

ABSTRACT

The internship program at PT. Sinergi Cakra Wiratani aimed to develop a professional company profile website to support the company's goals of promoting its flagship product, Okra Coffee. As a UI/UX Designer, the author carried out several tasks, including competitor research, website planning using the Atomic Design methodology, usability testing through the Useberry platform, and presenting the final results to the company's leadership. The deliverables included an aesthetically pleasing, user-friendly design and a new 3D mockup for Okra Coffee packaging. The usability testing yielded an SUS score of 84.3, indicating high user satisfaction. This project demonstrated the integration of theoretical knowledge and industry application, fostering innovation and professional growth.

Keyword: *Company Profile, UI/UX Design, Atomic Design, Usability Testing, Okra Coffee.*