Become a Certified User Experience Analyst™

User experience specialists will always have work but usability is no longer the differentiator it once was.

The Certified User Experience Analyst™ (CXA) certification track trains user experience specialists in the next steps: persuasion engineering, strategy, and innovation.

The advantages of becoming a Certified User Experience Analyst:

- You will be credentialed by a world leader in designing advanced UX skill sets, at practitioner and leadership level.
- CXA-certified practitioners help organizations design for desired outcomes.
- HFI certification helps you become a recognized usability authority on persuasion engineering, strategy, and innovation.
- HFI certification helps you progress in your career path.

The Process:

Become HFI Certified

HFI Certified User Experience Analysts pass an examination demonstrating their mastery of the principles of persuasion engineering, strategy, innovation, and institutionalization of UX as a mature practise. The following HFI courses provide a solid foundation of this knowledge. You can take the certification exam without taking these courses.

Course 1

How to Design for Persuasion, Emotion and Trust (PET design™) (3-day course)

Learn to develop persuasive strategies and implement research-based methods throughout the design process to make your website, product or application more trustworthy and convincing. Deepen relationships with your customers by learning how they make decisions that lead to conversion.

Course 2

The PET Architect (2-day course)

Learn to apply the PET perspective to strategy, innovation and application design and lead your UX practice into advanced information architectures. Give users an engaging user experience while fulfilling corporate goals for customer conversion.

Course 3

Omni-Channel UX Strategy and Innovation (3-day course)

Learn to contribute to your organization's strategic planning and thinking on user-centric strategies and product innovation. Use the understanding of user ecosystems to develop ideas for breakthrough innovation.

Course 4

How to Support Institutionalization of a Mature UX Practice (2-day course)

Learn about culture change, industrial strength practices, and knowledge management. Learn how to institutionalize "industrial strength" user-centered design in the corporate culture.

Examination

Upon successful completion of the CXA exam, Certified User Experience Analysts receive a certificate and a digital badge and are listed in the CUA/CXA Directory on HFI's website.

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Our Certifications

CUA™

Certified Usability Analyst

Online (Live Instructor-Led Virtual Classroom Training)
10 Days / 80 Hours

This certification is a renowned program designed to equip individuals with the knowledge and skills needed to create user-centered designs. Focuses on usability testing, evaluation techniques, and user research

Benefits

- Get certified by the world's leading user-centered design firm
- Gain recognition as a usability authority within your company
- Grow and progress in your UX career path
- Know how to help your company enhance the user experience of its products and services

CXA™

Certified User Experience Analyst

Online (Live Instructor-Led Virtual Classroom Training)
10 Days / 80 Hours

Benefits

- Gain recognition as an advanced UX practitioner
- Know how to motivate users to engage and convert using persuasion engineering strategies
- Get strategic knowledge to balance engaging user experiences with fulfilling corporate goals using persuasive design architecture
- Gain insights into how to look beyond the individual to the entire ecosystem while applying new product ideation and digital strategy
- Get detailed information about setting up a mature UX practice and institutionalizing customer-centricity into your organisation's culture

CDPA™

Certified Digital Persuasion Analyst

Online (Live Instructor-Led Virtual Classroom Training)
5 Days / 40 Hours

Ideal for marketers (digital, mobile, content), social media managers and product managers to complement mastery of CRO, web analytics, SEO and branding

Benefits

- Learn persuasion tools and techniques such as scarcity, social proof and hyperbolic discounting to influence customer behavior
- Know how to apply human psychology principles to create compelling and persuasive design architectures and dramatically increase conversion
- Get recognized as an advanced marketing practitioner in digital channel design

Onsite Training

If you are looking to upskill your team in a specific area in UX and if the team size is 10 or more, we offer our training at your location. What you gain

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- Specific job skills that your team requires, reinforced via hands-on exercises to maximize the learning experience

- Focused instruction on the topics and examples that are most relevant for your company

- Potent insights from HFI's client experiences as our instructors are also UX consultants who bring real-world examples into the classroom

For more details
please write to **outreach@hfi.training**