

ABSTRACT

Author:

Syaefulloh Arnas

19102172

The development of technology in the era of the industrial revolution 4.0 provides many changes in various fields, one of which is the field of education. These changes can facilitate the learning process with the existence of digital learning services. BISA Bussines Academy (PT BISA ARTIFISIAL INDONESIA) is an education technology (edutech)-based digital startup that focuses on learning related to Digital Marketing, Digital Startup, Finance, Sales and other subsets. The BISA BUSINESS platform can be accessed online via the web. Currently there are more than 500 users and more than 50 courses available. How many users have difficulty interacting with the BISA BUSINESS Academy platform. That way, changes are made to the design or redesign so that the website looks more user friendly and provides a better experience for users. Design changes using Figma tools which have a function to assist designers in designing the appearance of the website.

Kata kunci : *platform Bisa Business Academy, Redesign, figma, PT. Bisa Artifisial Indonesia*