

E-Cubed Achieves Prestigious NN/g UX Certification, Elevating Client Digital Experiences

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Calgary, Alberta - May 15, 2025 - E-Cubed Media Synthesis, a trailblazer in user experience (UX) design and digital innovation, proudly announces that its UX design team has earned Nielsen Norman Group (NN/g) UX Certification, a globally recognized standard for user-centered design excellence. This significant achievement underscores E-Cubed?s steadfast commitment to delivering intuitive, high-impact digital solutions that empower businesses to achieve strategic objectives through exceptional, accessible, and inclusive user experiences tailored to diverse audience needs.

Founded over twenty-five years ago by usability pioneers Jakob Nielsen and Don Norman, the Nielsen Norman Group remains the foremost authority in UX research, training, and consulting. The NN/g UX Certification is a rigorous, comprehensive program requiring extensive training and examinations across critical disciplines, including user research methodologies, information architecture principles, interaction design frameworks, usability testing protocols, and accessibility standards compliance. Candidates must demonstrate proficiency in evidence-based UX principles to create designs that are intuitive, efficient, and highly engaging. This prestigious certification equips E-Cubed?s team with advanced, cutting-edge skills to develop digital platforms that significantly enhance user satisfaction, streamline complex interactions, and

deliver measurable business outcomes, such as increased user engagement, higher conversion rates, and improved long-term user retention.

The NN/g certification process emphasizes a user-centered design approach, requiring mastery of sophisticated techniques like persona development, customer journey mapping, wireframing, and iterative prototyping. E-Cubed?s certified team leverages these proven methods to create platforms informed by in-depth, data-driven user research, ensuring precise alignment with authentic user needs and expectations. Structured usability testing validates seamless navigation and robust functionality, while accessibility features, such as screen-reader compatibility, color-contrast optimization, and keyboard navigation, promote inclusivity for all users. Training in cognitive psychology principles enables E-Cubed to design with clarity, empathy, and precision, minimizing friction in digital interactions. Responsive design principles guarantee consistent, high-quality experiences across devices, enhancing accessibility, usability, and overall user engagement.

E-Cubed?s NN/g certification reinforces its dedication to empathy-driven, inclusive design, prioritizing user motivations and behaviors to create meaningful, resonant experiences. By integrating Web Content Accessibility Guidelines (WCAG)-compliant standards and intuitive information architecture, E-Cubed ensures platforms cater to diverse user requirements, fostering trust, satisfaction, and loyalty. Paired with its SOC 2 Type II compliance for data security, E-Cubed delivers solutions that are user-focused, secure, and reliable, providing businesses with powerful tools to strengthen their digital presence. This certification positions E-Cubed as a trusted, strategic partner for organizations seeking to differentiate themselves in competitive markets, where superior UX drives brand loyalty, customer retention, and sustainable business growth.

?The NN/g UX Certification is a testament to our team?s relentless pursuit of excellence in user experience design,? said Marco Chan, Director of User Experience at E-Cubed Media Synthesis. ?This milestone empowers us to deliver transformative value, creating digital platforms that blend aesthetic appeal with intuitive, user-friendly functionality to achieve strategic business goals. We?re thrilled to apply this expertise to elevate our clients? digital experiences and drive meaningful, lasting impact.?

E-Cubed invites organizations to explore its certified UX design services and discover how NN/g-backed expertise can transform their digital platforms. For more information, visit www.e-cubed.com.

About E-Cubed Media Synthesis Headquartered in Calgary, Alberta, E-Cubed Media Synthesis specializes in

UX design, content management systems, and API integrations. With a focus on innovation, security, and user-centricity, E-Cubed delivers platforms that drive engagement and operational efficiency, backed by SOC 2 Type II compliance and NN/g UX Certification. E-Cubed is a trusted partner for organizations worldwide seeking to revolutionize their digital presence. Learn more at www.e-cubed.com.

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For more information about E-Cubed Media, contact the company here:E-Cubed MediaSteve Widen4036719488steve@e-cubed.comCalgary, Alberta Canada

E-Cubed Media

E-Cubed is an award-winning digital agency. They leverage their expertise in interaction design, enterprise content management (ECM), and technology integrations (APIs) to engage your customers and achieve your strategic goals.

Website: https://www.e-cubed.com/

Email: steve@e-cubed.com

Phone: 4036719488

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