

YOUR FUTURE BEGINS AT SAIT.



Technology is who we are — it's what we do.

Southern Alberta Institute of Technology (SAIT) has been a pillar in Calgary, Alberta, Canada for **more than 100 years**. Opening its doors in 1916, SAIT has gained a global reputation for providing hands-on, technology-driven learning that creates job ready graduates.

Offering 100+ degree, diploma and certificate programs across a wide range of areas like business, transportation, engineering, digital technology, health and public safety and more, SAIT equips students with the skills they need for successful careers. Plus, **international students studying at SAIT might also be eligible for a post-graduation work permit (PGWP)**.

Whether you're looking to take the first step, advance or change careers, SAIT's philosophy of lifelong learning will support you on your path.

CALGARY

A PERFECT PLACE TO CALL HOME.

Calgary has a strong economy, vibrant arts and culture scene and diverse communities. All this combined with our close proximity to outdoor adventures within the city as well as in nearby Banff and the Canadian Rockies, Calgary is an awesome place to live, learn and play. It's no wonder Calgary is ranked in the top 10 of the most liveable cities in the world.* **You'll feel right at home here.**



Calgary is the third fastest
growing tech market**



The city enjoys 333 days
of sunshine each year



Enjoy lower living costs
compared to Toronto,
Vancouver and Montreal



Calgary has the highest
personal income per capita
in Canada

*Economist Intelligence Unit's 2023 annual ranking of the world's most liveable cities.

**Calgary Economic Development 2023.

GET IN TOUCH

[SAIT.ca/International](https://www.sait.ca/International)

ConEdInternational@sait.ca

HUMAN - CENTERED UX DESIGN AND DIGITAL MARKETING



PGWP ELIGIBLE
CIP: 11.0105



MEDIAN SALARY
\$72,000 PER YEAR



CERTIFICATE
PROGRAM



DURATION
1 YEAR

PROGRAM OVERVIEW

Human-Centered UX (User Experience) Design and Digital Marketing provides an in-depth exploration of human-centered technology design, UX design, digital marketing, accessibility and product branding. With a strong emphasis on user-centric methodologies, creative problem-solving and data-driven marketing strategies, you'll gain the tools to develop innovative and inclusive digital solutions. The program integrates product management and marketing concepts, ensuring you're prepared to address real-world challenges and lead cross-functional teams in creating impactful digital experiences.

ADMISSION REQUIREMENTS

- A post-secondary degree or diploma.
- Must demonstrate [English Language Proficiency](#) prior to admission.

CAREER OPPORTUNITIES

- Digital Marketing Specialist | NOC 11202
- UX Designer | NOC 21233
- Accessibility Consultant | NOC 21233
- Content Strategist | NOC 11202
- Brand Consultant | NOC 11202

CREDIT VS. NON-CREDIT

SAIT offers credit and non-credit programming. Non-credit programming allows working professionals to learn valuable skills that can help them advance their career opportunities. SAIT Continuing Education and Professional Studies delivers Professional Certificate programs as well as other non-credit credential programs. The Professional Certificate credential complies with Provincial and Federal Government policies and requirements, as well as SAIT policies, enabling successful international students to be eligible for a Study Permit, work part-time while studying, and Post-Graduation Work Permit (PGWP).

CONTENT HIGHLIGHTS

The following topics will be covered in this one-year program:

- Principles of Human-Centered Technology Design
- UX Design and Prototyping
- Accessibility UX Design
- Digital Marketing Optimization
- Digital Media Promotions Strategies
- Marketing Analytics and AI Adoption
- Brand Marketing
- Product Marketing and Branding Fundamentals
- The Go-To-Market Strategy
- Collaborative Project: UX and Digital Marketing Integration
- Capstone Project: Comprehensive Digital Product Development