ABSTRACT

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USER INTERFACE DESIGN AND USER EXPERIENCE DESIGN FOR APPLICATIONS AT PT. UNZYP SOLUSI TEKNOLOGI (UNZYP SOFTWARE)

This report discusses the professional internship experience at PT. Unzyp Solusi Teknologi (Unzyp Software), a company specializing in application development and UI/UX design. The main objective of this internship is to broaden students' knowledge and skills in the professional world, particularly in digital product development. The intern was involved in projects such as the development of a music community application for PT. MIMO EV, adding a billing feature to the KASVLO application, and developing a web-based marketplace application. During the internship, the intern was placed in the UI/UX Designer division and was responsible for creating wireframes, user interface design, and user experience using Figma. The intern faced several challenges, including limited communication with the work supervisor and hardware constraints. To overcome these, the intern optimized digital communication and researched relevant design references. This internship provided valuable experience, particularly in applying theoretical knowledge from university to real-world work environments. In addition to developing technical skills, the intern also learned about the importance of time management, effective communication, and teamwork. This professional internship experience serves as a solid foundation for future career development, especially in the fields of technology and UI/UX design.

Keywords*: UI/UX, pp development, profession work, Figma, PT. Unzyp Solusi Teknologi*