

# PRODUCT PSYCHOLOGY CERTIFICATE



This is to certify that

# Gene Guy

has completed the *Product Psychology Masterclass*.

This course covers essential psychological principles to improve digital products and identify growth opportunities in an ethical and customer-centric way.

It allows graduates to understand user behaviors better, find gaps in digital experiences using the *B.I.A.S. Framework*, create delightful customer journeys aligned with business goals, and better communicate product decisions to rally teams and stakeholders.

Montreal, Canada — December 30, 2022

A stylized, handwritten signature in gold ink that reads "Dan Benoni".

Dan Benoni  
Masterclass Instructor

A stylized, handwritten signature in gold ink that reads "Lx Lavallee".

Louis-Xavier Lavallée  
Masterclass Instructor