

## **ABSTRACT**

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### **Perancangan UI/UX Healthify Di Pt Marka Kreasi Persada (Alterra Academy)**

*Alterra Academy's Certified Internship and Independent Study Program aims to prepare participants as competent and professional UI/UX Designers. Through various project-based learning activities and hands-on practice, participants learn technical skills, such as Design Thinking, Wireframing, Prototyping, and Usability Testing, as well as the application of technologies such as Artificial Intelligence in design. In addition, this program also builds non-technical skills, such as communication, team collaboration, and time management, which are essential in the technology industry. Mini-projects and Capstone Projects that are worked on individually or in groups provide experiences that are close to the real world of work. As a result, participants gain a deep understanding of the UI/UX design process, the ability to adapt to industry needs, and readiness to face challenges in the world of work.*

**Keywords:** *UI/UX Designer, Design Thinking, Wireframe, Prototyping, Usability Testing, Team Collaboration, Technical Skills*