



SHAPE THE DIGITAL FUTURE



"My experience at BTS is happy, successful, and productive!"

Polina Severina
Russia, BTS Student.
Web Developer - Accenture



"Definitely recommended, the teachers are really qualified, the program is really solid"

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



"BTS has been enlightening. It has opened a whole new door for me"

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



"A dynamic and hands-on Masters compared to other programs"

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



"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"

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

Master awarded by Barcelona Technology School and the University of Barcelona

Shape the Digital Future



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.

Welcome to BTS

Enabling people to shape the digital future

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



1#

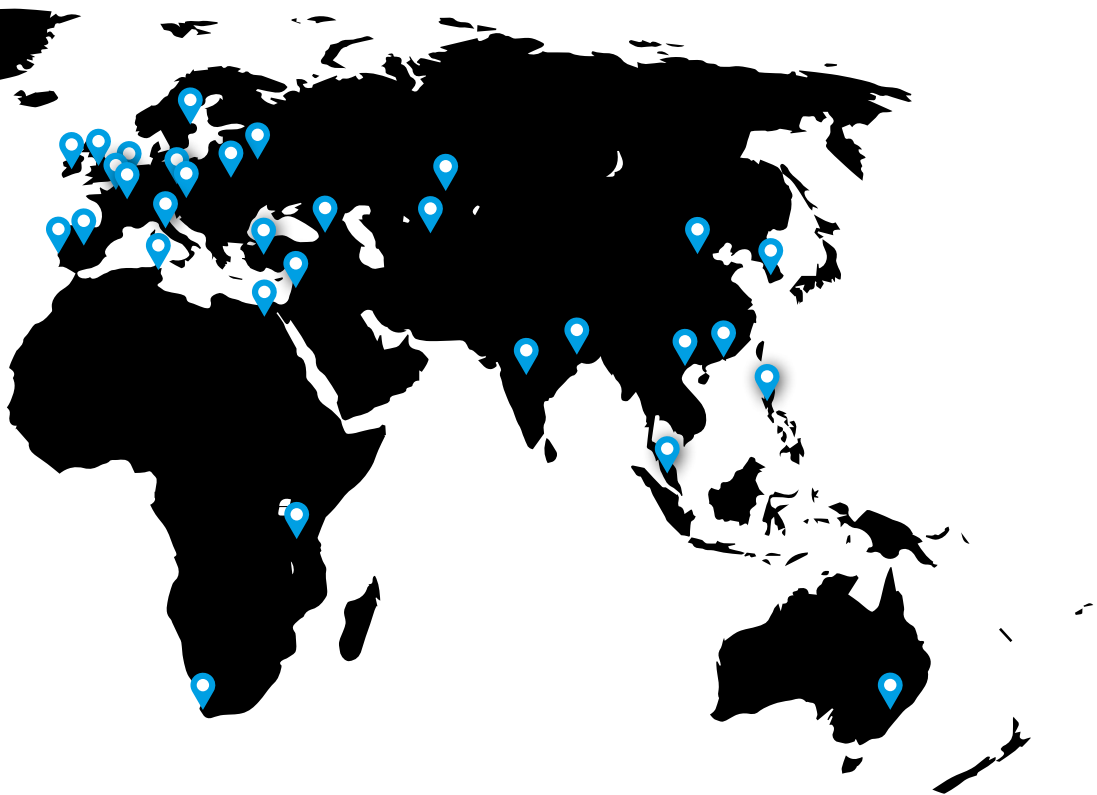
University of Barcelona
Ranked #1 in Spain

40+

Countries. Student
International Diversity

50%

Tech & Business
Background Participants



45%

Women
Gender Diversity

98%

Student
Employability rate

Double degree programs:

BTS | Barcelona
Technology School

 UNIVERSITAT DE
BARCELONA

Strategic Advisory Board



Sudha Jamthe
Silicon Valley



Marko Gargenta
San Francisco



Ricardo Baeza
Silicon Valley



Aleix Valls
Barcelona



C. Mastrodonato
London



Angel Garcia
Barcelona

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.

Academic Directors



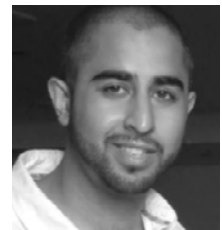
Sandro Mancuso
Brazil



Marie Glad
Sweden



Eduard Gil
Spain



Ravi Daswani
UK



C. Mastrodonato
London



Aleix Valls
Barcelona

Lead Professors



Marie Glad
User Experience



Fernando Ozores
Creative Technology

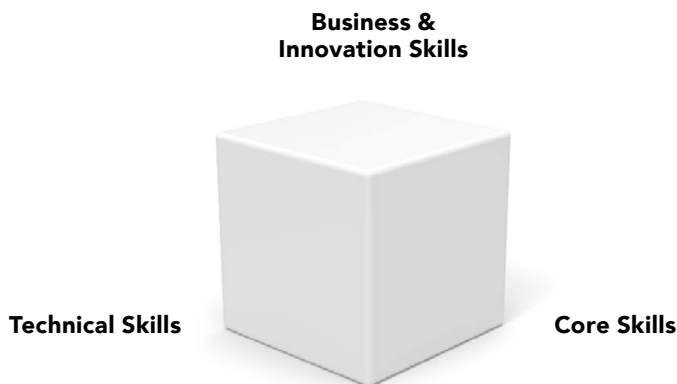


Sella Masselink
User Centered Technology

3D Learning

Methodology

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

THE IOT
INDUSTRY
EVENT
www.iotworldcongress.com

Ciao!

Bonjour!

Hola!

Hello!

Hallo!

привет!



BTS Ecosystem

Industry Immersion

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.

Project Mentors

Real & experienced professionals will mentor your digital projects

Digital Companies

Get professional orientation for your digital career

University of Barcelona

Ensures academic accreditation, quality and certification

Academic Board

High qualified instructors and well-known professionals

Career Mentors

Visit and learn from the tech leaders

Entrepreneurs & Incubators

Inspire your own projects and new disruptive digital business

Digital Labs & I+D+i

Digital Labs & innovation projects exposure

SHAPE THE DIGITAL FUTURE

Some of the companies that support BTS and enroll our students:

Startupbootcamp



accenture

eurecat
Technology Centre of Catalonia

MOBILE
WORLD CAPITAL
BARCELONA

Generalitat
de Catalunya

SPLENDIA
LUXURY & CHARACTER HOTELS

ptent

altran

Ajuntament de
Barcelona

ICEX INVESTIN
SPAIN

PAL
ROBOTICS

learnlight

netmind

STRANDS

capside
advancing the digital society

nae_
doing ahead

BIGDATA CoE

4YFN

cornerjob

MERKLE
COMET

ZINIO



naturitas

softonic

mytaxi

Inno
Cells

VILYNX

Professional Experience

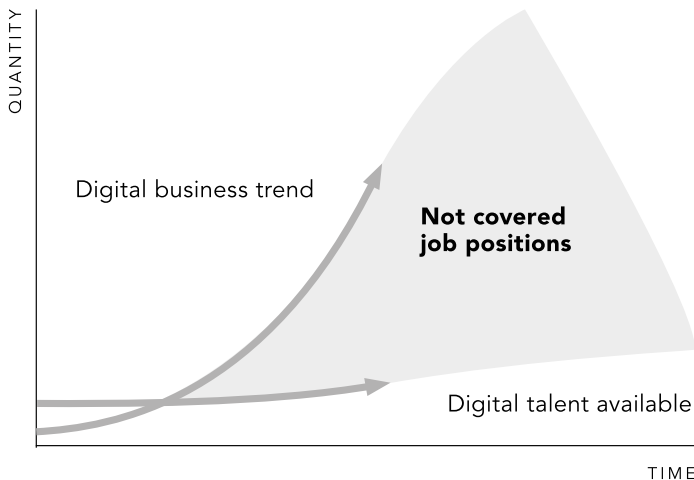
Digital companies need your talent

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

Source: Bureau of Labor Statistics' Occupational Outlook, Handbook and Career Guide to Industries.

PAID INTERNSHIPS & JOB OPPORTUNITIES



Your
Talent

BTS

Digital
Industry

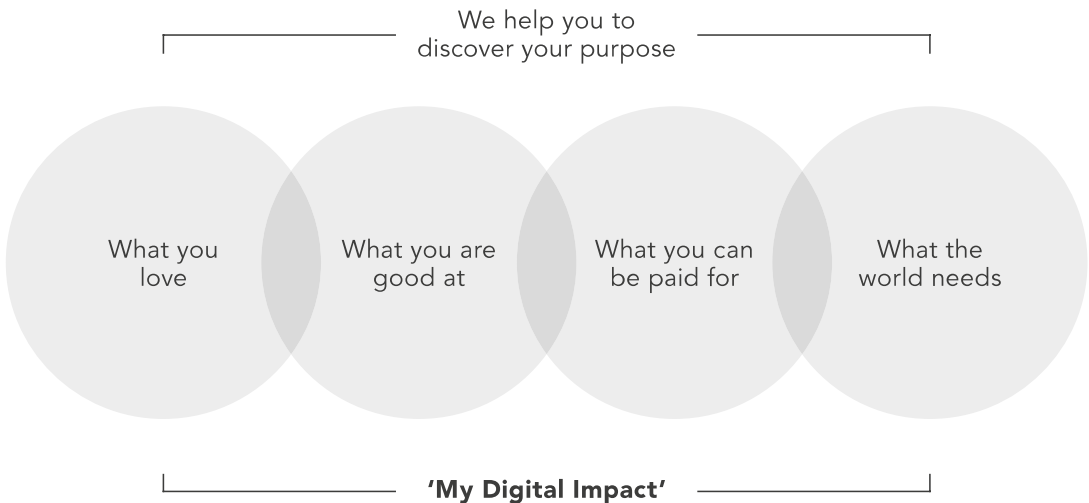
My Digital Impact

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.

IKIGAI



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 advise you during this exciting journey that will boost your digital impact on the society.

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


KONICA MINOLTA

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

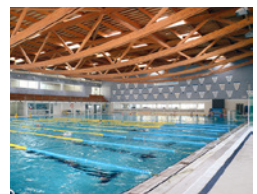
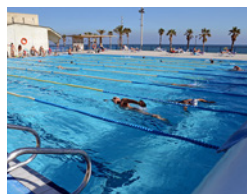


Spa



Beach access

Club activities:





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.



CHAPTER 1



CHAPTER 2



CHAPTER 3

New York

1 Week
English
December
3.000 €

Shanghai

1 Week
English
April
3.000 €

San Francisco & Silicon Valley

2 Week
English
July
5.000 €

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:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Visit large digital corporations	Tour in Silicon Valley	Entrepreneurship culture immersion	Visit the Palo Alto Research Center	Network building	Private VC and Startup parties	Free
Meals with digital leaders						

Students visit companies like:

Google

LinkedIn

TESLA

twitter



YouTube



ORACLE

YAHOO!

facebook

UBER

ebay

Microsoft

amazon



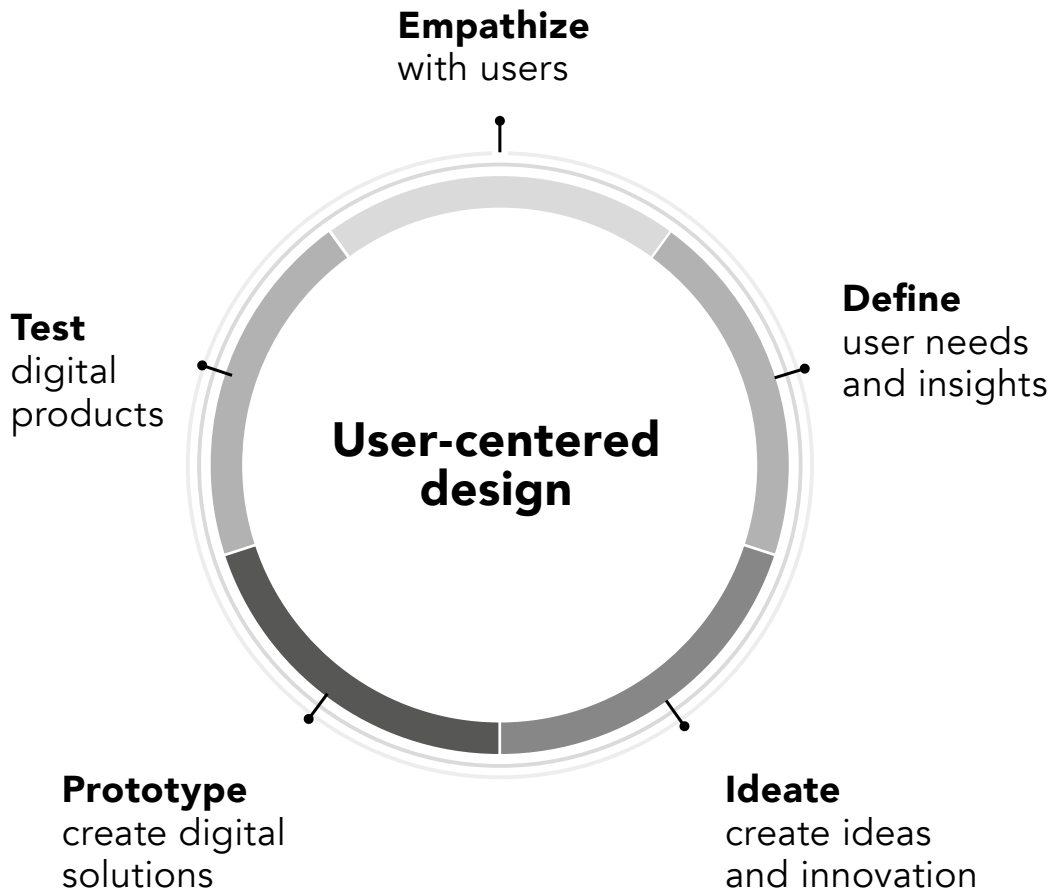


Master in User Experience Design

Create the space where
humans and technology
come together.



Master in User Experience Design



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.

Contents

Master in User Experience Design



UX Driven Business

Students will discover and understand how the digital transformation impacts in the User Experience.



Content Strategy

The content strategy is a key point to guarantee a high quality experience for the user. In this subject the student will learn to define and structure the contents of a digital solution.



Foundations in Human Factors

During this subject the students will learn what are the skills that the human beings use to perceive the world that surrounds them and that defines their experiences.



UI Design & Prototyping

At the end of this module, the students will be able to design digital interfaces in order to optimize the User Experience. Students will also learn how to prototype.



User Centered Technology

This subject focuses in the importance of understanding the user as the center of a digital product.



Testing and Assessment

Students will learn the importance of correctly defining the objectives of testing.



UX Leadership & Management

The student will learn the different management models used in UX.



Interface Development

The students will understand what are the most appropriated development tools for UX projects. They will be able to develop basic interfaces.



Entrepreneurship

Students will create and develop business models for start-ups based on customer development and continuous validation, managing financial metrics and dealing with investors.



Project

The students will apply their skills working on a final project.



Innovation & Creative Technology

Students will experience the process of discovery, interpretation and ideation. They will learn techniques to identify opportunities and understand customer needs to design innovative digital solutions.

Summary

Master in User Experience Design

TYPE	LOCATION	DURATION	LANGUAGE
Full Time Master degree	Barcelona, Spain	9 months (1 academic year)	English
ACCREDITATION	CREDITS	INTAKE	FEES
Barcelona Technology School and University of Barcelona	60 ECTs	October	17.000€

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.

BTS | **Barcelona**
Technology School



UNIVERSITAT DE
BARCELONA

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 do you think the digital industry will be in the next five years and what will be the User Experience impact in 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.

Admissions Office:



“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

Great opportunities are waiting for BTS graduates



**SHAPE
THE DIGITAL
FUTURE**



Information and admissions

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(+34) 93 304 17 21

Location

Barcelona. Almogàvers 119
Barcelona's Technological
district (22@)