

Master of Science

HUMAN FACTORS IN INFORMATION DESIGN

Bentley's MS in Human Factors in Information Design sits at the intersection of business, technology, design and behavioral science. The program equips professionals to understand human behavior, embrace complex systems and design experiences that create meaningful and measurable impact.



LEADERS IN UX RESEARCH AND PRACTICE

Learn from faculty who are not only leading researchers in experience design research and practice but also bring real-world experience from top companies and consulting projects.



HANDS-ON EXPERIENCE FROM DAY ONE

Nearly every course includes an industry-sponsored project, and students also gain real-world experience through the User Experience Center and three faculty-led research labs.



FLEXIBLE LEARNING

Designed for working professionals and career changers alike, the program is offered full- or part-time and can be completed online.



STRONG INDUSTRY NETWORK

Alumni across all industries, including tech and Silicon Valley, recruit, mentor and hire graduates at Google, Amazon, Salesforce, Fidelity and more.

CAREER FOCUSED

Graduates pursue roles at the intersection of design, business and technology where they drive innovation through a deep understanding of people, systems and strategy.

TOP EMPLOYERS INCLUDE:

- | | |
|---------------------|--------------|
| ■ Amazon | ■ Lowes |
| ■ Colgate-Palmolive | ■ Salesforce |
| ■ Deloitte | ■ Sony |
| ■ Facebook | ■ YouTube |
| ■ Google | |



Human Computer
Interaction careers are
projected to **grow 9.3%**.

College Factual



BENTLEY UNIVERSITY

McCallum Graduate School
of Business

CURRICULUM

The program builds a deep understanding of human behavior and emphasizes inclusive, ethical and accessible design. It challenges students to consider not just what can be created, but what should be. You'll develop the skills to design meaningful experiences across physical and digital touchpoints, apply systems thinking and shape what's next in AI, robotics and emerging technologies.

COURSE SPOTLIGHT

FOUNDATIONS IN HUMAN FACTORS

Design inclusive, ethical and globally relevant experiences by understanding human behavior, anticipating user needs and creating future-forward solutions for diverse audiences across systems, technologies and platforms.

IMMERSIVE AND CONVERSATIONAL INTERFACE DESIGN

Gain hands-on expertise in XR and conversational UX to craft the next generation of voice, chatbot and AR/VR experiences for cutting-edge applications.

MANAGING THE EXPERIENCE DESIGN PROCESS

Learn to integrate user-centered design into innovation and product development, applying strategic frameworks and collaborating on real-world projects with multidisciplinary teams and industry-focused insights.



Review complete degree requirements and up-to-date courses.

FEATURED FACULTY

Learn from pioneers in UX design and behavioral research who've helped shape the evolution of experience design education.



RAHUL DIVEKAR, PhD

Assistant Professor

An expert in human-computer interaction and AI, Professor Rahul explores how intelligent systems can enhance learning, especially in language education. He brings experience from IBM, Salesforce and Amazon, bridging academic insight with practical innovation to shape the future of human-computer interaction across domains.



MOUNIA ZIAT, PhD

Associate Professor

Professor Ziat applies a multidisciplinary approach to understanding haptic perception by combining engineering, cognitive psychology and neuroscience. Her work investigates how human touch influences our interaction with both physical and digital environments, offering valuable insights into sensory experiences and their roles in design.

FAST FACTS



30

course credits

4 HIGH-TECH LABS

- **User Experience Center:** Gain hands-on UX experience with real clients.
- **Haptosphere Lab:** Explore how touch impacts perception to guide tech design.
- **Immersive Design Lab:** Use VR/AR to solve design challenges in health care, education and more.
- **AI in UX Lab:** Operates at the intersection of Human Computer Interaction and AI.