WHAT YOU'LL BE ABLE TO DO

Run a research plan. Recruit, interview, and know when you've heard enough.

Defend a decision. Trace every screen back to something a user said or a real constraint.

Structure information. Give a product a findable shape before touching pixels.

Test and iterate. Run a usability test, rate severity, and fix the right things first.

Design accessibly. Contrast, focus order, labels and keyboard paths as defaults.

Tell the story. A case study that survives an interview panel asking "why".

WHO IT'S FOR

University students, bootcamp graduates and career changers who can use the tools but can't yet explain a decision.

Also junior designers whose portfolios show output but no reasoning. It's the most common reason strong candidates get turned down.

WHAT THE COURSE COVERS

Phase one — Understand

What UX is, framing the problem, research methods, and synthesis you can trust.

Phase two — Structure & design

Personas and journeys, information architecture, interaction and flows, visual craft and design systems.

Phase three — Test & tell

Usability testing, then the portfolio and narrative that actually gets you hired.

No exams. Every module produces an artefact that feeds your one real project, critiqued in the room as you make it. The final deliverable is a presented case study and a 20-minute mock interview, the format that decides whether someone gets hired. Figma throughout, and cohorts capped at 12 so every project gets individual critique.

Next step: a short conversation, or a taster session for one group.

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