

ABSTRACT

PT Zona Edukasi Nusantara - UI/UX In Product Design Program: From Design Thinking To Rapid Prototyping Batch 4 is a Certified Independent Study Program (SIB) that is part of the Merdeka Belajar Kampus Merdeka (MBKM) initiative issued by the Ministry of Education and Culture of the Republic of Indonesia through Ministerial Regulation No. 3 of 2020 on National Education Standards. The SIB X Zenius program is conducted from February 16 to June 30, 2023. The learning process is carried out through online learning, where participants are required to directly implement the materials they have obtained through projects and assignments to complete each module. This program aims to produce highly skilled talents that meet industry standards in the field of UI/UX In Product Design: From Design Thinking To Rapid Prototyping. In addition to the hard skills in UI/UX In Product Design: From Design Thinking To Rapid Prototyping, soft skills are also targeted competencies for independent study participants in their careers as UI/UX In Product Designers, including 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.