BACHELOR OF ARTS (B.A.) IN UX/UI DESIGN

The B.A. degree program in UX/UI Design prepares students to become user advocates who utilize empathy to better assess client and user needs. Competency in user experience and user interface, UX/UI, allows students to improve experiences creatively within various fields such as *entertainment*, *marketing*, *healthcare* and *information technology,* and to find positions in these fields as designers who understand how to create ideal user interaction and aesthetics experiences with a variety of physical and digital products and services.

Cross-Disciplinary Degree: UX/UI Design brings together research and studio frameworks from art, design, social science, engineering, information systems and communications to foster collaborations, ethical practices, innovation and leadership in human-centered design.

Competency in Digital and Physical Environments: Students gain hands-on and conceptual competency in creating meaningful and seamless interactions between people in both digital and physical environments.

Professional Facilities with 24-Hour Access to Labs and Studios: Instructional resources include professional-level studios and equipment, sound, animation and VR/AR labs. Students have a 24-hour access to a variety of professional facilities.

Career Preparation for High-Demand Fields: As a cross-disciplinary degree program, the B.A in UX/UI Design prepares students for the emerging fields of user experience design and user interface design as well as product and service design.

Nation-Wide and Local Demand for UX/UI Professionals
There is a high demand for UX/UI professionals. Almost 700 UX/UI jobs were posted in the Pittsburgh region in April 2021. The top employers were PNC Financial Services, Dick's Sporting Goods Incorporated, Sysmind, The Bank of New York Mellon, CGI Group, Computer Enterprises, Techspace Solutions, Zillion Technologies, Sunray Informatics, and Beacon Hill Technologies.

According to Burning Glass Labor Insight's data on UX/UI, the current average salaries for employees, with 95.7% obtaining a bachelor's degree, are:
- $76,900 with 0-2 years of experience
- $91,400 for 3-5 years of experience
- $96,500 for 6-8 years of experience

The median annual salary for UX/UI Designers was $91,289 with
- 75% earning more than $78,812
- 25% of those employed in the field of UX/UI with a salary of $105,027.

Projected growth of job postings for those with UX/UI experience is anticipated to increase by 11.4% over the next 10 years.

UX/UI Design Admission Requirements
The minimum GPA is 2.75; applicants with a GPA of 2.74-2.50 are considered for admission on a case by case basis. Fall 2021: testing score optional.

UX/UI Design Scholarships
RMU Next Century Scholarships: aimed at students who wish to pursue careers in technology or math-related fields, including in UX/UI Design

For more information: Visit the [RMU UX/UI Design website](rmu.edu/uxui) at rmu.edu/uxui.