

ABSTRACT

The development of digital technology encourages every company to have a representative information platform to improve professionalism, expand market reach, and strengthen brand image. Simbarch Studio as a company engaged in architecture and interior design does not yet have adequate digital media to support communication and promotion optimally. This study aims to design a website as a company information media that is able to represent the company's visual identity and professional values. The methodology used is Design Thinking, which consists of the stages of Empathize, Define, Ideate, Prototype, and Test. Data collection techniques include observation, interviews with company owners, UI/UX designers, and web developers, and distributing questionnaires to target audiences. The results of the analysis show the need for digital media that is able to display project portfolios, company profiles, services, and responsive communication facilities. The visual concept carried is minimalist and modern, using a combination of gold, white, and black colors, as well as Playfair Display typography to create an elegant and professional impression. The designed website is expected to increase the company's credibility, support digital marketing communication strategies, and provide an optimal user experience. Overall, this study contributes to supporting digital transformation in the creative industry sector, especially in the fields of architecture and design.

Keywords — *Website, Simbarch Studio, Architecture, Visual Communication Design, Design Thinking, User Experience.*