

ABSTRACT

UI/UX DESIGN DEVELOPMENT ON THE WEBSITE PT. INFINITY CIPTA KARSA

In an era of technology that continues to develop rapidly, developing optimal UI/UX design on websites is crucial for companies to improve user experience and the effectiveness of digital marketing communications. This research aims to develop UI/UX design on the website PT. Infinity Cipta Karsa, a creative agency specializing in event organizing and graphic design, to effectively represent their professionalism and creativity.

The development process begins with a needs analysis followed by creating a wireframe and design mockup. Wireframes are used as a basis for understanding a website's structure and navigation, while mockups serve to develop more detailed visuals with elements such as color, typography, images, and icons. After the mockup stage, prototyping continues to test the interactivity and functionality of the design.

In this professional work, practitioners gain trust to develop the Infinity Event Organizer website. Practitioners are involved in developing the Infinity website starting from the stages of problem analysis, needs analysis, wireframe creation to website prototyping.

Keywords: UI/UX, Website, Development