

DESIGN
AWARDS

UX Design Awards

Participant Information

1. About the Awards
2. Top Benefits
3. Award Categories, Titles and Stages
4. Fees
5. How to Enter – Register and PR Content
6. How to Enter – Information for the Jury
7. Text and Image Guidelines
8. Dates and Contact

Autumn
2025

1. Welcome to the UX Design Awards!

About

The UX Design Awards foster the impact experience design has on shaping our lives, products and services. Originating in 2008 as a show for good usability, we established the Awards in 2015.

The UX Design Awards present great experiences and accomplished solutions across all fields and industries worldwide twice per year.

We recognize the achievements of design teams who increase user satisfaction, achieve business goals and drive positive change.

Our thorough approach to judging – and the focus on a key design field – makes the UX Design Awards stand out among other design competitions.

Organizer

The International Design Center Berlin (IDZ) is a leading, independent, non-profit institution with more than fifty years of expertise.

We promote accomplished design and recognize the people involved. We focus on sustainability and user experience – two core issues of our time. In doing so, we build on the expertise of our members in design and business, our partners, and our extensive network in politics and society.

For more information please visit: [idz.de](https://www.idz.de)

Call for Entries

The Awards are presented twice per year. The calls for participation are open from March to May and from September to November.

For more information on how to enter please visit our [website](#).

Judging

The UX Design Awards are decided in a multi-stage judging process. The International Design Center Berlin appoints jury members according to their experience, knowledge, and expertise in different areas of design and user experience. The independent experts' many years of experience ensure a balanced evaluation of all submissions, and guarantee the highest quality of the competition.

Meet all jury members [here](#).
View the judging criteria [here](#).

Convince your Stakeholders

Download the Awards pitch deck [here](#).



2. Top Benefits

- **Recognition**

Have your work endorsed by leading design and industry experts.

- **Brand Value**

Gain international recognition and showcase your experience excellence.

- **Motivation**

Earn appreciation and credit for your design teams and people.

- **Global Audience**

Public Choice Award voting, virtual events and award announcements provide impactful PR moments.

- **Share Your Story**

We invite winners to showcase their work in an exclusive presentation and Q&A session, streamed live to a global UX community.

- **Visibility**

Increase the exposure and reach of your work and organization:

- Permanent presentation in our virtual exhibition: 420K+ page views annually.
- UX community: 260K+ professionals and design talents.
- Global voting campaign for the Public Choice Award: 40K+ participants.
- Extensive mixed-media campaign on social media: 170K+ followers, 250K-500K monthly impressions.
- Additional PR services for winners. Live award winner presentations generate 3K+ and 4.8% engagement rates on average.

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We entered our project in the UX Design Awards in order to publicize the great work of our development team in the UX community.

Tobias Kiefer, Manager User Interaction Concepts,
Mercedes-Benz



3. Award Categories, Stages and Titles

Enter Your Best Work

The UX Design Awards are given per category: **Product, Concept and New Talent**. The Awards are open to solutions for all industries and application fields. Submissions must include digital or electronic interfaces or functions. The market launch – or the start of the development process – must not date back more than two years at the time of submission.

Professionals

Eligible for participation are corporations, companies, consultancies, institutions, organizations, labs and design professionals worldwide. The number of entries in each category is unlimited.

- **Product**
Open to products, services and experiential environments that are on the market or will be launched within a year of the entry date.
- **Concept**
Open to start-up ideas, prototypes, explorations, research projects and showcases. We encourage bold statements about desirable brand experiences and new forays into potential product and service experiences.

New Talents

The New Talent competition category is open to bachelor's and master's projects (or equivalent) worldwide. Individuals and project teams can submit one entry. Universities can submit an unlimited number of entries on behalf of their students.

First Award Stage – Nomination

All submissions are reviewed by the jury. The judges nominate a limited number of entries with the title:

- **UX Design Award | Nominated**
All nominated entries compete for the Award titles and are in the running for the Public Choice Award. They participate in an extensive PR campaign and get long-term visibility in the online exhibition and yearbook.

Second Award Stage – Winners

Granting of the Gold Awards, UX Design Awards, and Special Mentions (for all categories) is decided in a detailed criteria review and jury session. For each competition the jury decides how many projects will be awarded.

Winner Titles for All Categories:

- **UX Design Award | Public Choice**
UX professionals and users worldwide vote for a Public Choice Award among all nominated entries. The online poll takes place over several weeks on the Awards website.
- **Special Mention**
With a Special Mention, the jury can emphasize specific individual qualities of nominated projects.

Winner Titles for Professionals:

- **UX Design Award | Gold**
With a Gold Award, the jury can honor the best solutions from the Product and Concept category.
- **UX Design Award | Product**
Jury Awards for excellent products, services and environments.
- **UX Design Award | Concept**
Jury Awards for outstanding product or service concepts, conceptual environments or advanced design studies.

Winner Titles for New Talents:

- **UX Design Award | Gold**
With a Gold Award, the jury can honor the best work of up-and-coming designers.
- **UX Design Award | New Talent**
Jury Awards for excellent bachelor's and master's projects.



4. Fees

Submission Fees

The participation fees ensure a highly professional competition, expert judging and comprehensive promotional services, including certificates, logo packages, plaques and trophies at all stages.

Submission Fee – New Talent: € 70

The submission fee is due for each entry submitted to the competition. ⓘ There are no further fees for New Talents.

Submission Fee – Professionals:

€ 320*

The submission fee is due for each entry submitted to the competition. *One free submission per award season for **company members** of the IDZ.

Nomination Package and Fee

Nomination Fee – Professionals:

€ 2,250

The nomination package fee is due for each entry that is nominated by the jury and enters the next competition stage.

The nomination package includes:

- Logo package and title **UX Design Award | Nominated**.
- Unrestricted right to use the nomination title and logo.
- Participation in an extensive PR campaign on social media and press communications.
- Participation in the global vote for the Public Choice Award.
- Long-term visibility in the online exhibition and yearbook (print and digital).
- Nomination plaque.

Award Winners

There are no additional fees for the distinctions and winner titles.

The winner packages include:

- Unrestricted right to use the winner titles and logos.
- Prominent presentation in the online exhibition and yearbook.
- Individual jury statement outlining the award decision.
- Additional PR opportunities: bespoke campaigns and live online events.
- Trophy (for Professionals only).
- 12-month free guest membership with the **IDZ (International Design Center Berlin)**.

Payment

You can pay online (VISA, Mastercard, PayPal, SEPA) or via bank transfer. All prices are per submission and may be subject to value added tax (VAT). No hidden or recurring costs.



5. How to Enter – Registration and PR Content

Register Your Profile

- Visit our [participant portal](#) to set up your profile.
- Select your category: Professional, Graduate / Student or University.
- Enter a login (letters and numbers only).
Please keep your login safe for password reset!
- Enter a password.
- Enter personal and company details, contact person and postal address.
- You can add internal reference information for your invoices, a European Union VAT ID, and add a different invoice recipient.

Setting up Your Submission(s)

- Add projects on the overview page.
- The number of entries is unlimited for professionals and universities.
- Students and graduates may submit one project per person.
- All information must be provided in English.
- You can save your projects at any time and continue working on them until the submission deadline.
- Entries are saved automatically.

Part I – PR content

This information will be used for the awards website, yearbook and PR communications.

Required information:

- Project name, company, designers.
- Project description (max. 500 characters incl. spaces).
- Company logo (EPS, SVG) and URLs (website, social media).
- 4 product images (WxH min. 3000x2000 px, max. 4000x3000 px, JPEG, RGB).

Additional information:

- Social media URLs and handles.
- Promotional product film (mp4 / m4v, max. 500 MB).

If your entry is nominated you can provide additional PR content at a later date:

- Three questions to the project team.
(max. 750 characters each, incl. spaces).
- Elevator pitch film: short, personal team / project intro
(mp4 / m4v, social media video).

FAQ

Check our frequently asked questions [here](#).

GTCs

See our terms and conditions [here](#).

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We are very proud of this award. It supports us in advocating a user-centric design approach, both inside and outside of the company.

Catherine Stolarski, UI Design Director, Schneider Electric



6. How to Enter – Information for the Jury

Part II – Confidential information

Visible to the jury and awards team only.

Jurors are bound by a non-disclosure agreement, all data is deleted after each award season.

Focus on explaining the positive impact of your entry, both in terms of the users and the broader context, and why this makes a difference. We recommend having your UX / product specialists submit this information.

Necessary information:

- Project Pitch: core idea behind your submission, why is it important? (max. 250 chars.)
- Users, Challenge, Context: main and secondary users, their challenges, the broader context of the use case. (max. 750 chars.)
- Purpose and Solution Approach: purpose, reason, solution, user empowerment. (max. 750 chars.)
- User-Centric Research and Design: research methods, design and development process, resources, integration of findings in solution. (max. 750 chars.)
- USP, Innovation, User Benefits: essence of solution, core benefits, innovative features, technologies implemented, user value. (max. 750 chars.)

- Outcome and Business Value: (assumed) business model, target market & group, feasibility, measurable outcomes. (max. 750 chars.)

Optional information:

We **highly recommend** adding more context about your project for the jury.

- Explanation film: present the workflow and key features from a user perspective. Showcase your solution's key features and why it makes a difference (60–90 sec., low-tech video).
- R&D: upload a PDF outlining user research and the design and development process (short and factual, max 10 pages).
- Demo: provide web access to a software product or demo version.
- Social and Planetary Values: social impact, sustainability principles. (max. 750 chars.)

Ready to submit?

Please check whether your entry is complete. Missing or incorrect data will be highlighted. When all data is complete, the "Submit Now" button will appear on the overview page. Follow the next steps to enter and pay the submission fee(s).

Enter like a Pro!

Here are four handy tips from our judges to make your submission shine.

1. Keep to the point when answering the questions in the entry form.
2. Create a compelling narrative in your responses:
 - Lay out the user's challenge and their real-world context: explain their specific situation in their field and have an opinion.
 - Describe how you pinpointed the problem and the research base behind it.
 - Explain the decisions you made based on your findings.
 - Show how these insights and choices influenced your solution's design.
 - Provide insights into how technologies were implemented to achieve set goals.
3. If entering images that include text in languages other than English, it would be helpful to provide translations.
4. Enable the jury to understand your research base and the ensuing design and development process by uploading a short and factual PDF (max. 10 pages). When submitting a redesign, include information on the previous version, explain the core improvements and substantiate them.



7. Text and Image Guidelines

Submission Texts

This short guide shall ensure a consistent style and language in the presentation of all nominated solutions on the Awards website, in the yearbook and PR communications.

Please follow our style guidelines:

- Continuous text, no bullet points or abbreviations.
- Texts should be written in third person, no direct speech (“You”), no first person (“I” or “We”).
- Tone: informative, factual (not promotional).
- Avoid superlatives and colloquial expressions.

Four Product Images

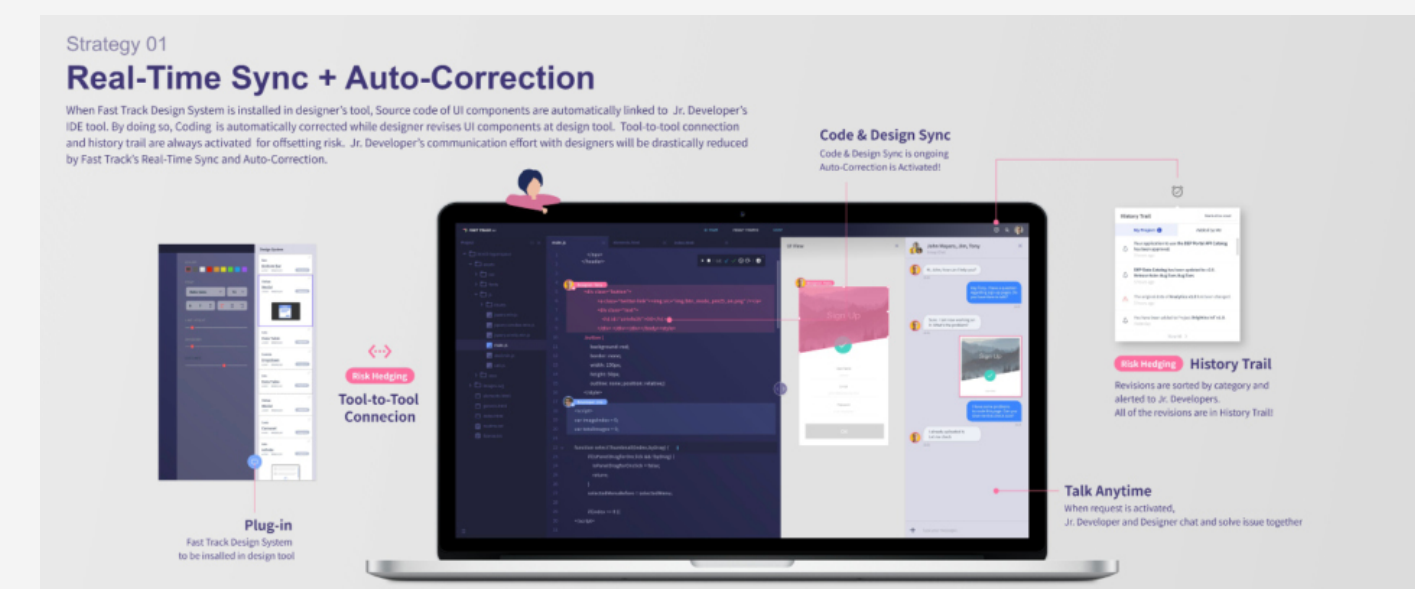
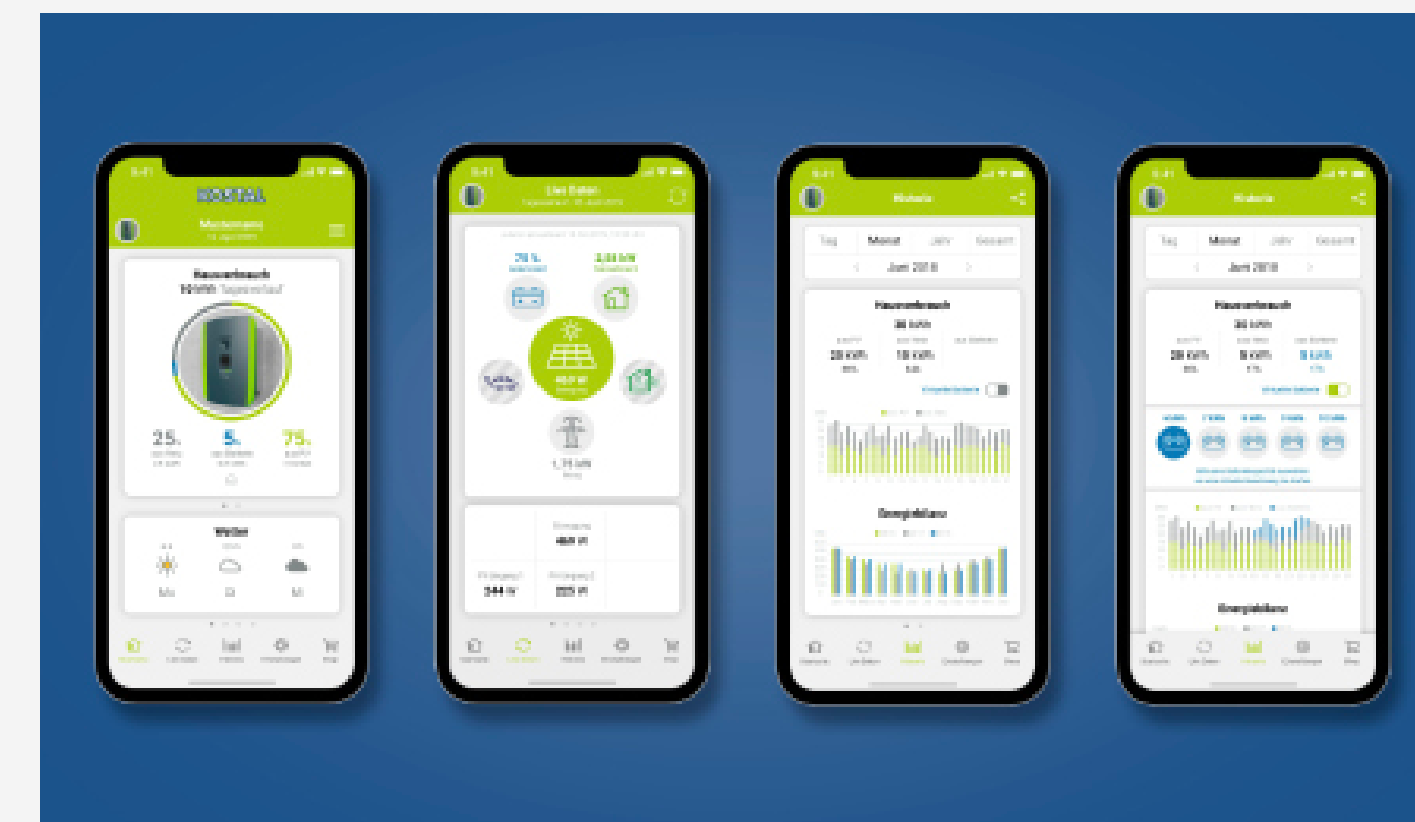
- W × H min. 3000 × 2000 px (6 megapixels) up to max. 4000 × 3000 px (12 megapixels).
- Ensure that at least one picture is free from baked-in logos and text placed outside of device screens (see image).
- Preferably use a light grey background instead of a white one.
- Avoid collages, rather provide images separately.
- Avoid very wide aspect ratios. 3:2 is preferred (landscape).
- If possible, please include at least one mood image of your project in a context, eg. showing how it could be used and with people in it.

Logo

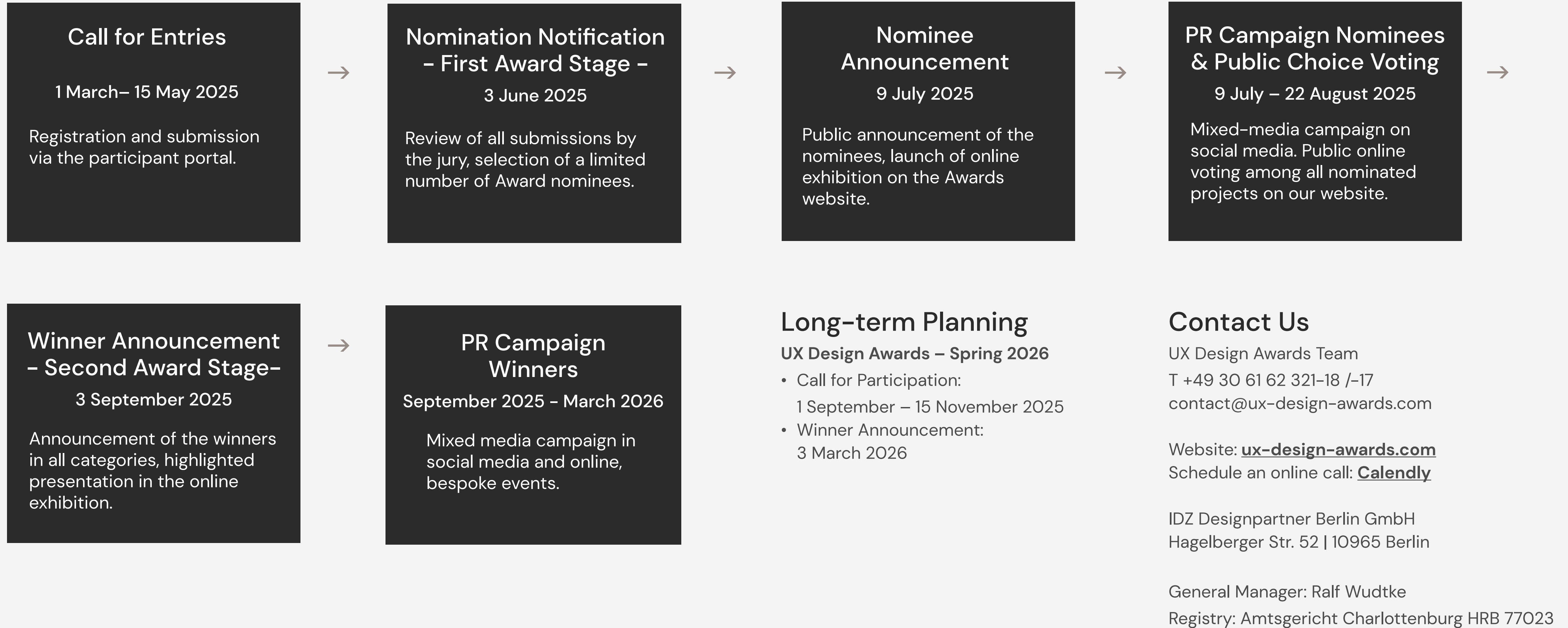
- File format: preferably SVG (vectors), alternatively PNG, color: solid black.

Preview Image/Thumbnail

- JPG, 215x215 pixels. Larger images will be automatically cropped and reduced in size. The image is used to identify your entry on the submission platform and will not be published.



8. Dates and Contact





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UX is crucial for us to reach and attract our users. Winning this award has shown us that this is really important, and confirms that we are heading in the right direction.”

Shilu Mistry, Chief Product Officer, Nui Care