

ABSTRACT

Arenda Nuansa Berlian is an outsourcing company facing the main challenge of low visibility and accessibility of information about the services offered and job opportunities for potential workers. This issue is caused by the lack of a structured and user-oriented digital communication medium. As a result, potential clients and job seekers find it difficult to access the information they need easily and quickly. To address this issue, the development of an interactive, informative, and responsive website company profile interface design is proposed as a strategic solution. This study uses the Design Thinking method because of its strong focus on user needs, allowing for the development of innovative, iterative, and effective design solutions to improve the user experience. The process consists of five stages: empathize, define, ideate, prototype, and test. This process begins with user needs research to understand their challenges in depth, followed by prototype development using Figma to create a relevant and aesthetically pleasing interface design. The results of testing using the System Usability Scale (SUS) method show an average score of 76.4, which falls into the "Good" category. This score reflects the effectiveness, efficiency, and user satisfaction with the resulting design.

Keywords: UI/UX Design, Design Thinking, SUS, Figma