AI CERTs®

AI Certification Program

Executive Summary



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Introduction

The AI+ UX Designer Practitioner™ certification equips user experience and product design professionals to research, design, prototype, evaluate, and improve human-centered digital experiences with appropriate use of artificial intelligence. It develops the skills needed to judge when AI adds meaningful value, communicate what AI systems can and cannot do, and preserve user understanding, confidence, accessibility, and control.

The certification begins with the foundations of AI for UX and the changing role of the designer. It advances through AI-assisted user research and discovery, UX strategy, personas, journey mapping, information architecture, user flows, interface design, reusable design systems, interaction design, AI-assisted prototyping, usability testing, accessibility, responsible AI, and AI product strategy. It concludes with agentic UX, cross-functional handoff, professional portfolios, and a capstone.

Throughout the certification, learners apply a designer-in-the-loop approach across the UX lifecycle. They learn to frame user problems, formulate prompts, synthesize evidence, evaluate alternatives, produce testable prototypes, measure usability outcomes, identify accessibility barriers, and define safe patterns for AI recommendations and delegated actions. Practical case studies and hands-on activities connect research, design decisions, user testing, trust, implementation readiness, and real product outcomes.

This certification thoroughly covers topics such as:

- AI and the Modern UX Designer
- AI-Assisted User Research and UX Discovery
- UX Strategy, Personas, Information Architecture and User Flows
- AI-Assisted UI Design and Design Systems
- AI-Assisted Prototyping and Interaction Design
- UX Evaluation, Usability Testing, Accessibility and Iteration
- Responsible AI, Trust, Accessibility and AI UX Governance
- AI Product Design, Agentic UX and Capstone

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Certification Prerequisites

- **UX and Product Design Foundations:** Familiarity with user experience concepts, user goals, interaction patterns, or digital product workflows is helpful. Learners should be interested in understanding how users interact with interfaces and how design decisions influence task success.
- **Basic Digital Tool Awareness:** Experience with common design, collaboration, research, or prototyping tools is beneficial. Advanced programming, machine learning engineering, or model training knowledge is not required to understand the designer-focused curriculum.
- **Research and Analytical Mindset:** Learners benefit from curiosity about user behavior, willingness to evaluate evidence, and basic comfort with organizing feedback. These habits support user research, journey mapping, usability testing, and design iteration.
- **Interest in AI-Assisted Design:** Basic awareness of AI assistants, Generative AI, or digital products with AI features is useful. The certification introduces key AI concepts and shows how to apply them to practical UX design activities.
- **Human-Centered and Responsible Design**: Learners should value accessibility, privacy, transparency, inclusive practices, real-user validation, and human control when exploring AI-supported experiences.

Who Should Enroll?

- **UX and UI Designers:** Design practitioners who want to use AI in research, ideation, wireframing, interaction design, component systems, prototyping, and evaluation without compromising usability or human-centered judgment.
- **UX Researchers and Service Designers:** Professionals who want to improve research planning, qualitative synthesis, evidence mapping, journey analysis, and the responsible use of AI to support user discovery.
- **Product Designers and UX Strategists:** Professionals who connect user needs, product direction, information architecture, flows, and measurable experience outcomes, including teams exploring AI-powered product opportunities.
- **Interaction Designers and Product Teams:** Practitioners working on conversational experiences, multimodal interfaces, intelligent assistants, and agentic workflows who need practical methods for feedback, control, trust, and recovery.
- **Students and Career-Changing Professionals:** Learners preparing for roles in UX, UI, product, or digital experience design who want a structured path to using AI tools while building a credible, evidence-based design portfolio.

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Certification Goals and Learning Outcomes

- **Apply AI Foundations to UX Practice:** Differentiate AI, Machine Learning, Generative AI, foundation models, multimodal systems, and agents; recognize limitations; and choose suitable assistance for each UX task.
- **Conduct Evidence-Based UX Research and Strategy:** Plan ethical research, organize qualitative and quantitative findings, build and validate personas, map journeys, define problems, and establish measurable user outcomes.
- **Design Interfaces and Prototypes with AI Support:** Explore wireframe alternatives, apply design systems and responsive patterns, specify interaction states, and build realistic prototypes with clear feedback and recovery.
- **Evaluate Usability, Accessibility, and Responsible AI:** Use heuristics, task testing, UX metrics, WCAG-informed checks, privacy-aware practices, explainability, and human review to improve AI-enabled experiences.
- **Define AI Product and Agentic UX Experiences:** Identify valuable AI opportunities, design safe delegation and approval models, document requirements and handoff, and communicate an end-to-end capstone and portfolio case study.

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The Impact of AI on Modern UX Design Practices

Over the past decade, artificial intelligence has played a major role in driving technological innovation, economic growth, and changes in how organizations conduct user research, design digital products, develop user interfaces, create interactive prototypes, evaluate usability, improve accessibility, personalize digital experiences, optimize user journeys, and implement AI-enabled UX design practices. According to a recent MarketsandMarkets™ report, the global AI market size is estimated at $601.93 billion in 2026 and is expected to grow at a CAGR of 29.3% from 2026 to 2033. The revenue is predicted to reach $3638.08 billion by 2033. (Source: MarketsandMarkets). This rapid growth reflects the increasing adoption of AI-powered solutions across digital product design, software development, e-commerce, education, healthcare, finance, retail, transportation, communication, workplace productivity, and customer service functions.

AI has substantial potential to transform UX design practices and influence how organizations understand user needs, conduct UX research, develop user personas, map customer journeys, organize information architecture, generate wireframes, build reusable design systems, create interactive prototypes, evaluate usability, improve accessibility, personalize user experiences, and develop human-centered AI products worldwide. The United States is the leader with a 30.19% market share, followed by the Asia-Pacific region at 23.34%. Europe holds 19.62%, and Saudi Arabia accounts for 4.87%, indicating how AI is developing regionally (Source: MarketsandMarkets), emphasizing regional advancements in AI adoption, digital transformation, intelligent technologies, user experience innovation, automation, and responsible technology implementation.

Traditionally, UX design teams were dependent on manual user research, conventional interview analysis, static wireframing, manually created interface layouts, time-consuming prototyping, traditional usability testing, and repetitive design documentation. Modern AI and cloud platforms have introduced AI-assisted user research, automated research synthesis, intelligent persona development, AI-generated wireframes, prompt-to-interface workflows, reusable design components, interactive prototyping, conversational and multimodal interfaces, automated usability analysis, accessibility evaluation, and AI-supported design decision-making. These technologies enable UX professionals to analyze larger volumes of user feedback, identify behavioral patterns, understand user pain points, explore multiple design alternatives, accelerate design iterations, improve collaboration, enhance interface consistency, create more inclusive digital experiences, and generate actionable insights for product development.

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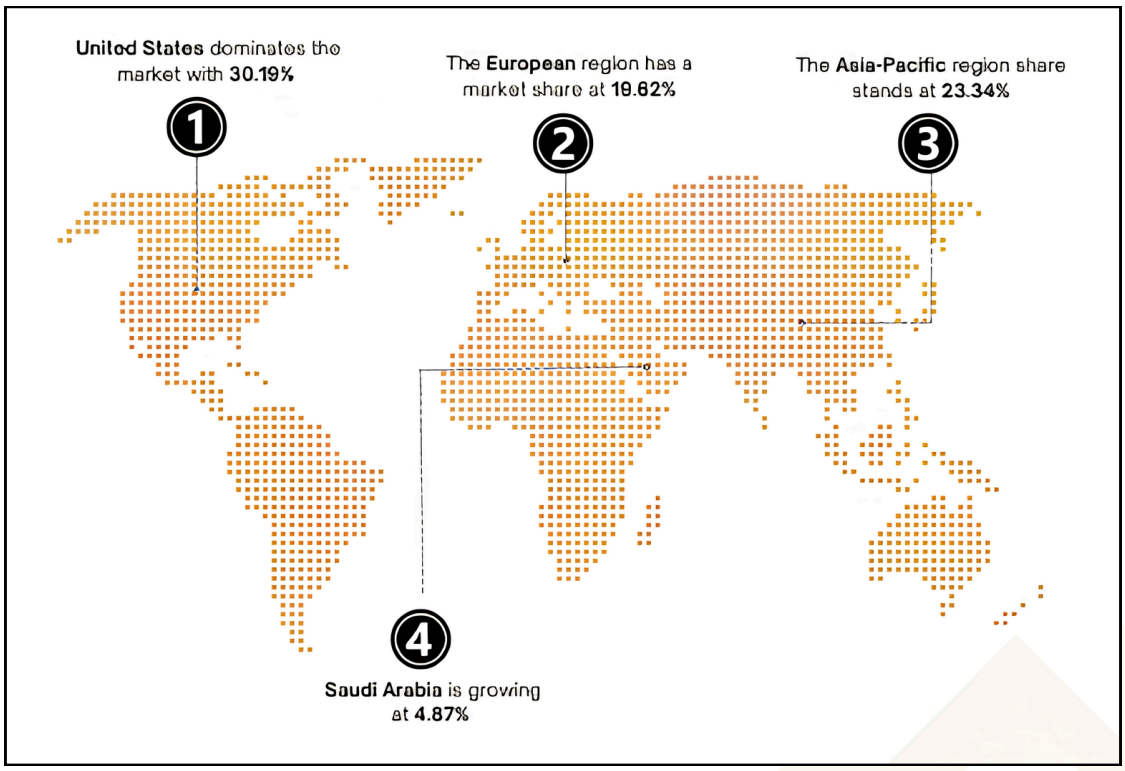


Figure 1: Market Share of AI from a Regional Perspective
(Source: MarketsandMarkets)

What Is Next for AI?

UX experiences are moving beyond fixed screens toward more conversational, multimodal, adaptive, and workflow-based interactions. Users may describe a goal in natural language, provide an image for context, or ask an assistant to coordinate several tasks. UX designers will increasingly define how the system understands intent, requests missing information, presents progress, and hands decisions back to the user.

Agentic experiences make delegation an especially important design decision. Interfaces need visible task states, carefully scoped permissions, confirmation points for consequential actions, and recovery paths when information is incomplete or an action fails. Product strategy must compare the proposed AI experience with simpler non-AI alternatives to ensure it improves the task.

As AI capabilities evolve, user research, accessibility, clear information architecture, trust, and human judgment remain essential. AI-generated research conclusions and prototypes must be checked against evidence and real use, while privacy, reliability, fairness, and inclusive design become ongoing product responsibilities.

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How AI Can Transform UX Design Practices

AI can help UX teams move from repetitive manual preparation and single-direction exploration toward faster, more informed iterations across the design lifecycle. With careful prompts and meaningful context, practitioners can draft research plans, organize qualitative findings, explore personas and journeys, generate interface alternatives, prototype interaction states, and critique usability. The objective is to support better design decisions rather than outsource those decisions to a model.

AI-supported UX workflows can also improve collaboration among designers, researchers, product managers, developers, and AI teams. Structured research evidence, design-system guidance, annotated prototypes, documented uncertainty, and clearly assigned human responsibilities make design intent easier to communicate. The designer remains accountable for evaluating feasibility, effectiveness, inclusivity, and alignment with real user goals.

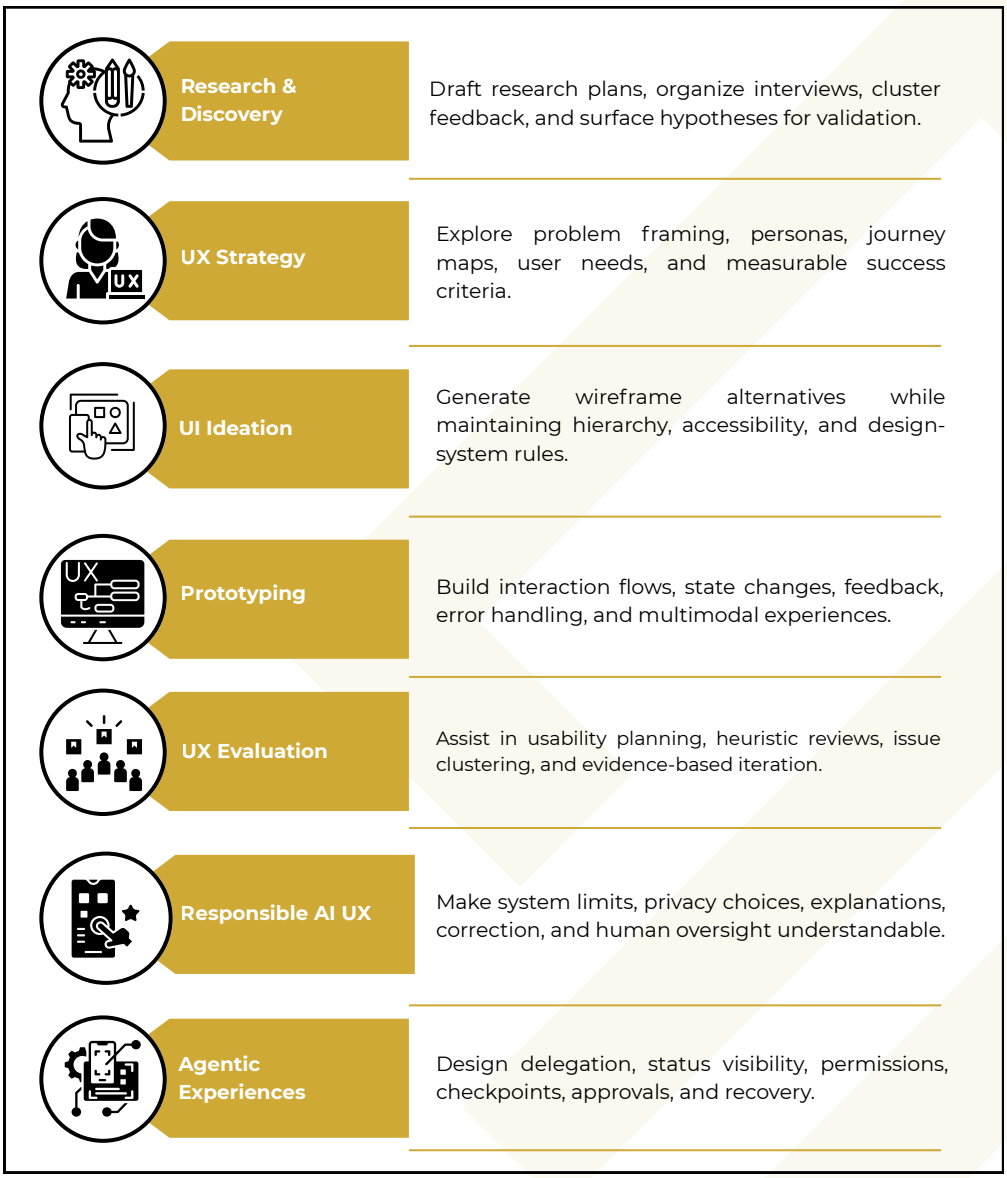


Fig. 2: How AI Can Transform UX Design Practices

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How AI Can Address Current UX Design Challenges

UX teams regularly face pressure to conduct research quickly, synthesize fragmented feedback, compare many solution options, maintain visual consistency, design realistic interaction flows, and evaluate products across different users and contexts. AI tools can assist with planning, organization, iteration, and critique, provided the output is checked against participant evidence, established UX principles, accessibility requirements, and product constraints.

AI-assisted workflows can help turn interview notes into candidate themes, translate user needs into possible flows, identify missing states in prototypes, and compare design alternatives. They cannot establish user truth through fluent text alone. Human designers must distinguish evidence from assumptions, prevent bias, evaluate critical tasks with representative users, and keep the experience understandable when AI outputs are uncertain or incorrect. This balance supports more reliable, efficient, and responsible design work.

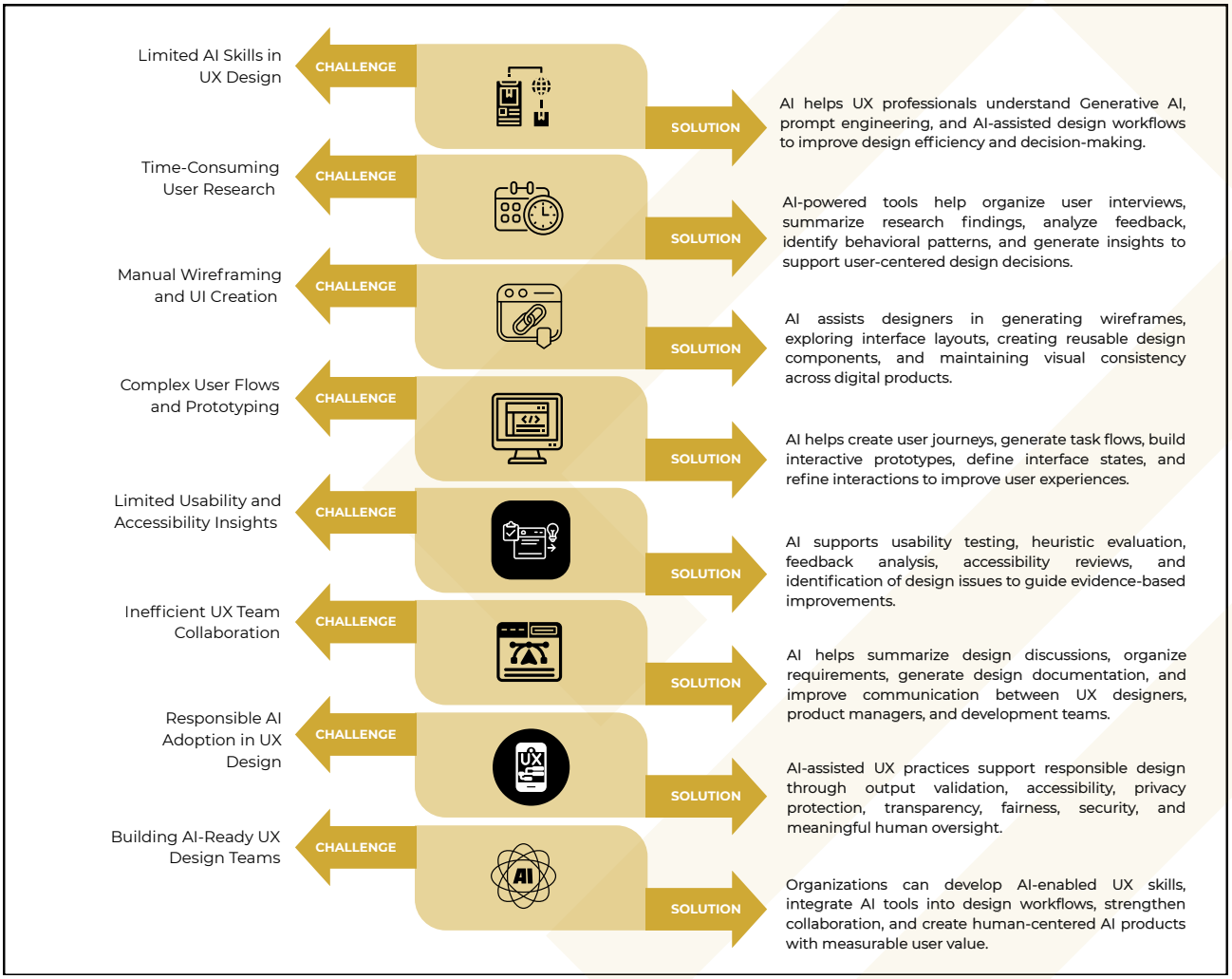


Figure 3: How AI Can Address Current UX Design Challenges

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How AI Adoption is Transforming UX Across Industries

Organizations in finance, healthcare, education, retail, travel, public services, and workplace software are introducing AI to help people locate information, complete tasks, interpret documents, receive recommendations, and navigate complex processes. For UX teams, the challenge is to make these capabilities genuinely helpful and appropriate to the context. A banking experience may explain loan requirements, an education platform may personalize study guidance, and a commerce interface may compare product choices while preserving the user's final decision.

Across these industries, experience quality depends on more than the model's technical output. Designers must account for the reliability of recommendations, accessibility for different abilities, the clarity of system feedback, privacy expectations, error recovery, and appropriate escalation to a person. AI-assisted research, reusable component systems, realistic prototypes, usability metrics, and responsible UX audits help teams evaluate whether the product reduces effort without reducing user agency or trust.

How to Integrate AI into Supply Chain Workflows Using Microsoft 365 Copilot

Effective AI adoption in UX begins with a user problem and an evidence-based design objective. Teams should map the current journey, identify activities where AI could reduce meaningful effort, and compare AI support against simpler approaches. They then select suitable tools, set research and privacy boundaries, develop prompts using clear context and constraints, validate AI-supported insights, explore and critique alternatives, build interactive prototypes, and test usability, accessibility, and trust. Documented handoff and continued iteration ensure AI improves the user experience while keeping accountability with people.

Below are the key steps to integrate AI responsibly into UX design workflows:

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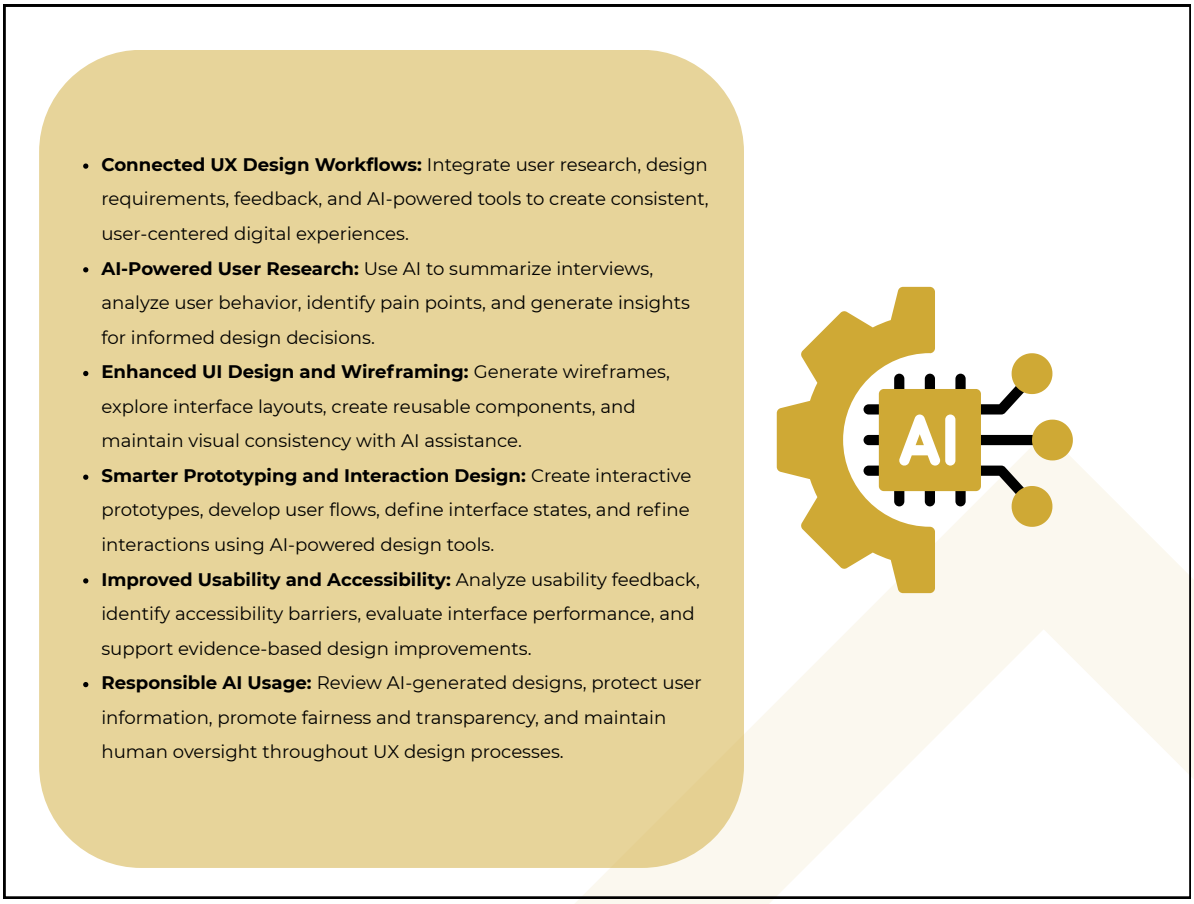


Fig 4: Key Steps to Integrate AI into UX Design Workflows

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Module 1: AI and the Modern UX Designer

Understanding AI from a UX perspective is essential because designers are increasingly shaping systems that interpret input, generate content, recommend actions, and adapt to user context. Practitioners must recognize AI capabilities and limitations while remaining focused on what people need to accomplish, what users should control, and how the experience responds to uncertainty or mistakes.

In this module, you will learn AI, Machine Learning, Deep Learning, Generative AI, Large Language Models, foundation models, multimodal AI, and AI agents. You will explore AI-augmented versus AI-generated design, human-AI collaboration, the UX lifecycle, appropriate tool selection, prompt structures for research and design tasks, iterative prompting, and critical evaluation of output accuracy, relevance, bias, and usability.

Module 2: AI-Assisted User Research and UX Discovery

Understanding user research is essential because attractive interfaces cannot compensate for a product that solves the wrong problem. AI can reduce time spent preparing interview guides, processing transcripts, organizing observations, and proposing themes, but sound research still depends on appropriate methods, representative participants, ethical data handling, and evidence-based interpretation.

In this module, you will learn research objectives, questions and hypotheses, qualitative and quantitative methods, interviews, surveys, observation, contextual inquiry, consent, and privacy. You will explore AI-assisted research planning, personas and participant profiles, research gaps, transcription, coding, thematic analysis, insight statements, evidence mapping, problem framing, and human validation of AI-supported findings.

Module 3: UX Strategy, Personas, Information Architecture and User Flows

Understanding UX strategy helps designers move beyond individual screens to clarify who the product serves, what problem needs to be solved, and how success can be measured. Aligning user, product, and business goals allows AI-generated ideas to be evaluated against real needs rather than novelty. Strong information structures and task flows help users reach outcomes predictably.

In this module, you will learn problem and opportunity statements, Jobs-to-be-Done, UX success measures, evidence-based personas, journey maps, pain points, moments of truth, and opportunity identification. You will explore content classification, navigation hierarchy, card sorting, tree testing, user flows versus task flows, alternate paths, empty and error states, recovery flows, and AI-assisted flow critique.

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Module 4: AI-Assisted UI Design and Design Systems

Effective UI design combines visual hierarchy, typography, layout, spacing, contrast, interaction conventions, and consistency so that people can recognize controls and complete tasks. AI-assisted tools can generate wireframes and alternate layouts quickly, but designers must still evaluate legibility, usability, responsive behavior, and alignment with reusable systems rather than accepting the first output.

In this module, you will learn low-fidelity wireframing, prompt-to-interface workflows, comparing multiple design directions, design system foundations, components, variants, variables, design tokens, and naming conventions. You will explore desktop, tablet, and mobile adaptation, responsive layouts, reusable interaction patterns, and AI-assisted checks for component and cross-platform consistency.

Module 5: AI-Assisted Prototyping and Interaction Design

Interaction design defines what users can do, how a product responds, and what happens when an action is delayed, misunderstood, or unsuccessful. Interactive prototypes allow teams to test these behaviors before development. AI can accelerate flow generation and iteration, but an experience must still make states, feedback, uncertainty, and recovery comprehensible to the user.

In this module, you will learn interaction models, affordances, states, transitions, feedback, microinteractions, motion, error prevention, and recovery. You will explore user-flow-to-prototype methods, prompt-to-prototype workflows, alternative interaction models, conversational interfaces, text, voice and image input, AI recommendations, editable generated content, explainability, confidence, human review, and user control.

Module 6: UX Evaluation, Usability Testing, Accessibility and Iteration

UX evaluation identifies whether a product can be used effectively, efficiently, and confidently by real people. For AI-enabled interfaces, evaluation also covers inaccurate outputs, uncertain recommendations, unexpected behavior, and user recovery. Structured testing and accessibility reviews connect observed issues to meaningful design improvements instead of relying on assumptions or visual preferences.

In this module, you will learn usability principles, heuristic evaluation, cognitive walkthroughs, task-based usability evaluation, and AI-assisted testing plans and feedback synthesis. You will explore WCAG 2.2-oriented accessibility considerations, visual, auditory, motor, and cognitive needs, keyboard navigation, focus, text alternatives, inclusive design, task success, completion time, errors, satisfaction, prioritization, and iterative refinement.

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Module 7: Responsible AI, Trust, Accessibility and AI UX Governance

Responsible AI in UX means designing systems that people can understand, challenge, and control. Even a technically capable model can create a harmful experience when users cannot see its limitations, correct a recommendation, protect sensitive information, or obtain human assistance. Designers must translate fairness, transparency, privacy, accessibility, safety, and accountability into concrete interface decisions.

In this module, you will learn responsible AI principles, trustworthy AI experiences, system limitations, disclosure, explainability, reliability, human oversight, privacy and security in UX, and inclusive and ethical product design. You will examine a healthcare-assistant case study and practice responsible AI UX auditing, including review of fairness, consent, user control, correction, escalation, and recovery.

Module 8: AI Product Design, Agentic UX and Capstone

AI product strategy begins by identifying a meaningful user problem, not by adding intelligence for its own sake. Agentic UX introduces additional decisions about what work users delegate, when an agent seeks confirmation, and how permissions, system states, human oversight, and recovery are communicated. Product teams also need documentation, collaboration, and design rationale that make the experience ready for implementation.

In this module, you will learn AI opportunity identification, user value versus novelty, AI-enabled requirements, success metrics, agentic workflows, intent and delegation, human-in-the-loop and human-on-the-loop models, permissions, confirmations, failure states, and design handoff. You will develop collaboration documents, an AI-enabled UX portfolio narrative, and a capstone that demonstrates end-to-end AI-powered experience design.

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How Can AI CERTs Help Build an AI-Ready Culture?

AI technologies bring significant advantages, but organizations often encounter challenges such as skill shortages, data complexity, security concerns, and integration hurdles during adoption. At AI CERTs, we recognize these challenges and have developed certifications that help teams build practical AI knowledge while strengthening responsible, secure, and effective implementation.

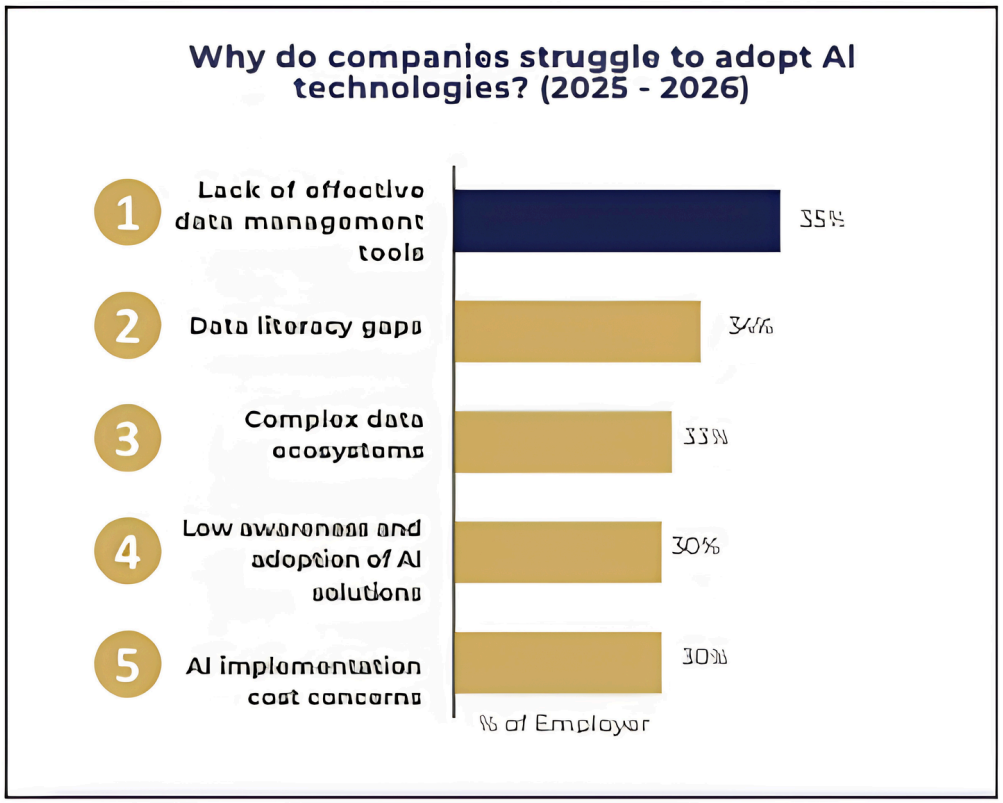


Figure 5: Factors Determining the Lack of AI Adoption
(Source: Precisely, State of Data Integrity and AI Readiness Study 2026)

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Bridging the AI Skill Gap

- **Challenge:** AI tools can produce research summaries, interface suggestions, and prototypes quickly, yet UX teams may lack a shared method for assessing accuracy, user relevance, accessibility, and AI limitations. Without evidence-based evaluation, faster outputs can lead to inconsistent decisions, untested assumptions, and weak user trust.
- **Solution:** The AI+ UX Designer Practitioner™ certification connects AI literacy to practical UX methods. It develops skills in research planning and synthesis, persona and journey validation, UX strategy, information architecture, interface systems, interaction prototyping, usability testing, responsible AI, and agentic product design.
- **Benefit:** Learners become better prepared to use AI responsibly throughout the design lifecycle, compare alternatives against genuine needs, document human decisions, and produce coherent, testable experiences. Teams gain a repeatable approach to improving design efficiency while protecting user control, evidence quality, inclusion, and trust.

Strengthening Professionals with AI Skills

- **Challenge:** Product and design teams may experiment with AI tools without consistent research standards, shared design-system rules, or clear responsibility for AI-generated decisions. AI-assisted interfaces also introduce new considerations around uncertainty, privacy, accessibility, permissions, confirmations, and recovery.
- **Solution:** The certification provides structured practice across UX discovery, strategy, UI design, prototyping, evaluation, responsible AI, product handoff, and capstone work. Learners develop the ability to describe AI and human responsibilities, critique generated outputs, create reusable interaction patterns, and document decisions for product and engineering teams.
- **Benefit:** Organizations can strengthen collaboration, improve the quality of design choices, and make AI-supported UX more reliable. Designers are better equipped to identify meaningful AI use cases, validate findings with people, prototype realistic behaviors, prioritize usability issues, and communicate implementation-ready requirements while keeping users and organizational goals aligned.

At AI CERTs, we offer a strategic solution, fostering a culture primed for AI integration and innovation. Our AI certification delivers in-depth training and industry-recognized credentials, equipping your workforce with the skills needed to drive your organization toward an AI-powered future.

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AI CERTs Cultivate AI Culture in Several Ways:

- Our structured certification fosters a comprehensive understanding of AI concepts and applications, making the technology more approachable and less intimidating.
- We prioritize continuous learning, ensuring your workforce stays up to date with the latest AI advancements to keep your organization competitive.
- By promoting collaboration through cross-functional projects, AI CERTs facilitate knowledge sharing and bridges departmental divides, supporting effective AI implementation.

AI CERTs: Your Pathway to Becoming AI-Ready

The future of business belongs to those who harness the power of AI.

Tailored for Success: Our certifications are tailored to the specific needs of your organization, avoiding a one-size-fits-all approach. Developed by industry experts, our specialized training provides your workforce with the targeted skills and expertise required to thrive in essential AI roles.

Actionable Expertise: We prioritize practical experience over mere theory. By engaging in real-world projects and case studies, your team will gain the hands-on skills and confidence needed to successfully implement AI technologies, fostering innovation and achieving tangible results.

Become an AI Leader: Lead the AI revolution, don't just follow it. Collaborate with AI CERTs to create an AI-driven culture, empowering your workforce to unlock AI's potential and place your organization at the cutting edge of transformation**.**

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