ABSTRACT

Binar Academy is a non-formal educational institution that focuses on developing digital skills and talents to produce qualified human resources and be able to compete in the world of work. Binar Academy participates in certified internships & independent study programs to help facilitate students in developing their skills and potential through bootcam programs including the UI/UX Research and Design Bootcamp which is a Binar Academy Course program created with the aim of producing graduates with digital talents in the field of design. Target graduates are expected to have the ability hardskill (user research, ui/ux design, iterative process and porfolio building) and softskill skills (teamwork, problem solving, critical thinking, creative thinking, attention to details and growth mindset). One of the roles in driving this achievement can be helped to be realized by the role of UI/UX Researcher and UI/UX Designer which runs based on research results and focuses on users so that applications and/or sites designed are really effective both in determining the appearance of applications and/or sites and determining how an application and/or site can operate easily.

Keywords: ***Binar Academy, UI/UX Research & Design, MSIB, technology***