

ABSTRACT

PT Zona Edukasi Nusantara - UI/UX Program in Product Design: From Design Thinking To Rapid Prototyping Batch 4 is a Certified Independent Study Program (SIB) which is included in one of the manifestations of Merdeka Belajar Kampus Merdeka (MBKM) issued by the Minister of Education and Culture of the Republic of Indonesia through Permendikbud Number 3 of 2020 concerning National Education Standards. The SIB X Zenius program was implemented from February 16 to June 30, 2023. The learning process carried out is online learning, where participants must implement the material they have obtained directly through projects and tasks that must be completed to complete each material. This program aims to produce high-standard talent in accordance with industry standards in the field of UI/UX in Product Design: From Design Thinking To Rapid Prototyping. In addition to hard skills in the field of UI/UX In Product Design: From Design Thinking To Rapid Prototyping, soft skills are also the target competencies of independent study participants in a career as UI/UX In Product Design, but not limited to self-branding, problem solving, design thinking, and collaboration.

Keywords: Zenius, UI/UX In Product Design, self-branding, problem solving, design thinking