#DesignForSocialGood // BRIDGEGOOD.org

BRIDGEGOOD

UX Design Apprenticeship Handbook

Preparing student Creatives for meaningful design & tech careers.

2023

Get to know BRIDGEGOOD.

We are a 501(c)(3) **nonprofit organization.**

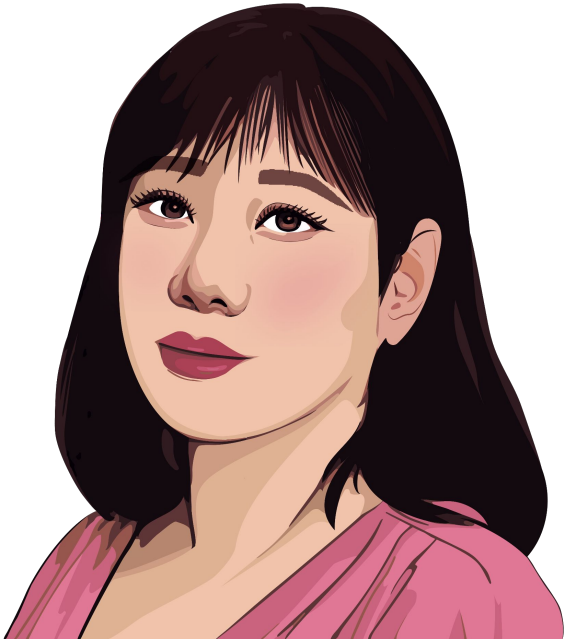
We operate a **community design studio.**

We have a **portfolio platform, BRIDGEGOOD.com.**

We are supported by **Google + Adobe + Warriors.**

We are here to **provide real-world opportunities.**

BRIDGEGOOD



Hi, I’m Elisa Feng

- Program Manager @ BRIDGEGOOD
- World explorer (Japan, Australia, England)
- B.A. & Certifications in Design
- 12 years at Levi’s as Fabric Developer
- **Portfolio at bridgegood.com/elisafeng**

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design for
social good
summit by BRIDGEGOOD

Hi, I’m Shaun Tai

- Executive Director @ BRIDGEGOOD
- Born & raised in the Oakland Bay Area
- B.A. Design, B.S. Comms, M.A. Architecture
- 13+ years in design & tech-for-good industry
- **Learn more at shauntai.com**

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BRIDGEGOOD Community Studio // Jack London Square

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THE HAPPY JOURNEY WITH BRIDGEGOOD

- Inspire Oakland Design Challenge
- UX Design Apprenticeship
- Tech Career Incubator
- Graduation & Fundraiser

About BRIDGEGOOD | UX Design Apprenticeship

BRIDGEGOOD

APPRENTICESHIP

At BRIDGEGOOD, we help students design for social good.

BRIDGEGOOD provides equitable tech access, design opportunities, and professional resources to job seekers.

Learn more, BRIDGEGOOD.org.

PROGRAM HIGHLIGHTS | UX Design Apprenticeship

- Participate in an exclusive 3-month real-world experience.
- Gain direct access to tech & design coaching.
- Complete portfolio-building activities and work projects.
- Obtain equitable access and design opportunities.
- Be a part of the #DesignForSocialGood movement.
- Receive tuition-free learning & hands-on training.

**Bootcamps typically cost $7,500 to $15,000*

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PROGRAM BENEFITS | UX Design Apprenticeship

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APPRENTICESHIP

Learn User Experience, User Interface, and Visual Design while conceiving, designing, and "shipping" a live feature on BRIDGEGOOD's portfolio platform funded by Google.org, the Golden State Warriors, and tech leaders.

Communicate professionally with team members and key stakeholders to present ideas and designs effectively. Showcase work that is easy to understand, straightforward, and based on research.

Participate in the creation of marketing collateral for BRIDGEGOOD while following brand guidelines, design methodologies, and community standards.

Push yourself to take on challenges and step outside of your comfort zone. Maintain your professionalism and show respect in and out of the studio.

Build camaraderie while learning in a safe and creative studio with like-minded creatives.

PROGRAM BENEFITS | UX Design Apprenticeship

BRIDGEGOOD

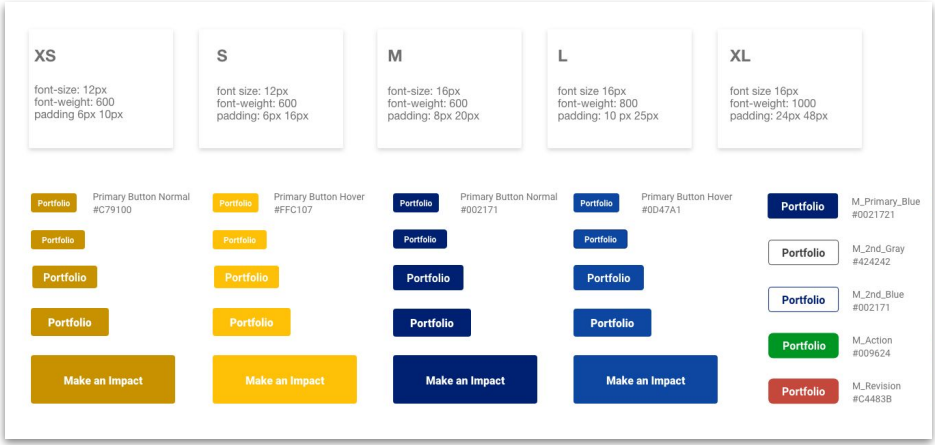
APPRENTICESHIP

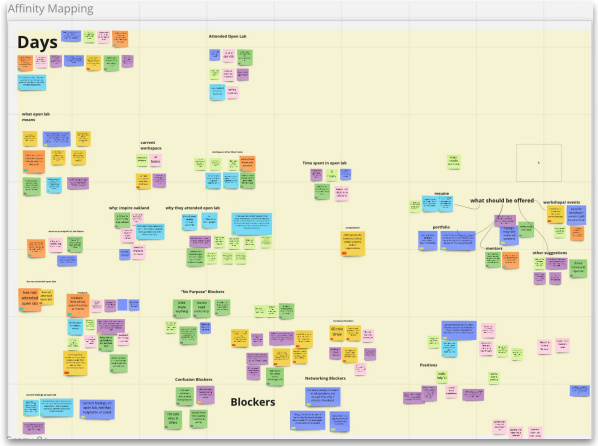
Twenty (20) scholarships awarded (*no tuition cost to participants)*. Made possible by BRIDGEGOOD sponsors.

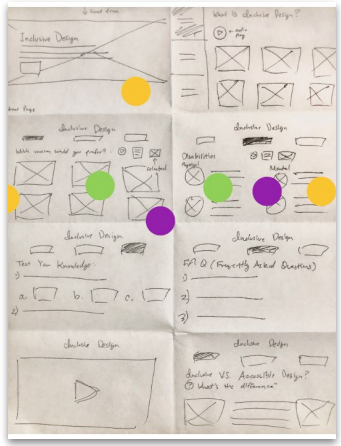
Access exclusive design work sessions at industry tech companies including Google, Adobe, and Salesforce.

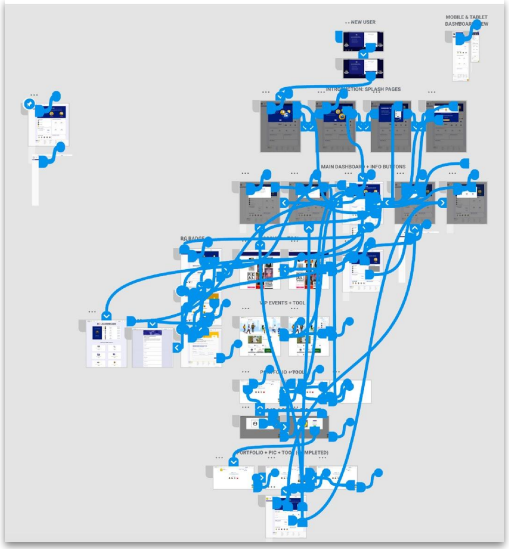
Access to technology, software, and professional coaching. Meetings in-person at BRIDGEGOOD Community Studio three (3) times a week (*Tue, Wed, and Thu*), 11:00am-4:00pm, June 6 to August 31, 2023.

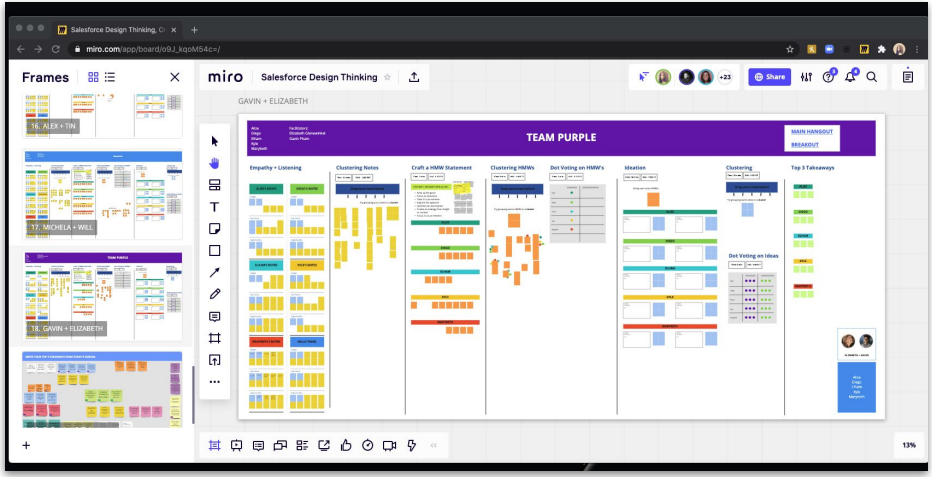
Receive professional development and skill-building opportunities (*e.g., Communicate as a professional, Learn UX/UI, Design Sprints, Document your Case Studies*).











Example of design activities during the UX Design Apprenticeship.

SCHEDULE | UX Design Apprenticeship

BRIDGEGOOD

WEEK 1 & 2:

Team Onboarding

Organization Protocols, Intros, and Design Theory

WEEK 3 & 4:

Fundamentals

Design Thinking, Interaction & Experience Design, Design Software, and More

WEEK 5:

Intro to Design Sprints

How Might We (HMW), Prototyping, Usability Testing, and More

WEEK 6 - 8:

Develop a Web App Feature

Competitor Audit, Personas, Storyboarding, Affinity Mapping, User Journey, and More

WEEK 9 & 10:

Project & Capstone Work

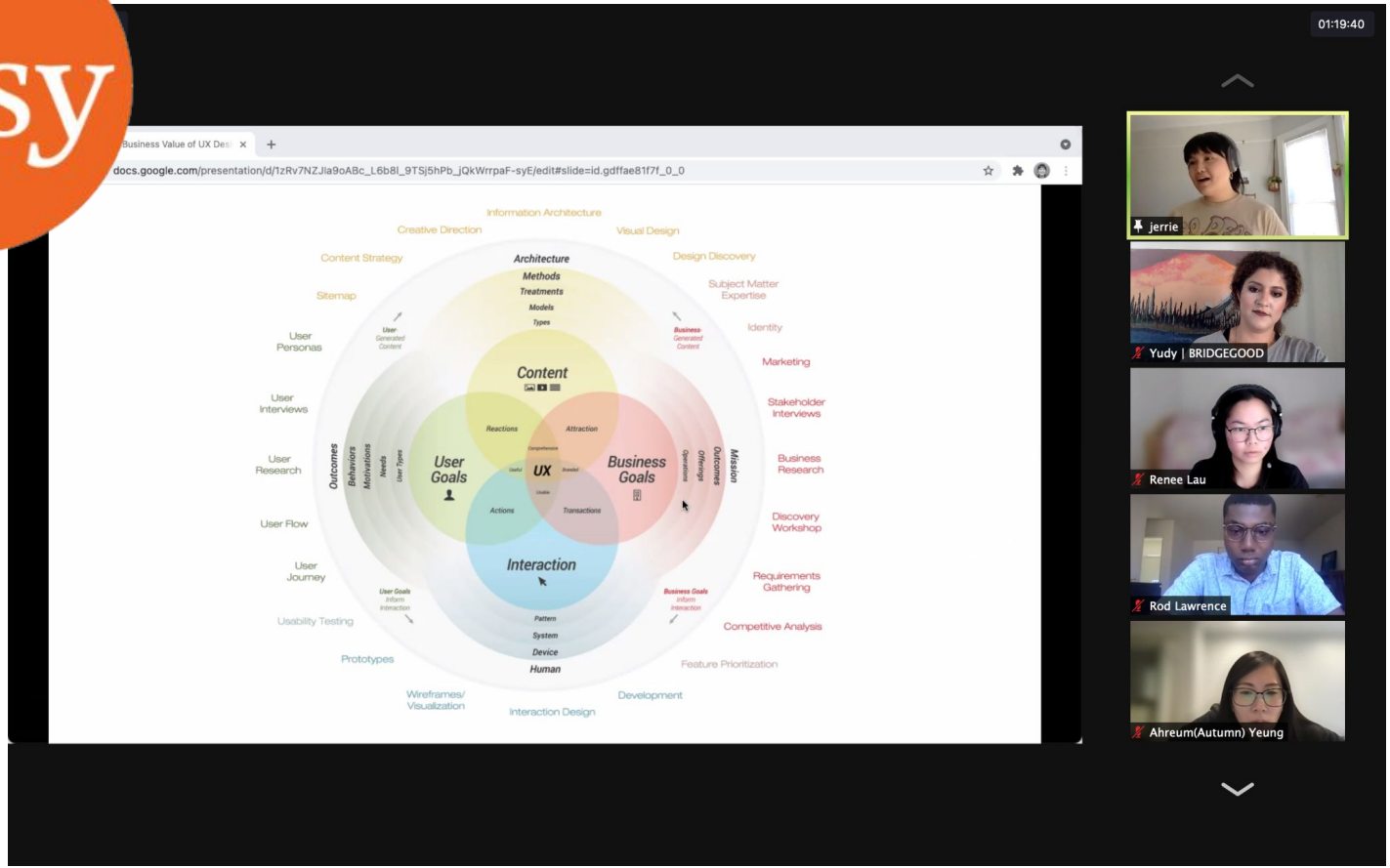
Develop Features in Pairs and Small Groups, Group Critiques, Go/No Go, and More

WEEK 11 - 13:

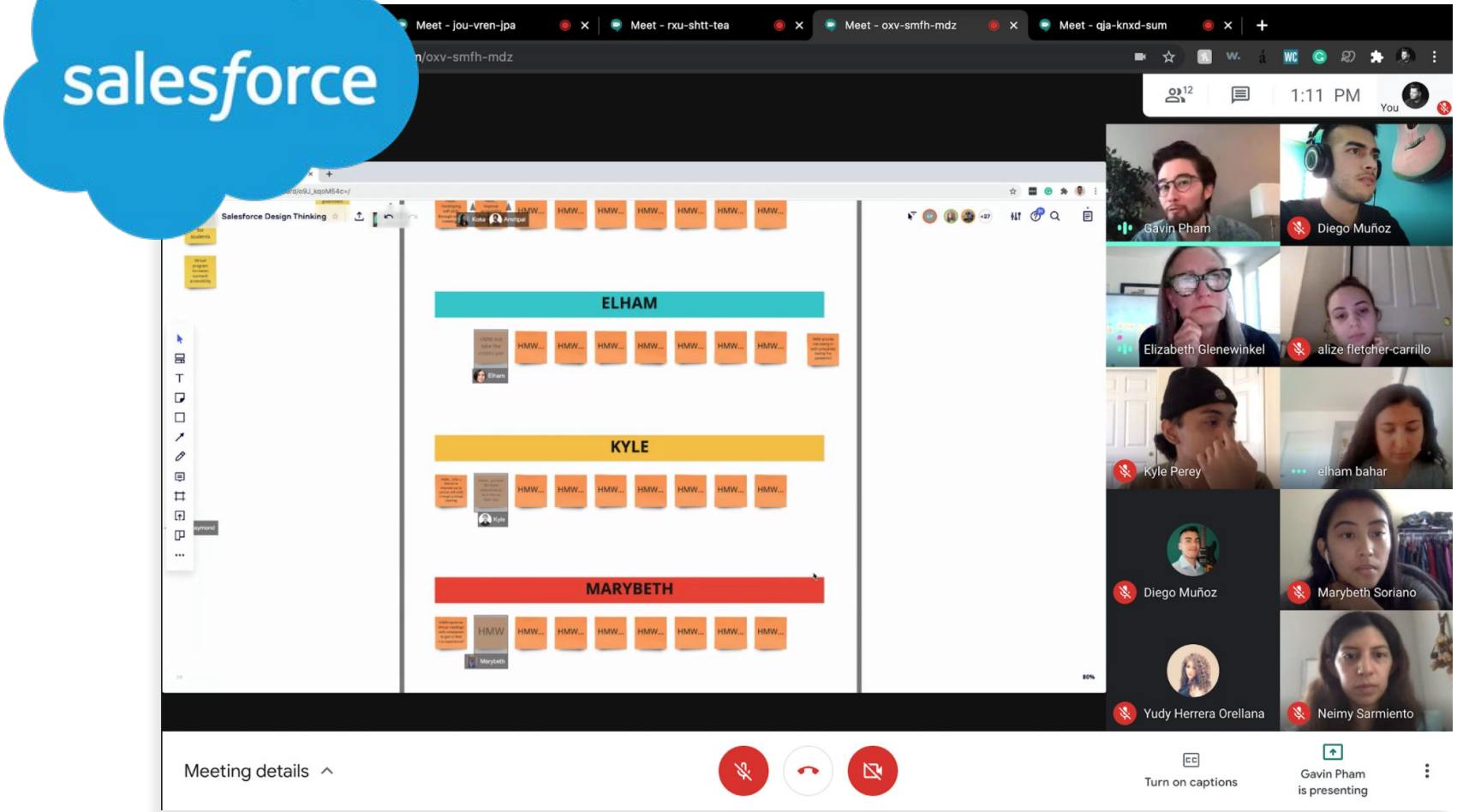
Stakeholder Presentation & Graduation

Deck & Content Creation, Presentations, Resume + Portfolio Essentials, and Program Reflection

Program Session: Learning the Business Value of Design with Etsy



Program Session: Design Thinking Framework with Salesforce



PROGRAM OUTCOMES | UX Design Apprenticeship

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At the end of the apprenticeship, you will improve your skill sets in the following areas:

Craft

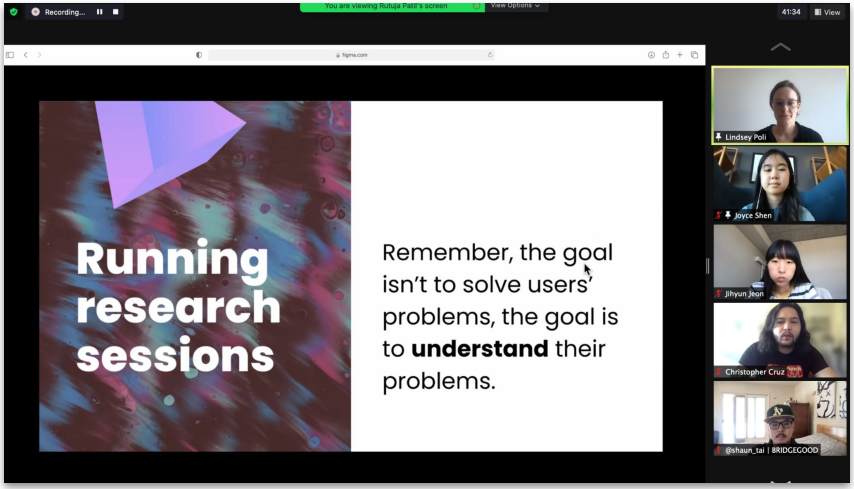
- Understand the fundamentals of visual, user experience, and interaction design, so that you can bring it into your work (*professionally and personally*).
- Learn and utilize industry tools to visualize your design (*e.g. Adobe Creative Cloud, Miro, etc*.).
- Refine and practice your creative problem-solving process and apply it to real-world projects.

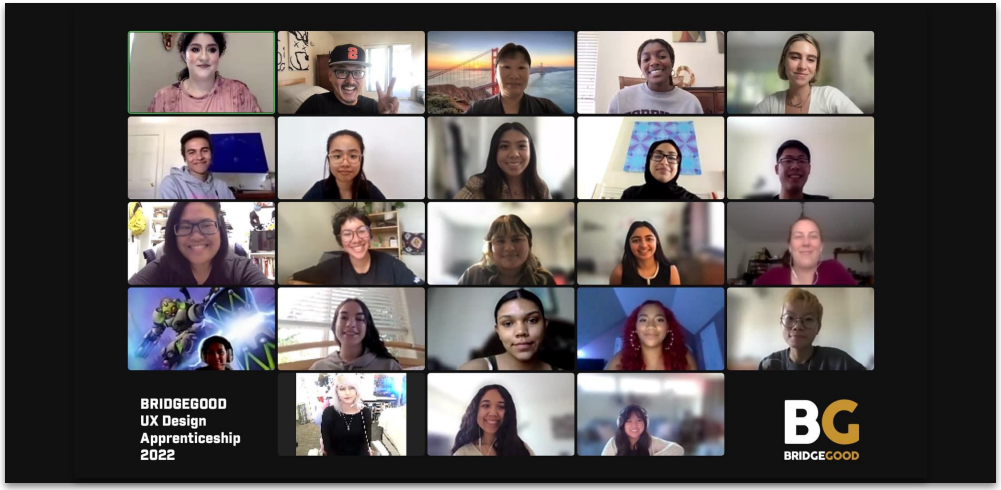
Communication and Intentionality

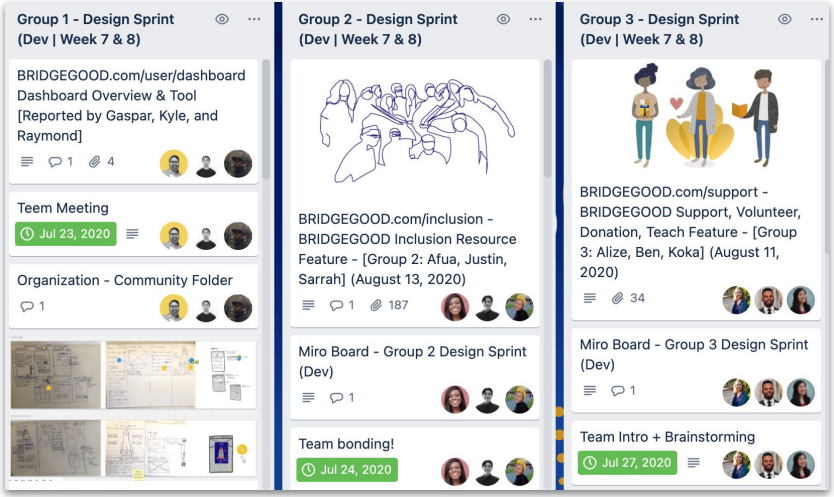
- Present a point-of-view on your work and how you arrived there with your decision-making (the “why”) and creative process.
- Learn how to provide constructive critiques on group work and how to receive critique on their own work.
- Develop and give presentations to an audience to develop your communication skills such as storytelling and the art of persuasion.

Proactivity and Drive

- As a group lead, take ownership of the project(s) and learn to develop proactive problem-solving.
- Learn time & project management while developing ways of sharing out progress and priorities for optimized collaboration.







Surround yourself with Creatives that inspire you.

ELIGIBILITY | UX Design Apprenticeship

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- Be a **current or recent student** (AY 2021, 2022, 2023) age 18+ and a Bay Area resident during the duration of the UX Design Apprenticeship
- Attend at least **one BRIDGEGOOD event through BRIDGEGOOD.com/vip** (*e.g., open lab at Google*)
- Attend an **in-person interview** at 95 Washington Street in Oakland (may take up to two hours)
- Commit to and **fully participate in the UX Design Apprenticeship** (takes place in-person from June 6 through August 31, 2023)

BRIDGEGOOD does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients.

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QUALIFICATIONS | UX Design Apprenticeship

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APPRENTICESHIP

You are eager to contribute to a product that benefits the SF Bay Area design community.

Ideally pursuing a degree in Design (*e.g., graphic, visual, multimedia*), or a related field during the 2021, 2022, or 2023 academic year.

Proficient or highly comfortable using at least one industry standard design software (e.g., Photoshop).

Possess problem-solving skills such as the ability to communicate conceptual ideas and design objectives.

Be open to constructive criticism and feedback while building and improving upon positive working relationships.

EXPECTATIONS | UX Design Apprenticeship

BRIDGEGOOD

BRIDGEGOOD WILL...

- Provide up to 200 hours of training, work, and/or design activities. Classes are led by working professionals and/or the BRIDGEGOOD team.
- Introduce, inform, and provide Apprentices with professional opportunities including on-site work sessions with tech and design companies.
- Provide ongoing mentorship and professional development for UX Design Apprentices through an optional Tech Career Incubator post-Apprenticeship.
- Upon successful completion of the UX Design Apprenticeship, graduates may be invited to work on paid opportunities and projects.

APPRENTICE(S) WILL...

- Be open-minded and eager to take on new challenges while developing a fresh mindset to take on new opportunities.
- Able to excel and thrive as a self-learner in a fast paced environment.
- Utilize resources provided, proactively meet deadlines, and follow professional etiquette.
- Support your colleagues and the unique perspectives and journeys travelled.
- Champion and promote BRIDGEGOOD's mission/vision/impact. Share success stories that emerge as a result of the Apprenticeship and help spread the word about the #DesignForSocialGood movement.

BRIDGEGOOD
Broadening our Horizons

DATES & APPLICATION LINK | UX Design Apprenticeship

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APPRENTICESHIP

Application Due Date:

Tue, May 9, 2023 by 11:59 pm

Video and In-Person Interviews:

Between Mon, April 17 through Fri, May 19, 2023

Application decision email notification by Fri, May 26.

Apprenticeship Start - End Date:

Tue, June 6 through Thu, August 31, 2023

Application link:
uxapprenticeship.info

A team member will contact you within 5 business days.

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UX DESIGN APPRENTICESHIP CHECKLIST

APPLICATION PROCESS

- [ ] Review Handbook
- [ ] Upload Transcript
- [ ] Submit Application

MEET THE TEAM

- [ ] Schedule Interview
- [ ] Prepare for Interview
- [ ] Interview In-Person

SELECTION PROCESS

- [ ] Notify Candidate
- [ ] Sign Documents
- [ ] Start Program

UX Design Apprentice Graduates 2022

Where BRIDGEGOOD Graduates Work

Contact BRIDGEGOOD

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