Saint Joseph University
Faculty of Languages and Translation of Beirut
School of Translators and Interpreters of Beirut

Centre de formation professionnelle
Professional Training Center
Université Saint-Joseph de Beyrouth

UX WRITING & TRANSCULTURAL CONTENT STRATEGY CERTIFICATION:

From Microcopy to Global User Experience

DATE AND TIME
January - February 2027 | 2 p.m- 5 p.m (Beirut time)

NO. OF MODULES	PLATFORM
3	**Zoom**
TOTAL DURATION:	**DURATION PER MODULE:**
30 hours	**10h**
LANGUAGE:	**MAXIMUM NUMBER OF PARTICIPANTS:**
English	**25**
TOTAL FEES:	**FEE PER MODULE:**
750 USD	**250 USD**

1 certificate per module

WHO SHOULD ATTEND

This training is designed for professional translators, UX/UI designers, product designers, product managers, content designers, copywriters, technical writers, digital communication specialists, customer experience professionals, front-end developers, and anyone involved in designing or optimizing digital user experiences.



Marie-Aude Sourd

Marie-Aude Sourd is an experienced User Experience Researcher (UXR), UX Strategist, and Human Factors Specialist. A linguist turned marketing expert who transitioned into UX, she leverages her deep background in language and international communication to specialize in cross-cultural UX and CX research. Throughout her career, she has led qualitative and quantitative research initiatives, managed cross-functional stakeholders, and untangled complex business processes to drive data-informed product decisions. In addition to her strategic consulting work, Marie-Aude is an active UX instructor and career mentor, having previously taught Cross-Cultural UX Design at the University of Strasbourg. In this training, she leverages her UXR, marketing, and human factors toolkit to guide language and communication professionals through cognitive ergonomics, stakeholder discovery, and quantitative research methods. Participants will learn how to strategically research, test, and optimize content for global digital products across diverse international markets.

A certificate shall be issued upon successful completion of each module. Participants must successfully complete a module before enrolling in the next one.

Registration to each module is mandatory

Contact person: Abla Lawandos
etib@usj.edu.lb 01-421512

Module	Dates	Training content
1 Foundations of UX Writing & Digital Accessibility **Registration link** usj.edu.lb/etib/fc.php?cursus=4138	• **Monday, January 18:** 1:00 PM–4:00 PM CET / 2:00 PM–5:00 PM Beirut • **Wednesday, January 20:** 1:00 PM–4:00 PM CET / 2:00 PM–5:00 PM Beirut • **Monday, January 25:** 1:00 PM–3:00 PM CET / 2:00 PM–4:00 PM Beirut • **Wednesday, January 27:** 1:00 PM–3:00 PM CET / 2:00 PM–4:00 PM Beirut	• Core principles of UX Writing vs. traditional copywriting and UI microcopy components. • Information hierarchy, clarity, conciseness, and cognitive load reduction in digital interfaces. • Digital accessibility (WCAG content guidelines) and inclusive content strategies.
2 Content Strategy, Process Discovery & Quantitative Testing **Registration link** usj.edu.lb/etib/fc.php?cursus=4139	• **Monday, February 1:** 1:00 PM–4:00 PM CET / 2:00 PM–5:00 PM Beirut • **Wednesday, February 3:** 1:00 PM–4:00 PM CET / 2:00 PM–5:00 PM Beirut • **Monday, February 8:** 1:00 PM–3:00 PM CET / 2:00 PM–4:00 PM Beirut* • **Wednesday, February 10:** 1:00 PM–3:00 PM CET / 2:00 PM–4:00 PM Beirut*	• Stakeholder discovery, requirements gathering, and cross-functional alignment. • Mapping user flows, interaction logic, and contextual voice/tone frameworks. • Introduction to copy experimentation, A/B testing principles, and measuring content ROI.
3 Transcultural UX, Conventions & Global Product Strategy **Registration link** usj.edu.lb/etib/fc.php?cursus=4140	• **Monday, February 15:** 1:00 PM to 4:00 PM CET / 2:00 PM to 5:00 PM Beirut Time • **Wednesday, February 17:** 1:00 PM to 4:00 PM CET / 2:00 PM to 5:00 PM Beirut Time • **Monday, February 22:** 1:00 PM to 3:00 PM CET / 2:00 PM to 4:00 PM Beirut Time • **Wednesday, February 24:** 1:00 PM to 3:00 PM CET / 2:00 PM to 4:00 PM Beirut Time	• Navigating jargon, user mental models, and industry/corporate design conventions. • Cross-cultural psychology applied to digital interface design and user behavior.

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