

ABSTRACT

Binar Academy is a pioneer in education technology (edutech) startup that focuses on developing digital skills and talents by enhancing the learning experience. A non-formal educational setting, Binar Academy seeks to nurture and cultivate top-notch digital talent. Participants from all throughout Indonesia who have completed the MSIB program attend the class. In order to accomplish this, Binar Academy hosts a number of classes in which digital talent from throughout Indonesia can enroll, one of which is the UI/UX Research and Design course. In actuality, it starts with a lesson on UI/UX and concludes with a final project that is completed alongside the Project Management course. One of the roles required in the creation of an application, whether it is web-based or mobile, is UI/UX Designer. Regarding this activity, MSIB program participants received instruction and training to become UI/UX Research and Designers. starting with the fundamentals of design, creating case studies, and putting together a portfolio. In order to allow participants to learn UI/UX Research and Design directly from the facilitator, in addition to the supplied classes, this activity is led by a facilitator who is an expert in the field. In order to later develop a quality and useful result, UI/UX Research and Design focuses on each position during the process. UX Researcher, UI Designer, and UX Designer are the jobs. The three positions each have specific responsibilities that must be fulfilled in order to produce a product that includes mobile and website-based services. Therefore, UI/UX Research and Design plays a key role in achieving Binar Academy's own goal of developing top-notch digital talent, enabling such individuals to later compete and make contributions both nationally and worldwide.

Keywords: UI/UX Research & Design, Binar Academy, Edutech, Facilitator, Project Collaboration