



MASTER IN

USER EXPERIENCE DESIGN

Create the space where humans and technology
come together.

ON CAMPUS | ONLINE

Welcome

**Master in User
Experience
Design**

Shape the digital future from Barcelona

If you're passionate for UX design and 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, industry, and educational institutions like BTS is mixing the best ingredients to boost the European capital of innovation. The city is home to a thriving UX scene, with renowned design studios, UX hubs, and digital agencies such as NTT Data Design Studio, Fjord (Accenture Song), Everis, and Holistic UX, fostering creativity and human-centered design.

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.

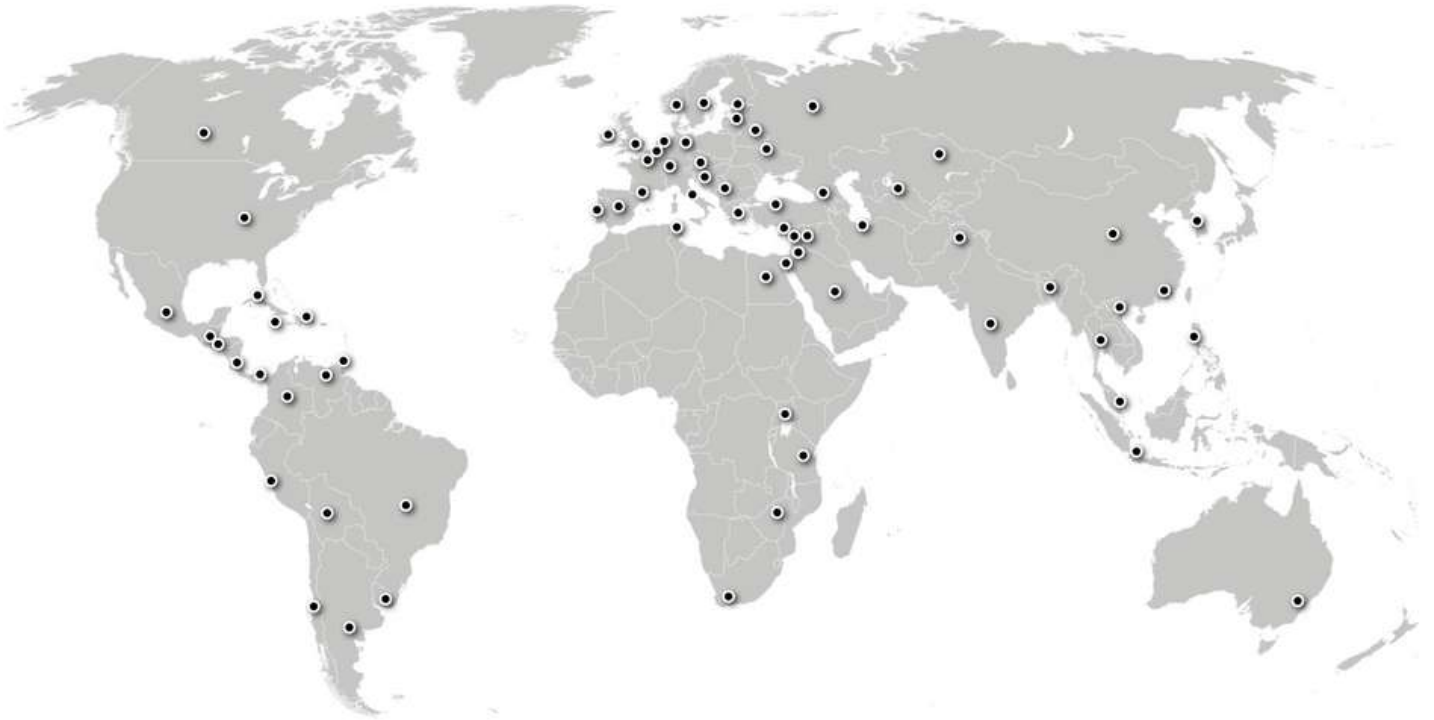


Josep Clotet
CEO Barcelona Technology School

BTS

BTS in numbers

Master in User
Experience
Design



BTS | QS Stars
TOP Universities

+130

Student nationalities
International diversity

50%

Tech & Business
Background Participants

45%

Women
Gender diversity

97%

Student
Employability rate

BTS

Strategic Advisory Board

Master in User
Experience
Design



Sudha Jamthe
Silicon Valley



Ricardo Baeza
Silicon Valley



Sergio Gago
Berlin



Angel Garcia
Barcelona



C. Mastrodonato
London

The members of the BTS Strategic Advisory Board are industry leaders with wide experience managing global and strategic digital projects.

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

Program director



Lara Viejo Casas

Lead Professors

Master in User
Experience
Design



Pablo Quintano
Creative
Technology



Gemma Alcodori
Innovation



Pascal Landry
User Research



Gabrijela Situm
Foundations in
Human Factors



Sudha Jamthe
Artificial Intelligence



Joan Mora
Product Design



Hristina Racheva
Content Strategy



Pol Hortal
Entrepreneurship



Víctor Ventura
UI Design &
Prototype



Judith Garcia
Digital Marketing



Roberto Corrales
UX Driven Business



Eduard Gómez
Interface
Development



Cecilia Tham
UX Futurism



Rómulo Cintra
Generative AI



Luciano Wehrli
UX Management
Testing & Assessm.



Lara Viejo Casas
Content Strategy
Final Project

BTS EXPERIENCE

SHAPE THE DIGITAL FUTURE



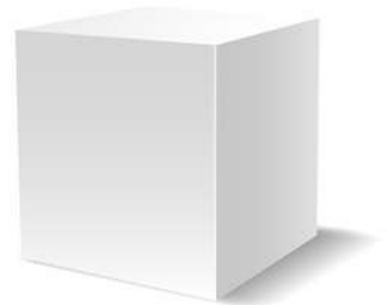
3D Learning

**Master in User
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Design**

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 the digital industry demand for new professionals with skills such as:



Technical Skills

- Artificial Intelligence
- GenAI - LLMs
- Technology development
- Cyber security
- Blockchain
- Big data
- Cloud and Devops
- Internet of things
- User experience
- Technology management

Business & Innovation Skills

- Digital transformation
- Agile management
- Creative Technology & Innovation
- Entrepreneurship
- Digital talent and culture
- Change management & Leadership
- Product management
- Fintech | Legal tech | Digital Health

Core Skills

- Empathy
- Communication
- International Scope
- Flexibility
- Collaboration & Network
- Transversal Vision
- Curiosity
- Compromise
- Responsibility



Invest in your future

**Master in User
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Industry-Connected Faculty.

Learn from experienced professionals who are actively working in the UX/UI industry. Gain insights from their real-world knowledge and benefit from their network of industry contacts.



Project-Based Learning.

BTS's curriculum emphasizes practical application through real-world projects. You'll have the opportunity to work on a real development challenge, giving you valuable hands-on experience.



Career Support.

The program offers career guidance services to help you land your dream job. This includes LinkedIn management workshops, speed-datings, interview preparation, and potential job placement assistance.



Industry Immersion

Barcelona Technology School has assembled an ecosystem of companies that support 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

Visit and learn from the tech leaders

University of Barcelona

Ensures academic accreditation, quality and certification

Academic Board

Highly qualified instructors and well-known professionals

Career Mentors

Get professional orientation for your digital career

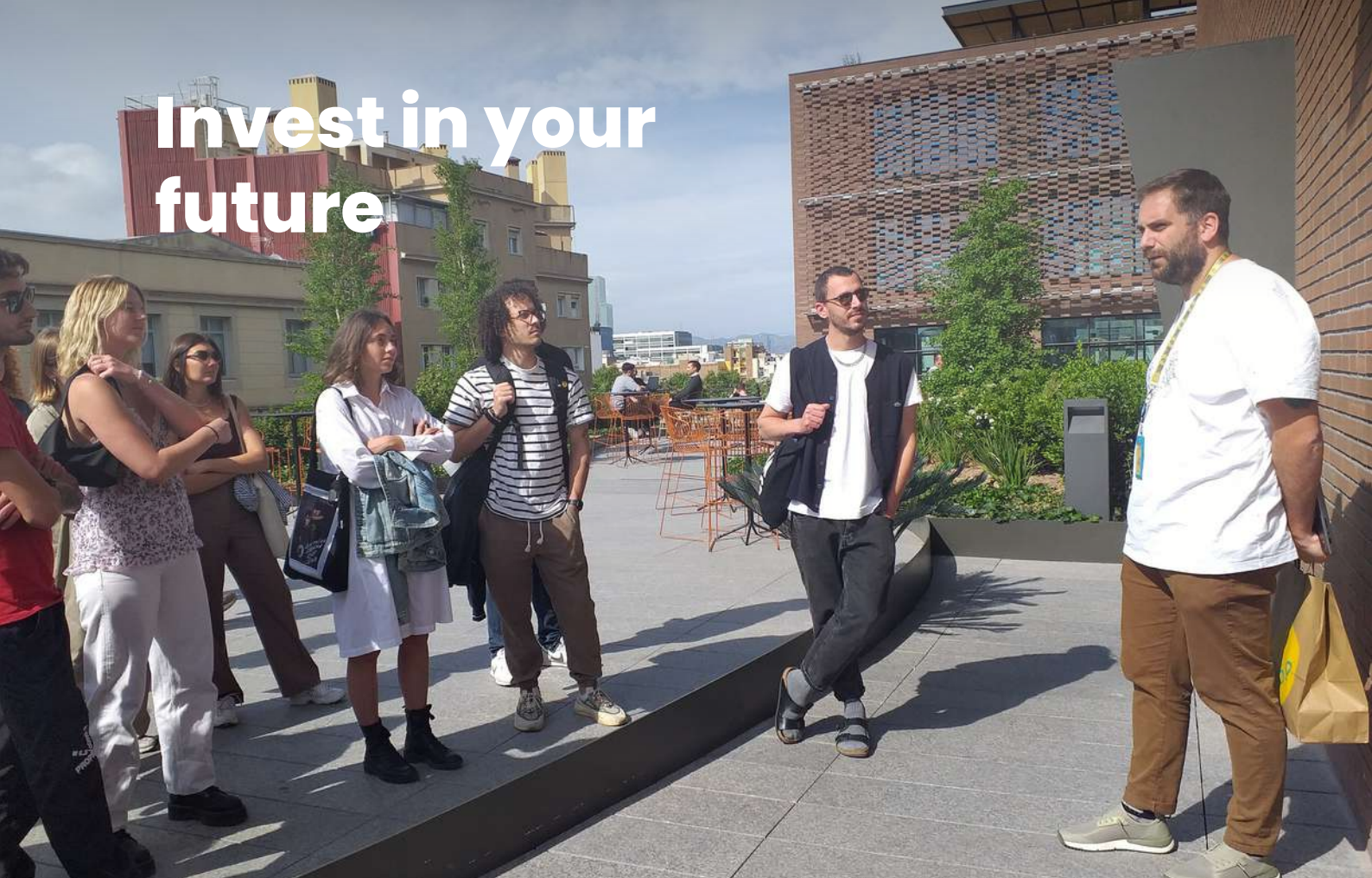
Entrepreneurs & Incubators

Inspire your own projects and new disruptive digital business

Digital Labs & I+D+i

Digital Labs & innovation projects exposure

Invest in your future



BTS Ecosystem – Companies and Partners that take part in the student experience and professional development:

amazon

Microsoft

Meta

Google

Adobe

BSC
Barcelona
Supercomputing
Center
Centro Nacional de Supercomputación

Boehringer
Ingelheim

PEPSICO

sanofi

Nestlé

accenture

Glovo

Gartner

eDreams

TikTok

vodafone

Rakuten

Pier01
BARCELONA
TECH CITY

GFT

VW

NATURITAS

Hewlett Packard
Enterprise

cognizant

PAL
ROBOTICS

NIKE

MediaMarkt

ocado
TECHNOLOGY

Ogilvy

NTT DATA

hp

NOVARTIS

Openbank

wallbox

Deloitte

N26

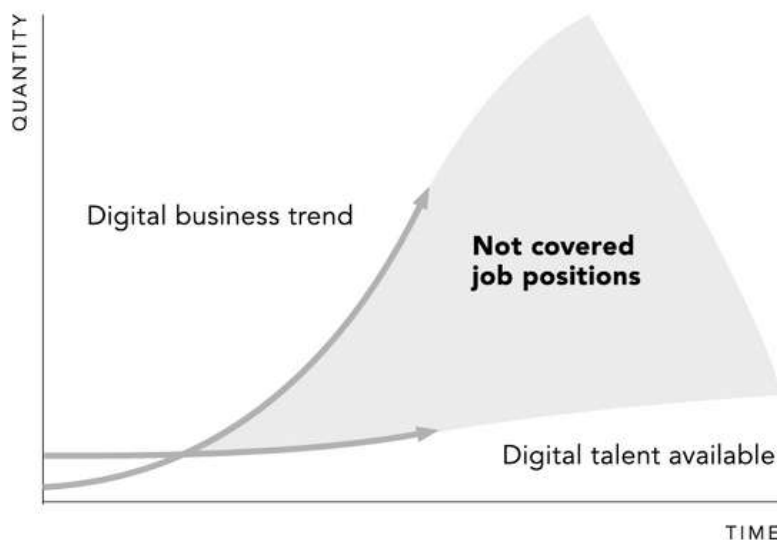
Invest in your future

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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 offering you the most demanded digital knowledge & skills.

Digital Talent Gap



By this year there will be 4.500.000 unfilled digital jobs worldwide

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



Recognition and Accreditations

Master in User
Experience
Design



**QS Stars
TOP Universities**

BARCELONA TECHNOLOGY SCHOOL

BTS rated for Excellence by QS

QS is considered one of the TOP 3 international rankings of universities in the world. Its Intelligence Unit has, through rigorous and independent data collection and analysis of performance metrics as set out in the QS StarsTM methodology, and rated for Excellence Barcelona Technology School.

Teaching



BTS rated as five stars institution.

Employability



BTS rated as five stars institution.



Live the Barcelona's vibes

Master in User
Experience
Design



CAMPUS LOCATION

COOLEST
10 STREETS IN THE WOLRD*

Barcelona Technology School's campus is perfectly situated in the Eixample district, making it an ideal choice for international students.

The campus is located in a renowned street for its lively atmosphere filled with cafes, shops, and cultural spots, offering a true taste of Barcelona's unique lifestyle.

The BTS campus is also exceptionally well connected, with easy access to Barcelona's main attractions, such as La Sagrada Familia, the Gothic Quarter, and the beach.

This prime location allows students to explore the city easily, enhancing their experience as they immerse themselves in Barcelona's rich culture, history, and dynamic social scene.

BTS Campus location:

Cooltest 10 streets in the world according to TIME OUT LONDON 2024.

My Digital Impact

Master in User
Experience
Design

Having a purpose for professional happiness

A Team of mentors will help you define your own purpose according to what you love, what you are good at, what you can 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.



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

**Master in User
Experience
Design**

Get advice from international digital leaders

BTS Mentors are generous people that believe in the power of sharing. They are happy to share with 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.



Sudha Jamthe
Silicon Valley



Ravi Daswani
London



Ken Herron
Singapore



Charles Ikem
Padova



C. Mastrodonato
London



Emma Bawden
Barcelona

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

Google

accenture

facebook

ebay

PEPSICO

ocado
TECHNOLOGY

GFT

Nestlé

holaluz

PUIG

Adevinta

sanofi

YOUR CHOICE

ON CAMPUS | ONLINE



On campus

**Master in User
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Barcelona learning experience

We believe that our students should be aware of how the real-professional world looks like in the digital industry. Besides our practical methodology, we provide professional insight, we go outside the classroom to see directly how disruptive technologies change the way we work and innovate. Take a look to the videos showing some past experiences. These are also opportunities to do networking and gain potential professional opportunities:



BTS Campus location:

Cooliest 10 streets in the world according to TIME OUT LONDON 2024.

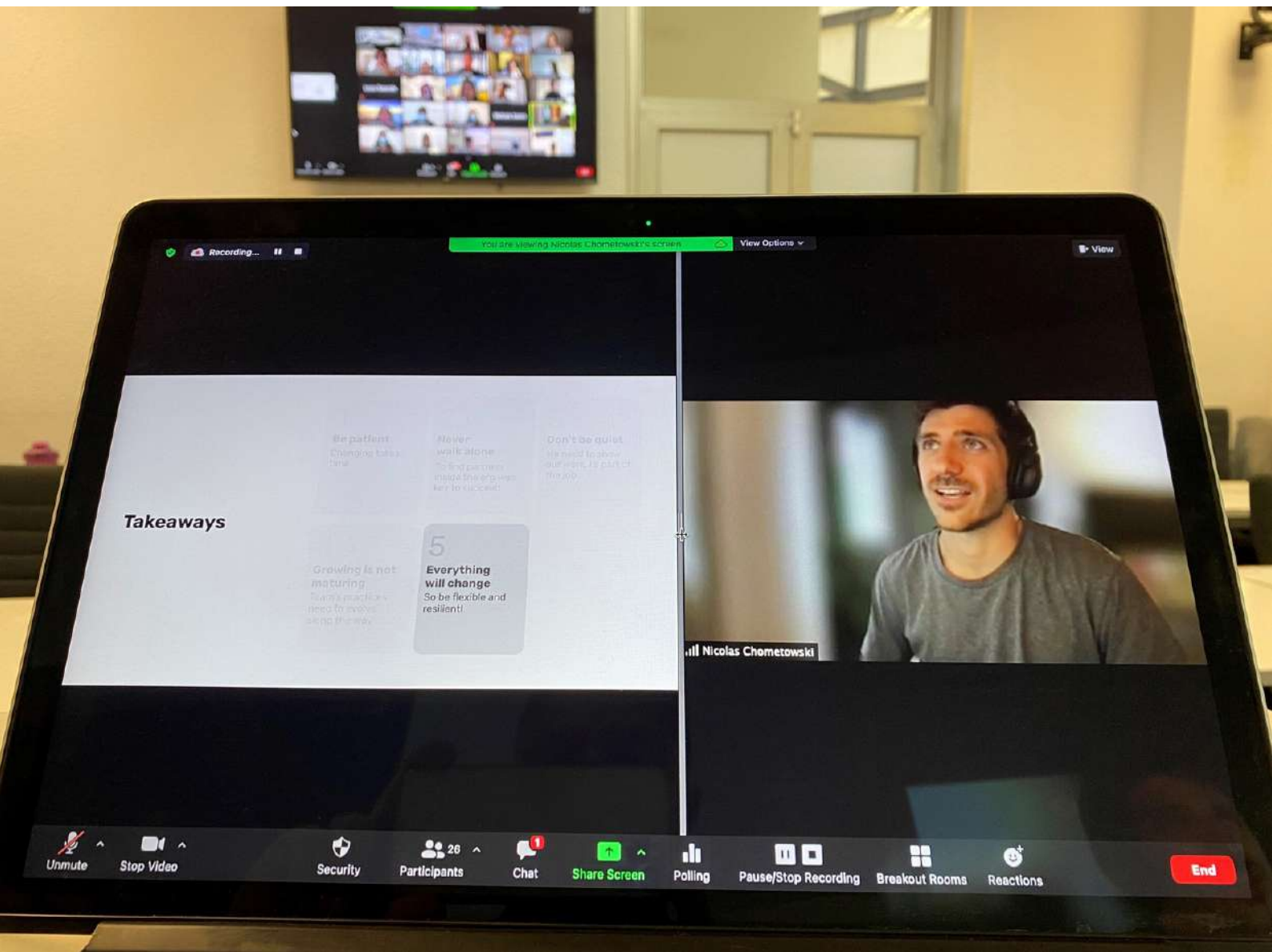


Adapted to your needs

On the other hand, If relocating to Barcelona is not an option, you can still experience the program through our Online formats, with the same comprehensive curriculum and high academic standards, ensuring a cutting-edge academic experience from anywhere in the world.

You can choose between one of the following online formats, according to your interests and availability:

- **Live online:** join real-time and highly interactive online classes.
- **Flexible online:** advance at your own pace.



STUDENT WELLBEING



Sports

Master in User Experience Design

All the BTS students enrolled into a on-campus Master program have especial conditions to access 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.

Club activities

- SPA
- Fitness
- Swimming
- Aquatic sports
- Padle tennis



GLOBAL CHAPTERS

SHAPE THE DIGITAL FUTURE



Global chapters

**Master in User
Experience
Design**

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

New York

1 week
English
3.000€



CHAPTER 2

Shangai

1 week
English
3.000€



CHAPTER 3

Silicon Valley

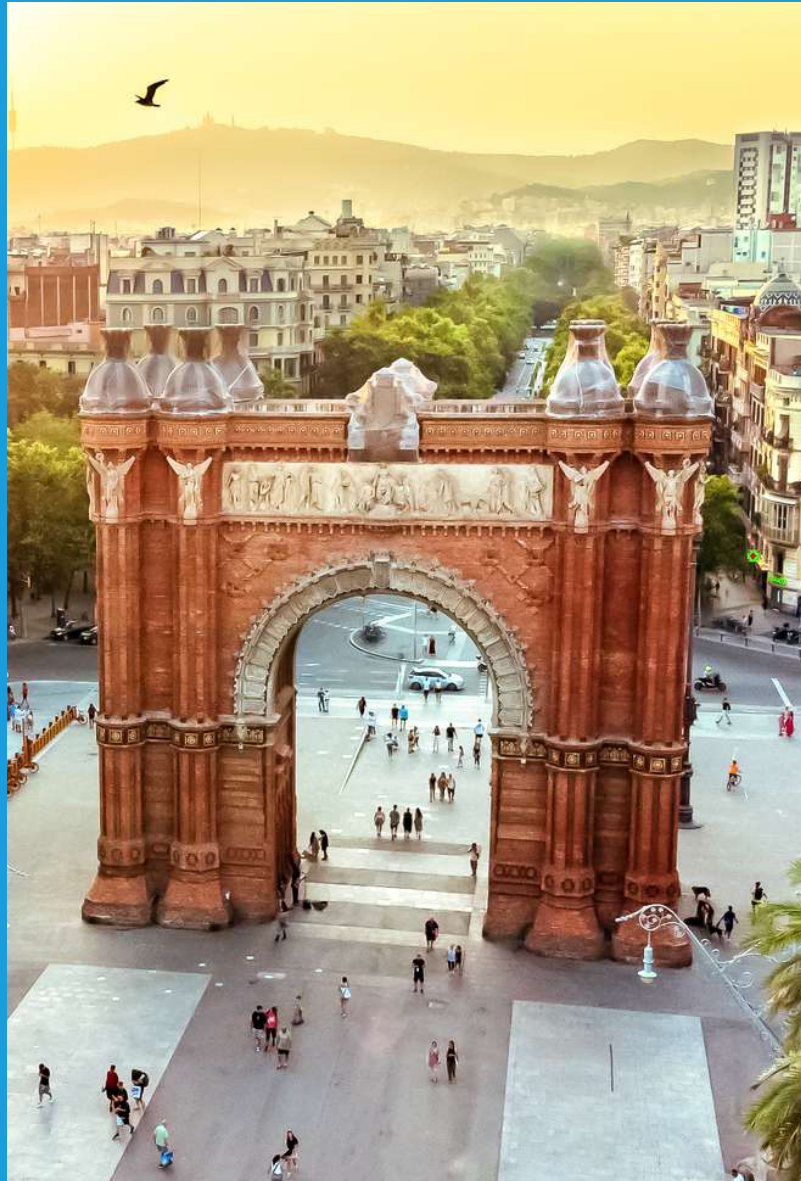
2 weeks
English
5.000€

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
Visit large digital corporations	Tour of Silicon Valley	Entrepreneurship culture immersion	Visit the Palo Alto Research Center
FRIDAY	SATURDAY	SUNDAY	
Network building	Private VC and Startup parties	Free	

MASTER IN **USER EXPERIENCE DESIGN**



CREATE THE SPACE WHERE HUMANS
AND TECHNOLOGY COME TOGETHER

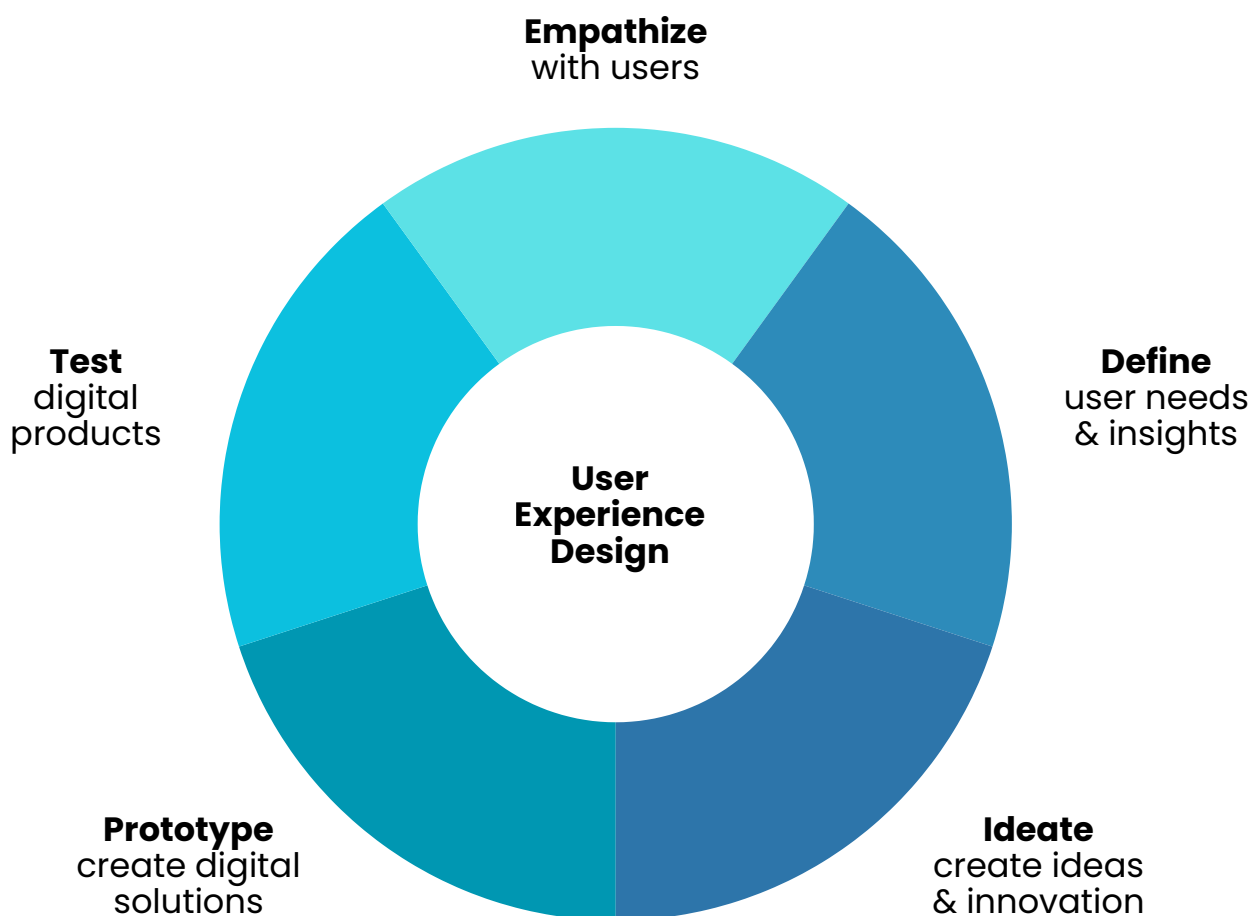
The Master

On campus | Online

**Master in User
Experience
Design**

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.



BTS

Contents



UX Driven Business

Students will explore the areas of digital transformation, UX-driven product strategy, digital marketing strategies, and organizational structures, covering analytics insights and integrating emerging technologies like AI, generative AI, conversational, gesture, voice, and natural user interfaces. 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.



Foundations in Human Factors

Students will explore the impact of human psychology, physiology, and sociology on design and technological evolution. They will study core human drives, habit formation, and decision-making processes. Students will learn to apply behavioral design principles and cognitive ergonomics to create accessible and inclusive user experiences. They will explore the relationship between humans, machines, and nature, integrating empathy, ethics, and regenerative thinking into the design process. Students will gain tools to align human behavior with UX strategies and to design meaningful, habit-forming digital products.



User Research

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.

Contents



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 rebranding 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 & Prototyping

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.

Contents



UX 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 mindset 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.

Contents



Interface Development

Students will explore the foundations of front-end development for both web and mobile and learn to build proof of concepts and 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 to web and mobile development, AMP, PWA, JAMSTACK, Hybrid Development, and frameworks like React, Angular and Vue. The main goal here is you learn how to coordinate your work with Teams of developers.



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.

Summary

Master in User Experience Design

ON CAMPUS

TYPE
Full Time On campus Live online
LOCATION
Barcelona, Spain
DURATION
9 months (1 academic year)
LANGUAGE
English
INTAKE
April October
FEES
17.500€
ACCREDITATION
BTS & IL3- University of Barcelona
CREDITS
60 ECTs

ONLINE

TYPE
Flexible On demand learning
LOCATION
Online campus
DURATION
9 months (1 academic year)
LANGUAGE
English
INTAKE
April October
FEES
12.000€
ACCREDITATION
BTS
CREDITS
60 ECTs

Take advantage of the BTS ecosystem and explore professional opportunities during & after the program.

Program awarded by Barcelona Technology School, ranked as an excellence university by QS stars :



**QS Stars
TOP Universities**

Teaching



Employability



How to apply

Master in User
Experience
Design

If you are passionate about data and A.I. solutions, we just need from you:

1. **Apply online or via email** – Complete the application or send your application directly to admissions@barcelonatechnologyschool.com
2. **Submit your profile:** submit your LinkedIn profile or CV and a motivation letter explaining your vision for the future of the digital industry and your role in its transformation. If your profile aligns with the Master, we'll reach out to schedule a conversation.
3. **Interview:** the Admissions Team will arrange an interview to understand how your profile could match with the Master.
4. **Admissions review:** Our Admissions Board will review your application. We will notify you the Admissions Board decision in the next 48 hours.
5. **Enrollment:** if you are admitted we'll guide you through the next steps to join BTS.

Seats are limited, start your application now!

Admissions Office:

- +34 932 714 244
- admissions@barcelonatechnologyschool.com
- www.barcelonatechnologyschool.com

STORIES OF PAST GRADUATES

Master in User
Experience
Design



Muskan Sharma | INDIA

"Classes are designed in such a way that it addresses all the necessary skills a UX designer should have...the teachers are all industrial experts, the depth and the knowledge that they bring to each class have been incredible."



Gael Merino-Donahue | FRANCE

"I would recommend BTS for two main reasons. First – the ecosystem. BTS has a really good relationship with a lot of digital companies... And secondly – for its worthy teaching"



Dobrian Dobrev | BULGARIA

"After graduating from BTS, I excelled at my work, survived a significant acquisition, and have a more strategic presence in the organisation."

Where BTS Alumni works



DUAL DEGREE MASTER'S PROGRAMS

SHAPE THE DIGITAL FUTURE



WHO IS THE DUAL DEGREE FOR?

**Dual degree
master's
programs**

Unlock your potential and embark on a transformative educational journey with our cutting-edge dual degree programs.

Designed for ambitious international students passionate about technology and digital transformation, our innovative curriculum will equip you with the perfect blend of technical expertise and leadership skills to thrive in today's dynamic job market.

Imagine mastering the complexities of emerging technologies while developing your strategic thinking and problem-solving abilities. With our dual degree programs, you'll gain a deep understanding of the digital landscape, empowering you to drive impactful change and shape the future of tech-driven industries.

Stand out from the crowd as a global professional with a diverse skill set that combines management, leadership and technology transformation.



BTS

ADVANTAGES OF DOING A DUAL DEGREE

Dual degree
master's
programs

01. skills set

Combine digital transformation or product management skills with specific knowledge in User Experience for an innovative problem-solving approach.

02. career

The combination of technical knowledge and leadership skills positions you as a highly sought-after candidate.

03. networking

BTS attracts a diverse student community, providing you with a global network and valuable international exposure. Collaborating with peers from different backgrounds and cultures enhances your cross-cultural communication skills and broadens your perspective, preparing you for a globalized workplace.

04. time

Obtain two masters in a year and a half. Study at BTS offers the unique advantage of being located in Barcelona, a vibrant and innovative city known for its thriving tech ecosystem and entrepreneurial spirit.



DUAL DEGREE STRUCTURE

Unlock a world of possibilities with our diverse range of dual degree master's programs, offering you a comprehensive education in both digital transformation, product management principles and user experience design.

Tailor your academic journey by choosing your professional preferences mixing management skills among specialized abilities in User Experience Design.

Management



Specialized

Digital Transformation + User Experience

MDTL | summer break | MUXD

Digital Product Management + User Experience

MDPM | summer break | MUXD



BTS programs

BTS



BTS | QS Stars
TOP Universities



97% Student
employability
rate.



International ecosystem
of top digital companies
& tech labs.



Development of the
most demanded
digital skills.

**Available
services:**



**Beach & sports
club**, located at
the beachfront of
Barcelona.



Health insurance
Full medical
coverage.



Great opportunities await BTS graduates



**SHAPE
THE DIGITAL
FUTURE**



Information and admissions

info@barcelonatechnologyschool.com
+34 932 714 244

Location

Barcelona. Consell de cent, 419
Barcelona's city center