

ABSTRACT

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UI/UX Design PT. Sarana Veterinaria Jaya Abadi Compnay Profile And Catalog Website

Internship is one of the programs available at Pembangunan Jaya University, this program aims to provide students with the opportunity to improve the skills learned during lectures, which are expected to see and take advantage of the best opportunities. Student have the opportunity to directly apply theory and material learned during college in the workplace, in order to get an overview of the world of work. The purpose of this internship is that the student has the opportunity to work as a UI/UX designer, which is intended to design an attractive user interface (UI) display, and optimal user experience (UX), for the company profile website and catalog at PT. Jaya Abadi Veterinary Facilities. The problem-solving method applied to this project includes the use of the User Centered Design method, as a reference in the design analysis of the website design to be created. In this process the use of Figma tools is used to help make layout clarity, intuitive navigation, and easily accessible placement of information, choosing appropriate colors and typography is an important step in creating a visual identity that is consistent with PT. Jaya Abadi Veterinary Facilities. The results of this project are used to apply the design to the program on the front-end website display. through good UI/UX design, company profile website and PT. Sarana Veterinaria Jaya Abadi can provide a satisfying user experience, improve corporate image, and assist visitors in finding the information they need.

Keywords: *UI, UX, Design*