THIGA ACADEMY

PRODUCT DESIGNER — CERTIFIED

Certified training

2 DAYS (14 h)

PRODUCT DESIGNER

PRODUCT LEVEL 1 (0 TO 2 YEARS)

Gain impact within your organization by designing digital products with high customer and business value

Target audience and prerequisites

✓ **UX Designer** who wish to have more impact within their Product organization

✓ **UI Designers** looking to intervene at an earlier stage of the design process

✓ **Product Designers** who want to formalize and improve their practices

Participants should have a **basic knowledge of design** (graphic communication, interaction or product design, etc.).

Training objective

Learn how to **integrate Product Design effectively** into all stages of digital product **design** and **improvement.**

✓ **COLLABORATION:** Understand the role and combine **Product Management** and **Product Design** for a greater impact

✓ **CONTEXT:** Adapt your approach to the **product's context and challenges**

✓ **FACILITATION:** Align the various stakeholders of an organization on **problems and their de-risked solutions**

✓ **DESIGN:** Design and test the relevance of solutions by finding the right balance between **user needs, profitability and technical constraints**

Acquired skills assessment

● Acquired skills are assessed throughout the course by the trainers.

● At the end of the session, participants will receive a **certificate of completion**.

Product Designer
Training program

Training program   **2 DAYS** (14h)

MODULE 1   Back to Product Design basics

- Understand Product culture and its impact on Design
- Understand the different types of Design organizations
- Define the role and missions of the Product Designer within a Product team and its processes
- Enhance the impact of Design on Product strategy

PRODUCT CULTURE   **IMPACT**   **PRODUCT DESIGN BASICS**

MODULE 2   From Research to Ideas

- Organize the Design process, from problem to solution
- Choose the right user research tool depending on the context
- Summarize and share research results within the organization with user AND business value in mind
- Facilitate idea generation by avoiding biases

DESIGN THINKING   **USER RESEARCH**

MODULE 3   From Ideas to Design

- Adapt design efforts for a greater impact
- Materialize the user experience
- Lead co-design workshops and bring the team together around one or more potential solutions
- Apply good interface design practices

CO-CONCEPTION   **MVP**   **PROTOTYPING**   **SKETCHING**

MODULE 4   How to validate and share your solutions

- Formalize and test design solution hypotheses by being data-informed
- Adapt your approach to convince the various players in your organization
- Streamline collaboration with developers
- Industrialize design within Product with the *Design system*

COLLABORATION   **DESIGN SYSTEM**

Thiga Academy
Our support

Teaching method

Practical work accounts for around 40% of the course. This is complemented by **40% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study to run all the workshops.

Practical information

PRIVATE 🇬🇧 🇪🇸 🇫🇷

Sessions are designed for groups of **6 to 10 participants**. We can organize training on **our premises in Paris**, **on your premises**, or **remotely**, up to 7 days before the scheduled date, subject to availability and **receipt of a signed agreement**.

PUBLIC 🇫🇷

Sessions are designed for groups of **6 to 12 participants at our Paris premises**. Registration is open **until the day before the training** session, subject to availability of places and receipt of a **signed agreement** before the session.

✓ *We adapt our services for people with disability upon request.*

✓ *Special rates for individuals and self-employed people (please contact us).*

Thiga's certification

Product expert certification

Skills development begins with training and culminates in certification. Our certification, developed entirely by Thiga consultants and trainers, allows participants to assess and validate their skills, enhance their expertise, and advance their careers. The certification exam is recognized by the Product community.

A tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.

✓ Onboard new team members

✓ Internal transformation support

✓ Retain talents

✓ Create internal career paths

Thiga Academy
Our Trainers and Alumni

Our trainers

Our training courses are led by one of our **experts**, who act as **trainers**, **program designers**, and **consultants**. They combine their professional experience with pedagogical skills to support your skills development.

What our Alumni say

"*I think Thiga's design mindset is in tune with the issues of our time and invites us to think about how to get decision-makers on board within organizations and how to encourage qualitative action on usage and behavior.*"

Rose-Marie — Product Designer at Infogene

"*A very warm welcome from the members of Thiga, especially from our trainer. Her feedback was very enriching and she knew how to adapt certain elements to her audience (and notably to me).*"

Océane — Product Designer at RCA

Our Partners & Clients

Doctolib	Disney	deezer	ManoMano	Carrefour	BlaBlaCar
meetic	ACCOR	Club Med	DECATHLON	L'ORÉAL	radiofrance
Cartier	CHANEL	Qare	POINT.P	NiCKEL	meilleurs agents
Schneider Electric	AXA	CARGLASS	bouygues	france•tv	SOCIETE GENERALE

Thiga Academy
Our training path

Product Basics

Product Owner
2 days
PRIVATE

Figma Advanced
1 day
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Product Culture awareness
1 day
PRIVATE

Advanced Product Owner
2 days
PRIVATE · PUBLIC

Agile Awareness
1 day
PRIVATE

Product Builders
0 to 2 years

Product Manager
2 days
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Product Marketing
2 days
PRIVATE · PUBLIC

Product Designer
2 days
PRIVATE · PUBLIC

Tech for PM
avec le wagon
1 day
PRIVATE

Product Builders
4-5 years and above

Lead Product Manager
2 days
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Product Builders
2-4 years

Data Informed PM
2 days
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Advanced Product Manager
2 days
PRIVATE · PUBLIC

Design System
2 days
PRIVATE · PUBLIC

Product Soft Skills
2 days
PRIVATE

Discovery Discipline
2 days
PRIVATE · PUBLIC

Product Leaders
4-5 teams and more

Building a strong product organization
1 day
PUBLIC

Unlock your team's power
avec WILL
18 hours
PUBLIC

Create and implement a Product strategy
1 day
PUBLIC

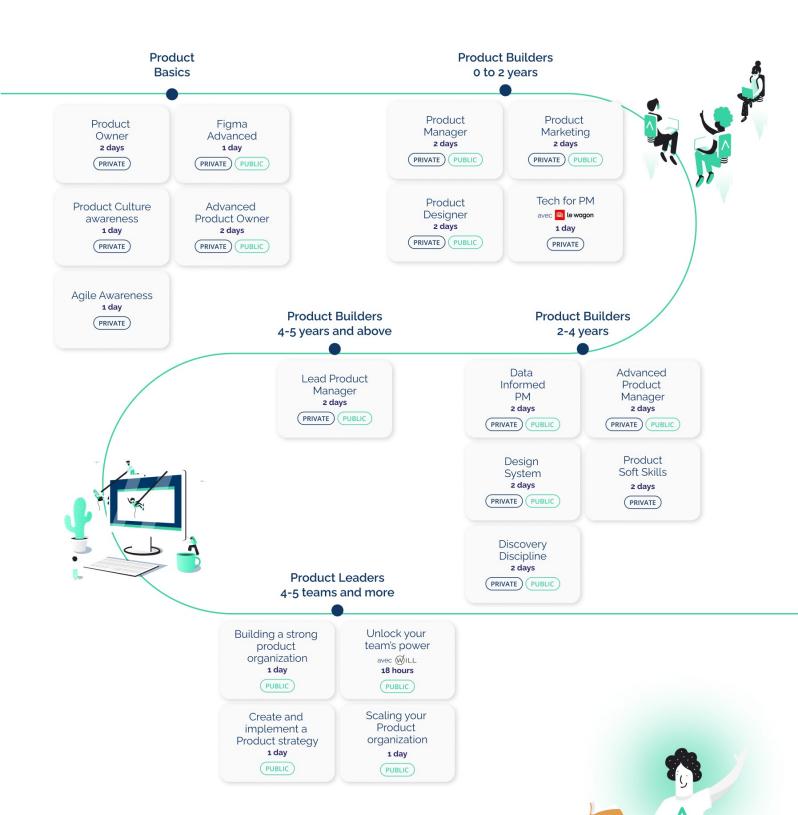**Scaling your Product organization**
1 day
PUBLIC

Thiga Academy

About Thiga

Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.

Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles.

In short, original content to get you through the doors of the best tech companies.

Contact

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