SHAPE THE DIGITAL FUTURE
“My experience at BTS is happy, successful, and productive!”

Polina Severina
Russia, BTS Student. Web Developer - Accenture

“A dynamic and hands-on Masters compared to other programs”

Sereen Masri
U.S., BTS Student. Product Owner - Nuvolar

“Definitely recommended, the teachers are really qualified, the program is really solid”

Andrea Amorosi
Italy, BTS Student. Functional & Industry Analytics Analyst - Accenture

“BTS will give you the broadest skills you can get”

Damien Dupont
France, BTS Former Student. Product Analyst - Leadtech Group

“The knowledge we gain is very applicable to real life”

Franco Bonifetto
Argentina, BTS Student. Growth Hacking - Barcelona Tech

Rebecca Li Wing
China, BTS Former Student. Test Engineer - Test-Cloud

Master awarded by Barcelona Technology School and the University of Barcelona
Master in
User Experience Design

Create the space where humans and technology come together. Drive experience design and innovation thanks to a deep understanding of human behaviour, technology and digital solutions needs.
If you’re passionate for technology and want to contribute to drive the digital transformation, Barcelona Technology School is your place.

The digital ecosystem in Barcelona is now warmer than ever. The strategic alignment of the government, the industry and educational institutions like BTS, are mixing the best ingredients to boost the European capital of innovation.

The result of Barcelona’s digital strategy is excellent: international companies are landing in Barcelona to relocate their digital and tech headquarters and open professional opportunities for those who are ready.

Josep Clotet
General Manager
Double degree programs:

- **45%** Women
- **98%** Student Employability rate

[Map with markers indicating various locations]
The members of the BTS Strategic Advisory Board are industry leaders with wide experience managing strategic digital projects in companies such as Ebay, Twitter, Yahoo, Mobile World Capital, Konica Minolta or StartupBootCamp.

This Team helps Barcelona Technology School to take care of the quality and contents of the programs.

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## Academic Directors

- **Sandro Mancuso**  
  London

- **Marie Glad**  
  Stockholm

- **Eduard Gil**  
  Barcelona

- **Ravi Daswani**  
  London

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- **C. Mastrodonato**  
  London

- **Aleix Valls**  
  Barcelona
Lead Professors

Marie Glad
User Experience

Fernando Ozores
Creative Technology

Sella Masselink
User Centered Technology

Romulo Cintra
Interface Development

Oisin Lunny
UX Driven Business

Lali Soler
Data Driven Business

Ravi Daswani
Digital Business

Carlota Royuela
UI Design & Prototyping

Charles Ikem
Mentor

Luciano Wehrli
UX Management

Victor Pascual
Data Visualization

Richard Ferraro
Mobile Business

Andrea Gelsomino
Web Development

Miguel Alonso
UI Design & Prototyping

Enric Bayó
Innovation

Miquel Rodríguez
Agile

View more at: www.barcelonatechnologyschool.com
Barcelona Technology School has developed its own practical, active and participatory methodology with emphasis on “learning by project” where participants generate their own digital solutions.

This methodology reflects digital industry demand for new professionals with skills such as:

### Technical Skills
- Web Development
- Mobile Development
- User Experience
- Big Data
- Machine Learning
- Cloud Computing
- Internet of Things
- Cyber Security
- Software Craftsmanship
- Blockchain

### Business & Innovation Skills
- Digital Transformation
- Digital & Mobile Business
- Creative Technology
- Innovation
- Entrepreneurship
- FinTech
- Legal Tech
- Change Management
- Digital Talent & Culture

### Core Skills
- Empathy & Communication
- International Scope
- Flexibility
- Collaboration & Network
- Transversal Vision
- Curiosity
- Compromise & Responsibility
IOT SOLUTIONS WORLD CONGRESS
BARCELONA 3-5 OCTOBER 2017

Ciao!

Hola!

Bonjour!

Hello!

привет!
Barcelona Technology School has assembled an ecosystem of companies that supports BTS programs, providing industry exposure and bringing professional experience to the students through internships and job opportunities.

<table>
<thead>
<tr>
<th><strong>BTS Ecosystem</strong></th>
<th>Industry Immersion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Mentors</strong></td>
<td>Real &amp; experienced professionals will mentor your digital projects</td>
</tr>
<tr>
<td><strong>Digital Companies</strong></td>
<td>Get professional orientation for your digital career</td>
</tr>
<tr>
<td><strong>University of Barcelona</strong></td>
<td>Ensures academic accreditation, quality and certification</td>
</tr>
<tr>
<td><strong>Academic Board</strong></td>
<td>High qualified instructors and well-known professionals</td>
</tr>
<tr>
<td><strong>Career Mentors</strong></td>
<td>Visit and learn from the tech leaders</td>
</tr>
<tr>
<td><strong>Entrepreneurs &amp; Incubators</strong></td>
<td>Inspire your own projects and new disruptive digital business</td>
</tr>
<tr>
<td><strong>Digital Labs &amp; I+D+i</strong></td>
<td>Digital Labs &amp; innovation projects exposure</td>
</tr>
</tbody>
</table>
Some of the companies that support BTS and enroll our students:
Professional Experience
Digital companies need your talent

Tech industry is exploding and the key digital companies need your talent. Barcelona Technology School connects your career with the digital sector while offers you the most demanded digital knowledge & skills.

Thanks to the agreements Barcelona Technology School has with the digital industry, you will have the chance to live a professional experience through paid internships in some of the top digital companies that are part of the BTS Ecosystem.

Digital Talent Gap
Need of talent ready to shape the digital future

By **2024** there will be **4.500.000** unfilled digital jobs worldwide

PAID INTERNSHIPS & JOB OPPORTUNITIES
We help Barcelona Technology School students to achieve their professional goals and find happiness in life doing what they love the most. This is driven by a Japanese concept called IKIGAI, which describes the secrets for a long and meaningful life. To achieve this goal you have to identify your reason for being and your own purpose.

BTS will help you to find your IKIGAI and a Team of mentors will advice you during this exciting journey that will boost your digital impact on the society.

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**My Digital Impact**
Having a purpose for professional happiness

A Team of mentors will help you to define your own purpose according to what you love, what you are good at, what can you be paid for and how you can improve the world with such amazing skills.

This ensures you focus your energy on a job you really love, which is the best way you can drive a great digital impact.

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**IKIGAI**

We help you to discover your purpose

<table>
<thead>
<tr>
<th>What you love</th>
<th>What you are good at</th>
<th>What you can be paid for</th>
<th>What the world needs</th>
</tr>
</thead>
</table>

| ‘My Digital Impact’ |

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My Digital Impact
Mentors

BTS mentors are generous people that believe in the power of sharing. They will be happy to offer you their vision and wide experience as digital leaders in top global tech companies. Get advice from digital sages that will help you to drive your purpose and develop a great career in the digital industry.

Get advise from international digital leaders

Sudha Jamthe
Silicon Valley

C. Mastrodonato
London

Charles Ikem
Verona

Susanna Maier
Berlin

Marti Escursell
Barcelona

Ravi Daswani
London

Saul Tessler
New York

2018 - 2019 Mentors. A Team of professionals with experience leading digital projects in companies such as:

Google  ebay  facebook  accenture  amazon  Monica Minola
Sports

Student sport activities

All the BTS students enrolled into a Master program have free access to one of the best sport clubs in the city which is located right in front of the beach. Enjoy indoor and outdoor swimming pools, gym and lead classes, spa, paddle courts and much more. Play sports, make friends or simply take a relaxed bath on the sea.

Swimming pools  Fitness room  Lead activities

Paddle courts  Spa  Beach access
Global Chapters
New York · Shanghai · San Francisco · Silicon Valley

The Global Chapters programs are an international experience for students & entrepreneurs that want to discover the epicenters of the world’s digital ecosystems.

<table>
<thead>
<tr>
<th>New York</th>
<th>Shanghai</th>
<th>San Francisco &amp; Silicon Valley</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Week</td>
<td>1 Week</td>
<td>2 Week</td>
</tr>
<tr>
<td>English</td>
<td>English</td>
<td>English</td>
</tr>
<tr>
<td>December</td>
<td>April</td>
<td>July</td>
</tr>
<tr>
<td>3.000 €</td>
<td>3.000 €</td>
<td>5.000 €</td>
</tr>
</tbody>
</table>

This experience exposes students to how business is done in those ecosystems and creates long lasting relationships between students, companies, and business leaders.

Sample Week Itinerary:

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit large digital corporations</td>
<td>Tour in Silicon Valley</td>
<td>Entrepreneurship culture immersion</td>
<td>Visit the Palo Alto Research Center</td>
<td>Network building</td>
<td>Private VC and Startup parties</td>
<td>Free</td>
</tr>
</tbody>
</table>

Meals with digital leaders

Students visit companies like:
Master in User Experience Design

Create the space where humans and technology come together.
The main goal of Master in User Experience Design is to develop the most demanded skills to create and design great experiences between users and technology.

During this program, you will learn to activate empathy with digital products, understanding human-digital interaction, improving usability and focusing on user value generation.
 UX Driven Business
Students will explore the areas of digital transformation, UX-driven product strategy, digital marketing strategies, and organizational structures. They will define KPI’s, UX metrics and calculate ROI on UX initiatives. Students will learn about conversion funnel optimization and the financial impact of user experience design. They will also learn about pricing, finance, funding, distribution, partnerships, and negotiation techniques. Students will gain tools for building their professional profile and visibility.

Content Strategy
Students will focus on boosting brand awareness and creating content that engages users. They will learn about branding, content strategy, storytelling, UX writing and visual content production. Students will learn to create new brands for startups as well as re-branding of existing products. They will also learn to write creative briefs and create digital marketing content for different channels and stages of the conversion funnel.

UI Design & Phototyping
Students will focus on creating frictionless and engaging user interfaces. They will learn various prototyping and wireframing techniques and tools. They will create clickable wireflows, as well as visual UI prototypes. Students will learn to define and apply UI design principles and create pattern libraries and design systems. They will familiarize with the latest trends in UI design, and explore design for different formats, platforms, industries and audiences.

Testing and Assessment
Students will examine different tools and methodologies for testing the efficiency and success of a solution for users. By taking qualitative and quantitative approach students will learn different testing methodologies, QA & QC, test plan development, test facilitation, usability heuristics, and competitive testing. They will explore tools like A/B testing, heatmaps, conversion funnels, recordings, form analysis, and the use of feedback polls. Moreover, students will learn about backlog creation and prioritization of tasks.

Foundations in Human Factors
With a philosophical approach, students will explore the impact of human psychology, physiology and sociology on the evolution of design and technology. Students will learn about the core human drives, the formation of habits and the process of decision-making. They will explore behavioral design and cognitive ergonomics. Students will also learn to define and apply inclusive design principles. They will also explore how to incorporate empathy, ethics, deep listening and regenerative thinking as part of the design process.

User Centered Technology
Students will learn to practically use different user-centered research techniques in order to gain an in-depth understanding of user expectations and needs. They will apply a wide range of quantitative and qualitative research techniques, such as online surveys, user interviews, observational studies, cultural probes, diary studies, focus groups, data analytics, etc. Students will learn to synthesize research findings and define user personas, empathy maps, user journeys, and user flows. They will also learn to define Minimum Lovable Products.

UX Driven Business
Students will explore the areas of digital transformation, UX-driven product strategy, digital marketing strategies, and organizational structures. They will define KPI’s, UX metrics and calculate ROI on UX initiatives. Students will learn about conversion funnel optimization and the financial impact of user experience design. They will also learn about pricing, finance, funding, distribution, partnerships, and negotiation techniques. Students will gain tools for building their professional profile and visibility.

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Contents can be modified according to the needs of the program.
UX Leadership & Management
Students will explore the tools for managing, structuring and transforming visions and expectations into realistic roadmaps, effective team collaborations, and successful user experiences. They will learn to manage product life cycles, plan resources, manage backlogs and structure sprints using project management software. Students will learn to apply an agile mind-set to UX Research & Design efforts. They will also explore areas like people management, change management, and communication skills.

Entrepreneurship
Students will focus on the creation of economic value by developing core capabilities of opportunity recognition, resource acquisition, and entrepreneurial management. They will learn to develop business models for start-ups, to validate markets and to manage the scalability of a digital project. Students will also learn to deal with investors and to write a business plan for startups.

Innovation & Creative Technology
Students will explore different innovation methods and ideation techniques. They will learn to identify and describe new business opportunities and digital products based on user needs. Students will navigate design thinking and discover how to synthesize ideas collaboratively. They will learn the frameworks and ecosystems for innovation.

Interface Development
Students will explore the foundations of front-end development for both web and mobile and learn to build proof of concepts and HIFI prototypes. They will learn the basics of responsive web design using HTML, HTML5, CSS3, Web Standards, etc. The students will explore JavaScript foundations and familiarize with concepts related with web and mobile development, AMP, PWA, JAMSTACK, Hybrid Development, and frameworks like React, Angular and Vue.

Project
Students work during all the program on a final project with the aim to build a real digital product. The main goal is to equip the students with the adequate tools and knowledge to define and solve problems in an innovative and collaborative way. They learn to identify opportunities and design digital solutions with focus on user needs.

Contents can be modified according to the needs of the program.
## Summary
Master in User Experience Design

<table>
<thead>
<tr>
<th>TYPE</th>
<th>LOCATION</th>
<th>DURATION</th>
<th>LANGUAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time Master degree</td>
<td>Barcelona, Spain</td>
<td>9 months (1 academic year)</td>
<td>English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACCREDITATION</th>
<th>CREDITS</th>
<th>INTAKE</th>
<th>FEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barcelona Technology School and University of Barcelona</td>
<td>60 ECTs</td>
<td>October</td>
<td>17,000€</td>
</tr>
</tbody>
</table>

Paid Internships & Digital Jobs:

BTS connects students with leading digital companies. Take advantage of the BTS ecosystem and explore professional opportunities during & after the program.

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Master awarded by Barcelona Technology School and the University of Barcelona, ranked best university in Spain by:

- Academic Ranking of World Universities. 2017
- QS World University Rankings, WUR. 2017
- Center for World University Rankings. 2017
- Best Global Universities. 2017
How to apply
Master in User Experience Design

If you are passionate about User Experience Design and you would like to access to job opportunities, develop the best digital talent and have a master experience in Barcelona… we just need from you:

1 Application Form
www.barcelonatechnologyschool.com

2 Motivation Letter & CV
Send the admissions office your CV as well as a motivation letter explaining how you think User Experience will evolve in the next five years and how you could contribute to this digital transformation.

You can submit this documentation directly by email.

✉️ info@barcelonatechnologyschool.com

3 Interview
Our admission board, as well as the director of the program, will analyze your candidature and if you meet the profile of Barcelona Technology School, we will call you to have a chat.
“Dynamic and hands-on Masters compared to other programs”

Sereen Masri
U.S., BTS Student.
Product Owner - Nuvolar
Programs awarded by Barcelona Technology School and the University of Barcelona, ranked #1 university in Spain.

98% Student employability rate

Ecosystem of top digital companies & tech labs. International environment of digital leaders from all over the world.

Development of the most demanded digital skills.

Beach & sports club, located on the beachfront of Barcelona.

Full Health Coverage Insurance
SHAPE THE DIGITAL FUTURE