

Design expertise and business leadership development for SMEs and Startups

How it works

DSAs User Experience Design Accelerator Track is developed for SME and Startup digital product organisations looking to upskill their creative talent. Early professional design researchers, information architects and user interface designers join the Co-op Track students to foster an interdisciplinary cohort of learners for 12 weeks.

My designers, after completing this 12 week course, are now stronger in design, more assertive and more business oriented. This was definitely worth the investment. Feel free to contact me at jeremie@morphos.is if you want to learn more about it".
Jeremie Tisseau, Founder and CEO, Morphosis Apps

Our User Experience Design program is delivered using blended learning—online and face to face. This flexibility allows full-time employees to develop their competencies and goals at their own pace in their own time. The focus of learning delivery is practice-based with challenge activities designed to encourage self-directed enquiry and criticality. Similar to that of a workshop moderator/participant experience.

Why it works

Creative talent is a precious commodity. Whilst organisations appreciate raw talent and professionalism, designers should be able respond. Co-creation and working as an interdisciplinary team is at the heart of this. It's all about collaboration. The key is to appreciate the work produced and the time taken to produce it. Driven from a business perspective.

This is in response to the widening gap between higher education and industry. We believe that work-integrated learning should be embedded to nurture creative expertise and business leadership for fast-track SME and Start companies to scale. We acknowledge the entry level for user experience design in Asia-Pacific is low. And that's a good thing. It offers entry into the industry for motivated creative's who have not necessarily had the benefit of higher education.

Insight Development <ul style="list-style-type: none"> • People-Centered Design Principles • Behavioral Journey Mapping 	Experience + Imagination <ul style="list-style-type: none"> • Design Principles I: What Design Can and Should Do • Design Principles II: Experimentation and Speculation 	Prototyping + Modelling <ul style="list-style-type: none"> • Prototyping and Modeling Principles • Visualising Reflective and Reflexive Process 	Tier-1
Entrepreneurship + Innovation <ul style="list-style-type: none"> • User Experience Design for Service • People-Centered Design for Social Innovation 	Value Creation <ul style="list-style-type: none"> • Strategy: People, Technology and Organisation • Marketing Essentials 	Leadership + Negotiation <ul style="list-style-type: none"> • Communication Rhetoric for Non-Design Audiences • Pitching for Funding 	
<ul style="list-style-type: none"> • Research Methods and Ethics • Design Sprints • Scaling Projects • User Flow and Wireframe Ideation • Prototyping Iteration • Accessibility and Inclusivity Affordance 	<ul style="list-style-type: none"> • Stakeholder Mapping • Holistic Business Modeling • Value Proposition and Context • Behavioral Science Essentials • Lean Canvas Methodology • Evaluation Metrics 	Specialisation modules	

Accelerator Track curriculum

User Experience Design Accelerator Track

The quickest and easiest way to deliver world class design learning to your talent. Learners enrol directly with DSA and join students on the Co-op Placement Track for 12 weeks.

THB45,000 | SGD1,800 per enrollment

Candidates wanting to join the program can enrol through their company.

Trimester intakes

- August (Autumn semester)
- January (Spring semester)
- May (Summer semester)

Ask a question

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