Summary
Invest your training budget in your UX talent: Allow Nielsen Norman Group, internationally recognized pioneers and leaders in the UX field, to teach and certify your team. Jakob Nielsen, Don Norman, Bruce “Tog” Tognazzini, and NN/g’s research consultants have written scores of research reports and 29 books, and have trained thousands of UX professionals around the world in best practices for UX design and research.

NN/g UX Certification offers:
- In-person and virtual full-day (or split across two days) courses with practical education
- Exams to verify participants’ content retention and ability to apply concepts practically
- Expert instructors who distill decades of experience into their courses
- Curricula informed by empirical research, proven methods, and best practices
- No sales pitches

Benefits of NN/g UX Certification
UX Certification will give your team members the groundwork and confidence they need to make concrete design and development decisions based on fact, rather than opinion.

- Builds consistency across your teams and gives them a common language
- Offers team members a targeted level of expertise
- Refreshes your team’s design and research expertise and renews their confidence
- Increases the team’s credibility
- \textbf{Balances your team’s skills and fills gaps in knowledge}
- Helps you hire the right people for your organization

Timing and Scheduling
Professionals can be UX Certified in less than one or two weeks, depending on whether they take full-day courses, or those same courses split across two days. Courses can be taught in-person or virtually. There are 3 types of UX Certification:

1. **UX Certificate**: Participate in 5 courses during one UX Conference and pass the exams.
2. **UX Master Certificate**: Take 15 courses (at 3 separate UX Conference) and pass the exams.
3. **Specialties**: We make every effort to schedule 5 of the required courses for each Specialty at every UX Conference, so \textbf{you could achieve a Specialty in one UX Conference}.
   Scheduling all 5 courses is not always possible, however, so you might need to attend multiple UX Conferences.

NN/g UX Conferences are offered at various intervals, virtually and in cities around the world. Check the current schedule \url{http://www.nngroup.com/training/} for dates, time zones, or locations near you.

Or, bring NN/g consultants in-house to train your team in-person or virtually choose the exact courses your group needs, when they need them. Contact \url{consulting@nngroup.com} for more information.

Estimated Costs for UX Certification In-House (in U.S. dollars)
- **UX Certificate**: Course fees for 5 full-day, or option to be split across 10 days if the course is virtual, training courses is $60,000 (a $5K discount off our standard in-house training price), plus a $80 exam fee per person, per course.
• **UX Master Certificate**: Course fees for 15 full-day training courses at your site is $180,000 (a $15K discount off our standard in-house training price), plus a $80 exam fee per person, per course.

• These costs do not include trainers’ travel expenses for in-person training. Costs will vary by location.

• Prices quoted are for companies in the U.S. and Canada; for rates in other countries, please contact us at consulting@nngroup.com.

Cost Estimates at UX Conference
The following estimates do not include travel expenses.

<table>
<thead>
<tr>
<th>Estimated Costs for UX Certification at Virtual UX Conference (in U.S. dollars)</th>
<th>UX Certificate</th>
<th>UX Master Certificate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course fees</td>
<td>$3173 (5 Courses)</td>
<td>$9201 (15 Courses)</td>
</tr>
<tr>
<td>Exam fees</td>
<td>$400 (5 exams)</td>
<td>$1200 (15 exams)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3573</strong></td>
<td><strong>$10401</strong></td>
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</tbody>
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