

Course Details

Master AI-Powered UX UI Design with Product Thinking

The only design program in Chennai that combines creativity, strategy, and AI skills to make you industry-ready from day one.

Why Web D School students Get Hired Faster!

It's not just what they learn.

It's how they are trained to **think, work, and deliver.**



BRIDGE Thinking

Turn Creativity into Business Impact

- Understand user + brand
- Solve real-world problems
- Make your work actually perform

Vinci Studio Experience

Train Inside a Real Working Studio

- Work on brand projects
- Get feedback from creative leads
- Learn studio-level workflows



Linkedin Learning Access

Expand Your Professional Skills

- Leverage 21,000+ expert courses
- Boost resume + portfolio
- Get globally recognized badges

In-class Workshops

Master Real-World Projects

- Hands-on practice
- Collaborate in teams
- Graduate job-ready

Learn beyond skills. **Become the professional everyone wants to hire.**

About Web D School

When we say 'A Great career awaits you!', we totally mean it.

- **Harshavardhan**, Founder & CEO, Web D School

At Web D School, we understand that having an excellent course curriculum and following conventional teaching methods will not help students achieve great careers.

At Web D School, we believe that education isn't just about completing a syllabus — it's about transforming lives.

We're committed to helping every student build a meaningful, successful career. We don't just teach — we walk with you every step of the way, from your first design to your first job.

We truly care about our students' careers and have designed the learning experience at Web D School to enable them to become thorough professionals in their field of choice.

11+ Years

Industry Experience

6000+

Students Trained

200+

Hiring Partners

Every Web D School program is strengthened by the BRIDGE Framework, designed to build sharp strategic thinking and real-world decision-making. In an AI-driven world, the ability to make the right decisions is what makes Web D School graduates truly valuable.

— **Harshavardhan**, BRIDGE Framework Founder



More Than Just a UX/UI Course

We don't stop with screens. We help you think like a **real digital product designer** — someone who understands **users, business goals, and design impact**.

UX/UI Still at the Core

You'll master Figma, accessibility, typography, prototyping & dev handoff — with an added edge that most designers miss.

Why This Course Stands Out

Product Thinking Built-In

Learn to design with strategy, not just style. Understand how apps like Zomato or Airbnb succeed — and think like them.

Real Projects, Real Domains


Work on 6+ sprint projects — smartwatches, voice apps, EdTech tools & more. No random clone apps.

Career-First Focus

From resume & LinkedIn to mock interviews and Behance portfolio — we prep you to get hired, not just skilled.

BRIDGE = Your Secret Weapon

Our exclusive BRIDGE framework teaches you to create designs that solve business problems — not just look good.

 Lifetime Learning Access

 MaxEdge Leadership

 JobZone Support

How this course transforms your career?



Shyam Sundar

Before Web D School

B. Sc. Vis. Com.

Graduate



After Web D School

Product Designer

7.2 LPA



Before Web D School

UX UI Designer

5.6 LPA



After Web D School

Product Design Lead

11.5 LPA



Saranya Devi

At Web D School, we don't just teach you tools. We prepare you to be in the top 30% of designers who thrive. Our program blends UX/UI + Product Thinking + AI tools with our exclusive BRIDGE Method — so you become the kind of designer businesses cannot replace.



Product Thinking

Learn to connect design with business outcomes (conversions, growth, retention).



AI-Powered Skills

MidJourney, Firefly, ChatGPT, Gemini, and more to stay ahead of the curve.



The BRIDGE Method

Our proprietary framework that turns you from tool-user into brand thinker.



Personal Branding & Portfolio

Show results, not just screens.

We Teach Industry Standard Tools



Figma



Adobe XD



Sketch



Balsamiq



Zeplin



Miro



Maze



Framer



Just in mind



Trello



Jira



Maze



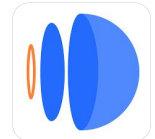
Protopie



Lovable AI



Spline



Dora



Hotjar



G4 Analytics



Photoshop



Illustrator



Midjourney



ChatGPT



Gemini



Developer Mode



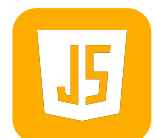
HTML5



CSS3



Bootstrap



JavaScript

Vinci Studio - Train Inside a Studio Environment

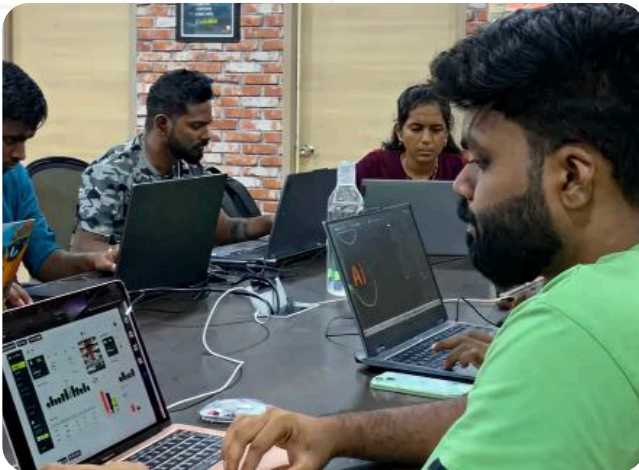
Vinci Studio is not a classroom. It's a working studio.

This is where students transition into professionals through real projects.

Junior Apprentice

- **Day 1 – All Students**

- Studio-style briefs with real brand constraints.
- SPARK applied on every project.
- Feedback from Creative Leads, not just tutors.



Studio Intern

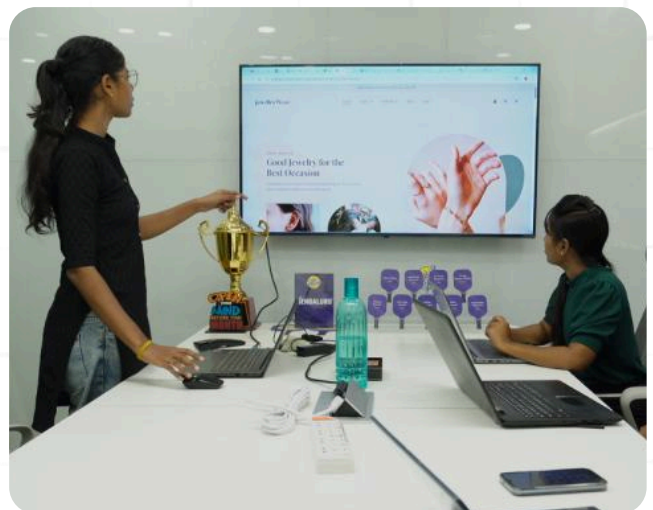
- **Merit-Based · Top 10–15%**

- Live projects for actual MaxEdge brands.
- Work published under the Vinci Studio name.

Studio Trainee

- **Invitation Only · <5%**

- The transition from student to professional is complete.
- Paid production role alongside senior creative staff.



This is where learning becomes real work.
Most stop at learning. A few enter the studio.

5000+ Success Stories !



Product Designer

Infosys



Visual Designer



UX UI Designer

JUPITER
brothers



Product Design Lead



UI Designer

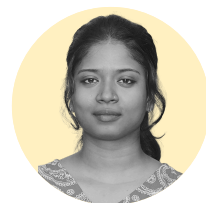
b3 Technologies



UX UI Designer



UX UI Designer



Visual Designer



UI Designer

DROIDAL



UX UI Designer

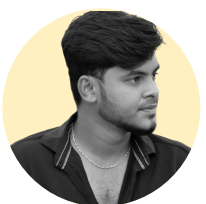
FRACSPACE



UX UI Designer



UX UI Designer



Product Engineer



UX UI Designer



UX UI Designer



Be the Next!

Two Professionals. Same skills. Very **different careers.**

The difference is not what they create. It's how they think.

• Execution Mode

Make it look good

Follow trend

Client said blue



• Strategic Mode

What's the real problem?

Who is this for?

What should they feel?



Most people improve their skills. Very few upgrade their thinking.
This shift is what BRIDGE teaches.

BRIDGE Framework

From Creative Execution → Strategic Thinking



You don't get paid for many things. You get paid for **making things work.**

That's the BRIDGE advantage.

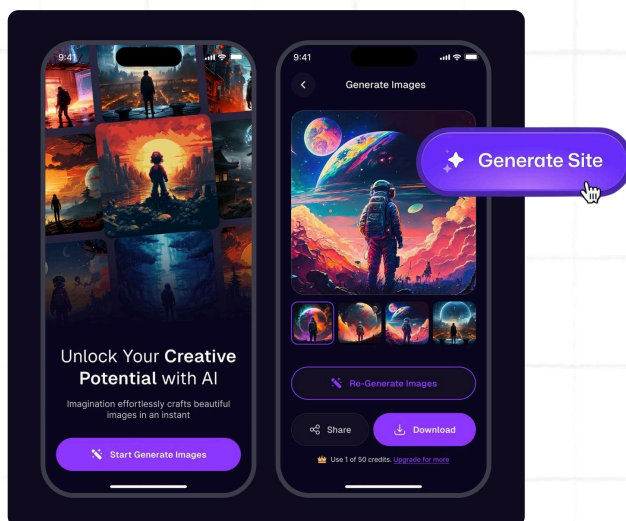
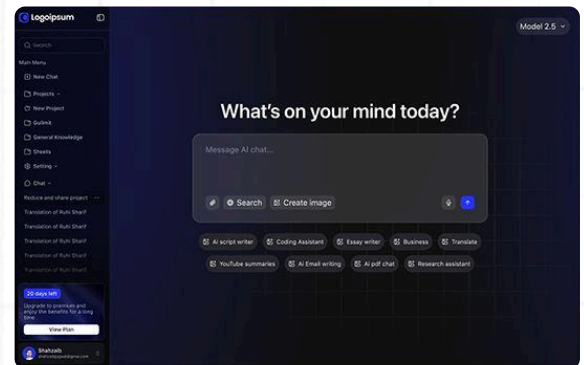
AI Powered Learning

AI hasn't just "changed" UX/UI design — it has shifted the role of a designer from wireframing → to problem-solving, decision-making, and experience strategy.

What You Can Create Using AI?

UX Research & Ideation — From problem → validated insights

- Generate user personas instantly
- AI-assisted user journey mapping
- Identify pain points from raw data
- Competitor UX analysis in minutes
- Rapid idea exploration & concept validation



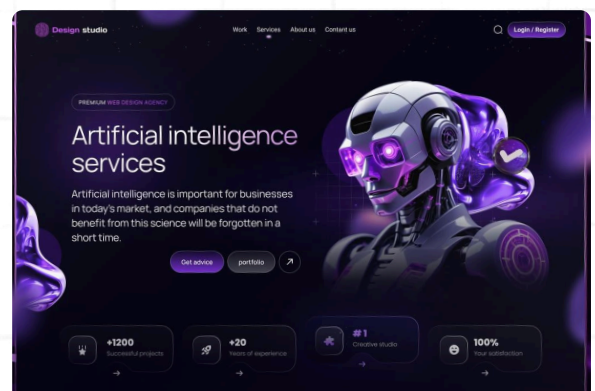
UI Design - From wireframe

→ high-fidelity screens

- UI Design — From wireframe → high-fidelity screens
- Auto-generate UI layouts from prompts
- Design system & component creation
- Smart color, typography, and spacing suggestions
- Responsive UI variations instantly
- Ready-to-use app & website screens

Workflow Automation

- End-to-end UX process acceleration
- Faster design iterations & testing
- Automated usability feedback
- Design-to-developer handoff optimization
- Continuous improvement using AI insights



Your Journey to become a UX UI Designer!

Month 01

Foundations of UX/UI with Product Thinking

Master design thinking, UX laws, and accessibility while building a human-centered mindset. Learn to create product visions that align with user goals and drive business impact.

Month 02

User Research & Product Strategy

Uncover actionable insights through research, personas, and journey mapping. Transform findings into strategies with competitor analysis, user stories, and business integration.

Month 03

Testing, Analytics & Design Validation

Validate designs with usability testing, A/B experiments, and data-driven frameworks. Structure content with IA, build wireframes, and prototype for refined user experiences.

Month 04

UI Systems & Advanced Prototyping

Gain expertise in Photoshop, Illustrator, and Figma to create scalable UI systems. Build advanced prototypes, apply responsive design, and streamline developer handoff.

Month 05

Future Interfaces, Design Sprints & Portfolio

Explore AR/VR, wearables, AI-driven design, and personalization trends. Execute real-world sprints and showcase your expertise through powerful portfolios and case studies.

Month 01

Foundations of UX/UI with Product Thinking

What You'll Learn

- Master Digital Product Design fundamentals and industry workflow.
- Apply the Design Thinking & Double Diamond framework for innovation.
- Understand UX/UI principles that create measurable business impact.
- Build awareness of Accessibility standards and UX laws.
- Learn to create a strategic product vision aligned with user goals.
- Develop a human-centered design mindset for real-world products.
- Practice problem-solving frameworks for complex design challenges.
- Gain insights into innovation-driven product strategies.

Skills You'll Master

Digital Product Design fundamentals

Design Thinking

Double Diamond framework

UX/UI principles

Business impact

Accessibility standards

UX laws

Innovation-driven strategies

Problem-solving frameworks

Human-centered design mindset

Project Workshop

#1 Analyze a real app (Zomato / Paytm). Identify UX wins & fails.

#2 Define a product problem. Map user goal vs business goal. Create 3 rough screens in Figma.

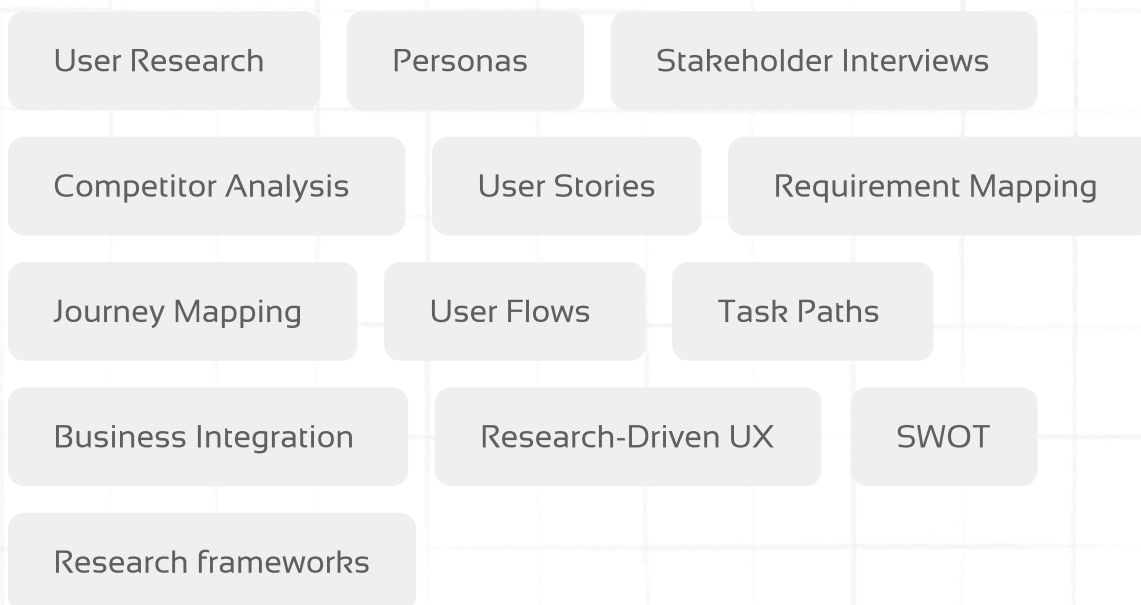
Month 02

User Research & Product Strategy

What You'll Learn

- User Research: Conduct methods for gathering actionable insights
- Personas & Stakeholders: Create personas and run effective interviews
- Competitor Analysis: Apply SWOT frameworks for strategy
- User Stories: Define clear requirements and mapping techniques
- Journey Mapping: Visualize customer journeys with mapping tools
- User Flows: Optimize flows and task paths for seamless experiences
- Business Integration: Learn strategies for design-driven solutions
- Research-Driven UX: Apply research methods for better decision making

Skills You'll Master



Project Workshop

- #3 Map a full user journey for a chosen product. Build the task flow in FigJam.
- #4 Design a usability test for an existing prototype.

Month 03

Testing, Analytics & Design Validation

What You'll Learn

- Usability Testing: Evaluate real user behavior effectively
- A/B Testing: Run experiments for data-driven validation
- HEART Framework: Measure product success with UX metrics
- Information Architecture: Structure content for usability
- Content Strategy: Build effective digital content experiences
- Ideation & Sketching: Generate concepts with design thinking
- Lo-fi Wireframes: Translate ideas for early validation
- Mid-fidelity Prototypes: Refine user testing with prototypes

Skills You'll Master

Usability Testing

A/B Testing

HEART Framework

Information Architecture

Content Strategy

Product Ideation

Sketching

Lo-fi Wireframes

Mid-fi Prototypes

User Testing

Data-Driven Validation

UX Optimization

Rapid Prototyping

UI Kit

Project Workshop

#5 Take a product idea from ideation to mid-fidelity prototype.

#6 Create a mini brand kit: logo, color palette, icon set, one social media post.

Month 04

UI Systems & Advanced Prototyping

What You'll Learn

- Creative Tools: Photoshop & Illustrator for branding/UI
- Figma Mastery: Tools & workflows for modern design
- Layouts & Grids: Apply responsive UI principles
- UI Systems: Scalable components & mini systems
- Figma Basics: Build interactive prototypes
- Advanced Prototyping: Variables and conditions
- Auto Layout: Responsive design techniques
- Developer Handoff: Assets, comments & structure

Skills You'll Master

Photoshop

Illustrator

Branding

Figma Tools

Figma Workflow

Layouts

Grids

Responsive UI

UI Components

Variants

Mini Systems

Figma Prototyping

Advanced Prototyping

Variables

Conditions

Auto Layout

Developer Handoff

Project Workshop

- #7 Take a 3-screen flow. Add variables, transitions, conditional logic.
- #8 Design one complete screen. Prepare full dev handoff.
- #9 Take one existing screen. Run an accessibility audit.

Month 05

Future Interfaces, Design Sprints & Portfolio

What You'll Learn

- AR/VR & Trends: Design cutting-edge digital experiences
- Wearables & Voice: Explore next-gen interfaces
- AI Prompts: Write prompts for efficient workflows
- Generative AI: Create UI designs with Figma AI
- Localization: Build global-ready product solutions
- Design Sprints: Execute real-world industry projects
- Innovation: SaaS, EdTech, gaming & personalization
- Portfolio Mastery: Showcase skills with case studies

Skills You'll Master

Digital Product Design fundamentals

Design Thinking

Double Diamond framework

UX/UI principles

Business impact

Accessibility standards

UX laws

Strategic product vision

Human-centered design mindset

Problem-solving frameworks

Innovation-driven strategies

Project Workshop

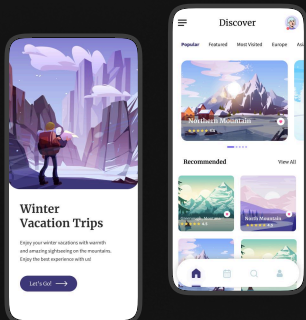
#10 Use AI tools (Figma AI + Midjourney + ChatGPT) to design a complete app screen from prompt to prototype.

#11 Select an existing app screen. Apply a modern UI trend.

Hands on Projects

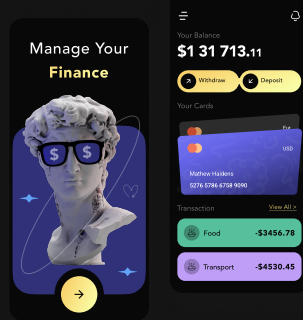
Travel & Navigation

Craft experiences by mastering in Travel & Navigation apps that are user friendly and attractive.



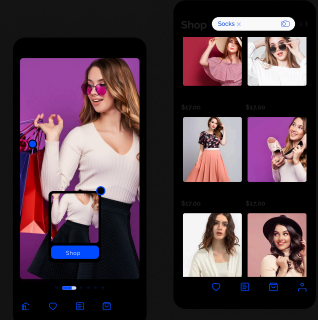
Finance

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



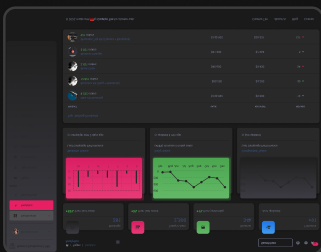
E-commerce

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



Productivity CRMs

Forget confused notes & disorganized spreadsheets & discover how to use Productive CRMs.



Watch Interface

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



VR Design

Learn how to build advanced Apple Vision Pro applications that mix virtual happiness and reality.



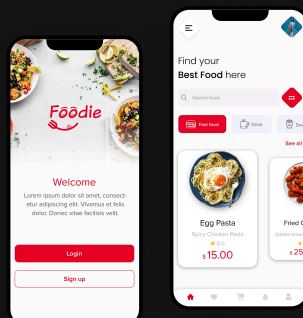
Utilities

Working on products with specific tasks or functionalities like calculator and weather apps.



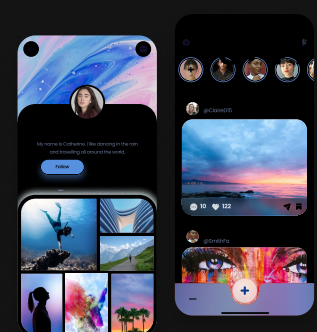
Food & Drink

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



Social Networking

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

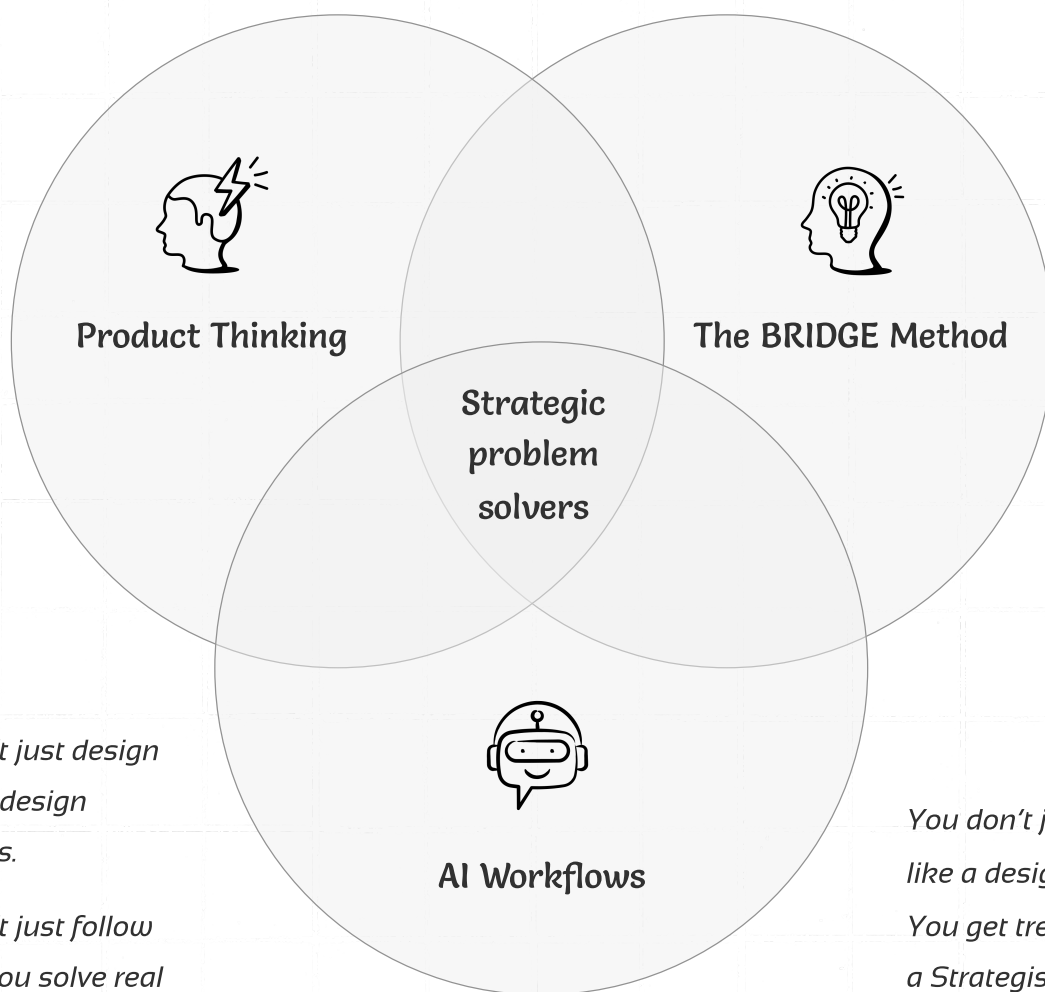


Only at Web D School

Product Thinking + The BRIDGE Method + AI Workflows

At Web D School, design isn't taught as just tools or theory. We integrate Product Thinking (seeing the bigger business picture), the BRIDGE Method™ (turning creative skills into strategic value), and AI mastery (future-proofing every learner).

This unique combination ensures our students graduate not just as designers, but as strategic problem-solvers ready for today's top jobs.



You don't just design UIs. You design outcomes.

You don't just follow trends. You solve real problems.

You don't just "look like a designer."

You get treated like a Strategist + Product thinker.

Exclusively at Web D School.

The BRIDGE Method - The Game-Changer in Your Portfolio

Every year, thousands of UI/UX portfolios **get rejected**.

Why? Because they all look the same!

- ✓ Pretty screens
- ✓ Trendy colors
- ✓ Smooth animations
- ✗ **Zero business value** to business growth.

Hiring managers **don't need just another "UI Designer"**.

They want designers who understand problems, **think like product leaders, & show business impact.**

That's exactly what **the BRIDGE Method** trains you to do. This is exclusive to Web D School — no other design institute in India teaches it.

Without BRIDGE

The Typical Portfolio



Spicy seasoned
seafood noodles

\$ 2.29
20 Bowls available

Candidate:

I redesigned a food delivery app with modern colors.

I made the checkout flow cleaner.

I followed Dribbble patterns.

Recruiter:

So what? How does this help the business?

With BRIDGE

A Strategic Portfolio



Spicy seasoned
seafood noodles

\$ 2.29 • 20 Bowls

[Edit dish](#)

+31.50% ↑

\$10,243.00

Total Revenue

Strategic Solution:

Dynamic delivery predictions increased

order completions by 31%.

Candidate:

Problem Identified: *Users abandon carts because delivery times are unclear.*

Business Context: *Restaurants lose 23% of revenue due to cancellations.*

Cultural Fit: *Added family pack options to suit Indian buying habits.*

Recruiter:

*This candidate understands problems, users, and business. **Let's hire them.***

Why Choose Us vs. Others

Features	Typical UX UI Course	Web D School's BRIDGE Method
Approach	Teaches Figma, Photoshop, a few projects	Combines UX/UI + Product Thinking + AI + BRIDGE Framework
Student Outcome	Portfolio full of generic redesigns (Spotify, Zomato, etc.)	Portfolio that connects design → business growth → ROI
AI Integration	Mentioned in passing, optional	Core part of curriculum (MidJourney, Firefly, ChatGPT, Framer AI, Dora AI)
Strategic Thinking	Execution-focused: "make this screen look good"	The BRIDGE Method: Clarity, Relevance, Identity, Journey, Magnetism, Evolution
Employability	Competes with thousands of bootcamp grads	Stands out with strategic portfolios + personal branding
Placement Support	Resume drop + job alerts	100% placement track record, 200+ recruiters, mock interviews, LinkedIn optimization
Future-Proofing	Prepares for today's jobs (replaceable by AI tomorrow)	Prepares for top 30% designers who thrive despite AI disruption
Tools Covered	Figma and few tools	Figma & 20+ Tools
AR & VR	AR & VR Theory learning	AR & VR Practical learning with Adobe Aero
Projects	Only mobile apps and fancy websites	12+ handpicked projects. Cross-device projects - CRM portals, SaaS, mobile apps, web apps, digital dashboards, apple vision pro interface

Beyond Traditional Training: The Web D Edge

More than training—an ecosystem of strategy, leadership, mentorship, and career success.



BRIDGE Method

Problem-solving framework for creative professionals
Learn to think strategically, not just execute tactically.

01



Vinci Studio

The difference is not what they create. It's how they think. This is where learning becomes real work.

02



MaxEdge Integration

Emotional intelligence and leadership skills
Because technical skills get you hired, leadership skills get you promoted.

03



LinkedIn Learning Access

21,000+ courses at your fingertips
Complement classroom learning with world-class content.

04



Mentor365

One full year of post-graduation support
Your career coach, portfolio reviewer, and growth partner.

05



Visionary Voices

Monthly masterclasses with industry experts
Stay ahead with insights from leaders shaping the future.

06



Web D School partners with LinkedIn Learning

Stand out to recruiters!

Get Industry recognized LinkedIn
certificates for free!



**21000+ Online
courses**

A vast library of courses
across diverse domains.



**Adobe & Microsoft
Certificates**

Globally recognized certifications to
boost your professional credibility.



**Github Codespace
access**

Enhance your coding skills with
cloud-based development tools.

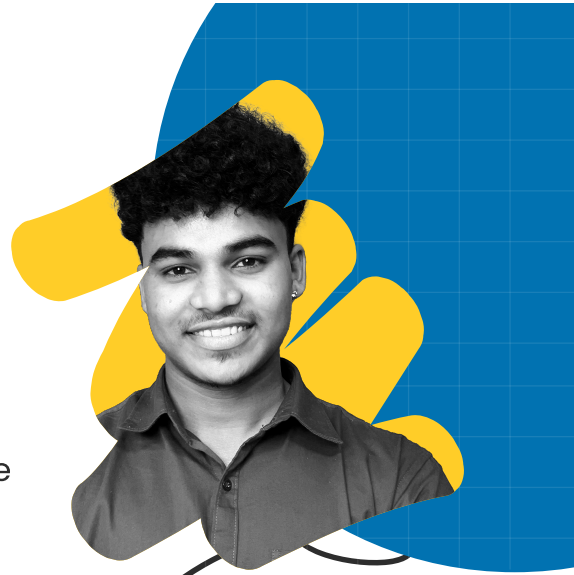


**Personalised
Learning Path**

A tailored learning path
designed for career goals.

Access LinkedIn Learning courses!

- A vast library of courses with certifications.
- Expert-led training programs and tutorials.
- In-Demand Business, AI, Tech & Creative Skills.
- Industry-Relevant Content.
- Video lessons, interactive exercises, and real-world case studies.



Developed with Leading Brands

Learn from top-notch courses and assessments created in collaboration with Microsoft, Adobe, GitHub, ServiceNow, ZenDesk & Atlassian.

I appreciate this initiative by Web D School! I love how LinkedIn Learning offers courses that match industry trends.



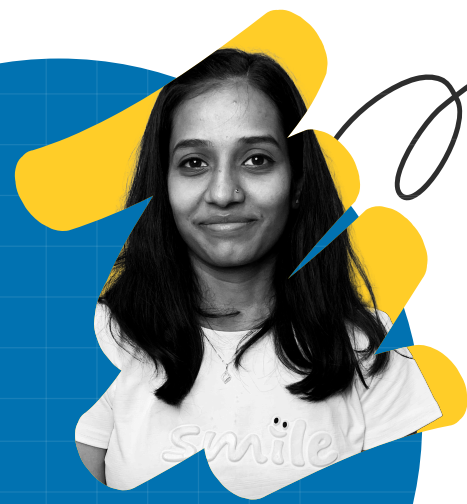
Seamless Certification Process

Complete courses, ace assessments, and showcase your credentials effortlessly—all within LinkedIn Learning.

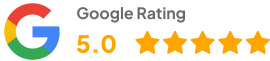
Boost Your Credibility

Display your achievements directly on LinkedIn to impress employers and advance your career.

The certifications on my LinkedIn profile have caught the attention of recruiters!



Our Webdian Says...

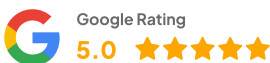
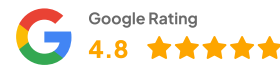


Before this course, I only thought design was about making things look good. Now, I understand how to connect design with business goals and user needs. Learning AI tools made my workflow so much faster.

-Surekha Balaji

The product thinking approach changed my perspective. I can now explain design decisions in terms of profit, strategy, and impact—not just visuals. This gave me the confidence to crack my first UX interview.

-Manoj Prabhu

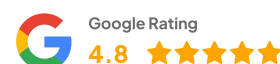
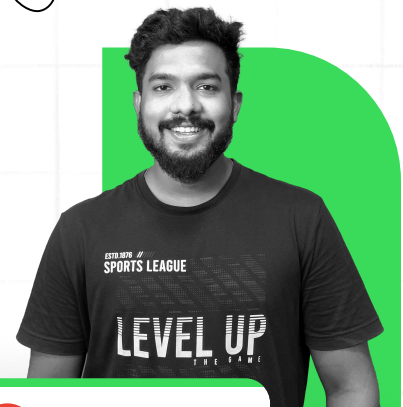


What I liked most is how practical the course was. We didn't just learn tools, we worked on real projects and I finally feel confident to apply for design jobs.

-Subash

I joined this course with zero idea about UX/UI, but the step-by-step teaching made it easy to understand. The AI tools were super helpful, and now I can design faster and smarter.

-Hrithik Raghav



Webdians working @ Top MNCs & Start up companies



Start Your Success Journey with Web D School..



Certificate of Completion

This certifies that

Your Name

has successfully completed the course

UX UI Design with Product Thinking + AI

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

Web  school

Issue Date

Center Head

Course :

Duration :

Lumpsum Fees :

(or)

Installment Fees :

Down Payment :

Balance :

Learn UX UI Design
with Product Thinking + AI
@ Web D School

Redesign Your Story

+91 7305 9533 50

New no. 107 / Old no. AB9, 2nd Avenue,
Near Max Showroom, Anna Nagar,
Chennai- 600 040.