# ABSTRACT

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*WEBSITE BASED UI/UX DESIGN IN ARTICS.CO CLOTHING CATALOG USING Figma*
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*Technological developments and digitization have affected the fashion industry. In the fierce competition, Clothing Catalog Artics.co needs to innovate by designing an attractive user interface (UI) and intuitive user experience (UX) on their website. This study aims to design the UI/UX website Clothing Catalog Artics.co using Figma using the Design Thinking method. In this study, the Design Thinking method is applied to create effective and efficient design solutions. The Empathize, Define, Ideate, Prototype, and Test stages are used to understand user needs and improve user experience on the Artics.co Clothing Catalog platform. With this approach, it is hoped that the Clothing Catalog Artics.co website can provide an optimal experience and meet customer expectations. The end result of this research is a new and improved UI/UX design for the Artics.co Clothing Catalog website that is designed to meet user needs effectively. The website design links that have been made on*
https://www.figma.com/proto/WFDwNiiPneSJHXC5TLgNiq/Untitled?type=design&node-id=19-66&t=J0fCppJZTuStj567-0&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=19%3A66