

CRAFT TO CAREER

8-Week Day-by-Day Structure

WEEK 1 — UX/UI Foundations, HCD/UCD & AI-Augmented Design

Milestone: Project Opportunity / Problem Brief

Day	Focus	Key Activity	Output
Day 1	Intro to Design and UX, UI & Product Design roles	Deconstruct real apps into UX vs UI vs Product decisions	Notes: UX/UI/Product breakdown of 3 apps
Day 2	Human-Centered & User-Centered Design	Guided practice applying HCD/UCD to a sample case	HCD/UCD worksheet
Day 3	Figma foundations + AI prompting basics	Hands-on Figma warm-up + prompt-writing practice	5-frame Figma file + prompt notes
Day 4	Framing a design project	Build a first-draft problem brief	Problem Brief v1
Day 5	Review Day	Present problem brief, mentor feedback	Revised Problem Brief (approved)
Day 6	Optional lab	Doubt-clearing / Figma practice	—
Day 7	Independent work	Refine brief, prep for research week	—

WEEK 2 — UX Research & Problem Discovery

Milestone: UX Research Repository + Research Summary

Day	Focus	Key Activity	Output
Day 1	Research objectives & planning	Write research goals + questions for the project	Research Plan
Day 2	Research - Interview preparation	Draft & refine a non-leading interview guide	Research Interview Guide
Day 3	Conducting interviews & surveys	Mock interview practice + survey setup for Research	—
Day 4	Secondary & competitor research	Run a structured competitor scan	Competitor Scan Summary
Day 5	Review Day	Present raw findings; check for bias/leading questions	Reviewed Research Repository
Day 6	Optional lab	Interview scheduling/practice sessions	—
Day 7	Independent work	Conduct real user interviews (3–5)	Interview recordings/notes

WEEK 3 — Research Synthesis & Problem Definition

Milestone: UX Strategy + Problem Definition Document

Day	Focus	Key Activity	Output
Day 1	Organizing research & affinity mapping	Sort raw notes into themes (manual + AI-assisted)	Affinity Map
Day 2	From observations to insights	Write evidence-backed insight statements	Insight Statements
Day 3	Personas & empathy mapping	Build a persona from research data	Persona / Empathy Map

Day	Focus	Key Activity	Output
Day 4	Journeys & problem statements	Map user journey; write problem statement + HMWs	Journey Map + Problem Statement
Day 5	Review Day	Defend problem statement with evidence	Approved Problem Definition Doc
Day 6	Optional lab	Peer synthesis workshop	—
Day 7	Independent work	Finalize persona, journey, HMWs	—

WEEK 4 — Ideation, Product Thinking & Experience Architecture

Milestone: Solution Strategy + MVP + IA + User Flow

Day	Focus	Key Activity	Output
Day 1	Divergent & convergent ideation	Idea sprint (20 ideas in 10 min, manual + AI)	Idea List
Day 2	Idea evaluation & solution selection	Score & select best solution direction	Selected Solution Direction
Day 3	Product thinking & MVP scoping	Prioritize features by value vs. effort	Feature Prioritization Matrix
Day 4	Information architecture & user flows	Build sitemap + core user flow	IA Diagram + User Flow
Day 5	Review Day	Justify chosen solution & MVP scope	Approved Flow (locked for wireframing)
Day 6	Optional lab	IA/flow troubleshooting	—
Day 7	Independent work	Finalize IA and flow diagrams	—

WEEK 5 — UX Design, Wireframing & Interaction Design

Milestone: Low/Mid-Fidelity UX Prototype

Day	Focus	Key Activity	Output
Day 1	Hierarchy & layout fundamentals	Wireframe one screen 3 different ways	Layout Exercise
Day 2	Low-fidelity wireframing	Wireframe full core flow	Low-Fi Wireframes
Day 3	Navigation, interaction & form patterns	Redesign a confusing form/navigation pattern	Interaction Pattern Exercise
Day 4	States (error/empty/loading) + UX writing	Design edge-case states + write UX copy	State Screens + UX Copy
Day 5	Review Day	Walk mentor through clickable flow	Approved Mid-Fi Prototype
Day 6	Optional lab	Prototype linking help	—
Day 7	Independent work	Finalize clickable mid-fi prototype	—

WEEK 6 — UI Design, Design Systems & AI-Assisted Visual Exploration

Milestone: High-Fidelity Experience + Basic UI System

Day	Focus	Key Activity	Output
Day 1	Visual hierarchy, grids & typography	Apply grid + type system to a screen	Typography/Grid Exercise

Day	Focus	Key Activity	Output
Day 2	Color, spacing, accessibility	Fix a low-contrast screen for accessibility	Accessibility Fix Exercise
Day 3	Components, variants & states	Build one component with 4 states	Component Set
Day 4	Design system + AI visual direction	Build mini UI system; explore AI moodboards	UI System / Style Guide
Day 5	Review Day	Critique full high-fi flow for consistency	Approved High-Fidelity Screens
Day 6	Optional lab	Component library troubleshooting	—
Day 7	Independent work	Apply UI system across all screens	—

WEEK 7 — Prototyping, Usability Testing & Iteration

Milestone: Tested and Iterated Prototype

Day	Focus	Key Activity	Output
Day 1	Interactive prototyping	Build interactive prototype with micro-interactions	Interactive Prototype
Day 2	Usability test planning	Write task-based test scenarios	Test Plan + Scenarios
Day 3	Conducting usability tests	Moderate mock + real usability tests	Session Notes
Day 4	Feedback analysis & heuristic evaluation	Cluster issues; run heuristic evaluation	Findings Report

Day	Focus	Key Activity	Output
Day 5	Review Day	Present findings & design changes made	Iterated Prototype (approved)
Day 6	Optional lab	Testing recruitment / practice	—
Day 7	Independent work	Run remaining user tests, finalize report	—

WEEK 8 — Project Completion, Portfolio & Career Preparation

Milestone: Complete Project + Case Study + Career Foundation

Day	Focus	Key Activity	Output
Day 1	Final polish & consistency pass	Run UI-consistency audit on final prototype	Polished Final Prototype
Day 2	Case study structure & storytelling	Outline + draft case study narrative	Case Study Draft
Day 3	Portfolio positioning & presentation	Publish project to portfolio platform	Published Case Study
Day 4	Resume & professional profile	Rewrite resume bullets; update profile	Resume + Profile Draft
Day 5	Review Day	Mock case study presentation + mock interview	Final Portfolio Piece + Interview Feedback
Day 6	Optional lab	Interview practice / Q&A	—
Day 7	Independent work	Final polish on all career materials	—
