User Experience, BS

LSUSEXBS

Are you interested in the design, development and evaluation of products and services that are useful and attractive, and help people accomplish their goals? You could be one of tomorrow's leaders in the user experience profession.

Program description

The Bachelor of Science program in user experience addresses a user's interaction with a company or organization, including its products and services. The UX elements of psychology, research, design and communication determine user needs and wants when they are using a product. Research drives design, design drives content, and content drives communication. All result in a user experience.

Students in this program learn the UX research, design, content development, communication and tone of voice elements and skills needed to successfully evaluate all components and products with which end users interact. Topics covered include hardware and software user interfaces, informational products, help systems, user support, identification of user needs, tasks, procedures, capabilities and limitations of using technology, and interacting with print, digital and aural information.

STEM-OPT for international students on F-1 visas

This program may be eligible for an Optional Practical Training extension for up to 24 months. This OPT work authorization period may help international students gain skills and experience in the U.S. Those interested in an OPT extension should review ASU degrees that qualify for the STEM-OPT extension at ASU's International Students and Scholars Center website.

The OPT extension only applies to students on an F-1 visa and does not apply to students completing a degree through ASU Online.

At a glance

- **College/school:** College of Integrative Sciences and Arts
  Ira A. Fulton Schools of Engineering
- **Location:** Polytechnic or Online, ASU Local

- **Second language requirement:** No
- **STEM-OPT extension eligible:** Yes
- **First required math course:** MAT 142 - College Mathematics
- **Math intensity:** General

Curriculum

View 2025 - 2026 curriculum | View curriculum archives

Concurrent program options

Students pursuing concurrent degrees (also known as a “double major”) earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Accelerated program options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's plus master's degree with:

User Experience, MS

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master’s during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and how to apply.

Admission requirements

General university admission requirements:

All students are required to meet general university admission requirements.
First-year | Transfer | International | Readmission

Tuition information

When it comes to paying for higher education, everyone’s situation is different. Students can learn about ASU tuition and financial aid options to find out which will work best for them.

Change of Major requirements

A current ASU student has no additional requirements for changing majors.

Students should visit the Change of Major form for information about how to change a major to this program.

Attend online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program’s ASU Online page for program descriptions and to request more information.

ASU Local

It is now possible to earn an ASU degree with ASU Local, an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU® to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey.

Global opportunities

Global experience

Those who study abroad while learning user experience have an advantage in many workplaces. Understanding the global view of applied workplace communication, students become well-rounded communicators, able to use various print and digital information products to relate technical and specialized information. Through participation in one of the more than 300 available Global Education programs, students expand their scope of learning beyond the classroom and gain hands-on experience in different and exciting cultures.

Many of the School of Applied Professional Studies programs allow students to earn credit toward their major during their experiences studying abroad.

Career opportunities

User experience professionals have a variety of career opportunities across many industries. Common career paths include UX designer, UX researcher, interaction designer, visual designer, usability analyst, content strategist, UX writer, UX engineer, product designer, service designer, UX manager, chief experience officer, freelance UX consultant and accessibility specialist. These roles span industries such as tech, health care, finance, retail and education, reflecting the expanding importance of UX across sectors.

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
Computer Software Quality Engineer	20.3%	$99,620
Instructional Specialist	2.5%	$66,490

Web Designer	15.2%	$83,240
Web Developer	17.0%	$78,580

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

Bright Outlook

Contact information

School of Applied Professional Studies and Polytechnic School | SANCA 233
CISA@asu.edu
480-727-1526