ABSTRACT

Lola Deanita Norberta (2021051013)

DEVELOPMENT AND IMPLEMENTATION OF UI/UX DESIGN AT PT. UNZYP SOLUSI TEKNOLOGI

Practitioners carry out professional work at PT Unzyp Solusi Teknologi, practitioners work as UI / UX designers. While carrying out professional work, I gained various valuable experiences in the digital technology industry. In its implementation, practitioners have learning whose main focus includes designing user flows, developing user interfaces (UI), optimising user experience (UX), and implementing design concepts in various wireframes, prototyping, to the final design. In addition, practitioners also play a role in designing print media, rabbit r1 chasing, and preparing cooperation proposals with company partners. Practitioners honed their skills using professional design tools such as Figma, wireframe techniques, prototyping, and team collaboration. This learning includes effective communication with stakeholders, time management, design literacy, product testing, and implementation of user feedback. The overall experience provides a strong foundation in UI/UX design and essential soft skills in a professional work environment.

Keywords*: UI/UX Design, User Experience, User Interface, Wireframe, Prototype, Figma*