UXACADEMY
UX Certification

What are UXAcademy certifications
General information about the UXAcademy certifications for User Experience

Why a certification for user experience?

In order to develop a product in such a way that it meets the needs of customers and users and provides them with a positive user experience, it is necessary to know how user experience works.

UX certification ensures that everyone involved in product development, from product owners, UX designers, etc. up to marketing and sales, has the relevant and correct understanding of user experience based on their perspectives and needs.

A UX certification conveys this understanding based on standardized knowledge that is oriented towards norms, standards and proven methods as well as international best practices.

Which certification makes sense for whom?

UX certification ensures that everyone involved in product development, from product owners and UX designers to marketing and sales, has a (basic) understanding of user experience.

CPUE-FL

Certified Professional for Usability Engineering and User Experience - Foundation Level

The CPUE - Foundation Level certification attests your knowledge of the general principles of usability and user experience based on the DIN EN ISO 9241 standard.

The certification is the ideal introduction for anyone involved in the topic of user experience and shows that the certificate holder knows the processes, terms and basic methods of user experience and can apply them in product development.

Learning objectives	Whom is the certificate for
• Basics of usability and User experience	• UX and software engineering
• Usability engineering process and methods according to DIN EN ISO 9241-210	• Product and project managers
• UX and software engineering	• Product owners
• Standards, guidelines	• Marketing & sales
	• Requirements engineers, quality managers
	• Anyone interested in UX

CPUE-AL

Certified Professional for Usability Engineering and User Experience - Advanced Level

The CPUE - Advanced Level certification attests to your in-depth UX knowledge in UX research, leading teams and developing UX strategies as well as applying these in product development.

The certification is intended for anyone involved in user experience. It demonstrates the certificate holder's knowledge of methods in UX research, UX management and the application of these methods in product development.

Learning objectives	Whom is the certificate for
• UX management	• UX Managers - UX Team Leads
• UX measurements & metrics	• Product- and project managers
• UX in product development	• UX designers and software engineering
• UX research & UX insights	• Product owners

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How does your company benefit from a UX certificate

Are you interested in further training in the UX field, but don't know how to argue your case to your line managers or the HR department?

To find the right arguments, it is important to change perspective:

Ask yourself about the benefits of the company if they support you with UX trainings and certification.

To make this easier for you, we have put together some tips and arguments for further training in the UX field.

Arguments for UX trainings and certificates

Arguments for your company

☑ **Internationally recognized UX certification**

The CPUE certificate is internationally recognized and is based on the requirements and recommendations for human-centered design of interactive systems according to DIN EN ISO 9241-210.

☑ **UX knowledge according to recognized standards and norms**

By obtaining CPUE certification, you objectively prove that you have expertise in the areas of UX and usability.

This is also often required by customers!

☑ **Avoiding misunderstandings and communication problems**

Every

In order to design products with a good user experience, it is important for everyone involved to acquire basic UX knowledge and the fundamentals. This involves learning numerous definitions and technical terms and how to apply them. Based on the DIN EN ISO 9241 standard, these provide an understanding of user-centered processes and methods.

Arguments for your line manager

☑ **Quality assurance and improvement**

UX certification provides standardized knowledge that is based on proven methods and international best practices. The benefit for your company is a higher quality of user experience and leads to more satisfied customers and, for example, fewer support requests.

☑ **Efficiency gains and risk minimization**

Efficient, user-centered processes allow decisions to be made earlier and in a more targeted manner. User requirements can be tested before a single line of code has been written. This avoids expensive undesirable developments at an early stage.

☑ **Competitiveness and innovative strength**

An official qualification signals that UX is taken seriously in the company and that UX is pursued strategically. This strengthens employer branding and shows that the company is innovation-driven and user-centered.

☑ **Sales and tendering**

UX certifications are often a decisive factor in IT projects when it comes to being awarded the project. They are even usually required in tenders in order to demonstrate the quality of the company's own employees.

Arguments for your HR department

☑ **Personal development & employee retention**

Training opportunities motivate, show appreciation and promote long-term loyalty. This creates satisfied employees and builds up expertise in the UX area at the same time.

☑ **External impact and customer safety**

Certified employees convey professionalism and competence to customers and partners.

☑ **Cost efficiency**

The return on investment (ROI) of investing in training is high. Initial costs are amortized through better designs, faster development cycles and less rework. The result is a high level of customer satisfaction.