

AI-Powered User Experience and Interface Design Training

Duration: 2 Days

Description

Participants learn how artificial intelligence technologies can be integrated into user experience (UX) and user interface (UI) design. The course focuses on AI-assisted user research, intelligent prototyping tools, data-driven interface design and personalized experiences. Participants explore ways to improve design productivity, predict user behavior and create more intuitive and accessible digital products using AI tools.

Who Should Attend?

This workshop is designed for UX/UI designers, product developers and creative professionals who want to use AI effectively in their design processes.

Outline

Introduction to AI and UX/UI Design

- New trends in UX and UI design
- AI-assisted approaches to design
- The role of AI in designers' workflows

User Research with AI

- AI-based analysis of user behavior
- A data-driven approach to personas and journey mapping
- Automation in user research

Prototyping and Design with AI

- AI-powered plugins for Figma, Sketch and Adobe XD
- Automated wireframe and prototype generation
- Visual design suggestions and variations with AI

Personalized User Experience

- Personalizing content and interfaces with AI
- User preferences and behavior prediction
- Recommendation engines and dynamic interfaces

UX Writing and AI-Assisted Microcopy

- Generating language suited to users
- Experience design for chatbots and digital assistants
- AI-assisted content optimization

Accessibility and Ethics

- How AI can support inclusive design
- Data privacy in the context of KVKK and GDPR
- Ethical principles for AI use

Hands-On Workshop

- Designing an interface with an AI-assisted design tool
- Developing a prototype from a user scenario
- Creating a smart interface prototype through group work

Prerequisites

There are no prerequisites.