

Spring
2025

UX Design Awards

The Global Competition for Excellent Experiences

Celebrating Impactful Experiences

The UX Design Awards celebrate the key impact experience design has across all fields and industries, worldwide.

We recognize the achievement of building meaningful products and services that deliver better outcomes and solutions to real-world needs, driving positive change.

Learn more on our [website](#).

"84% of customers say the overall experience a company provides is just as important as its products and services."

– [Salesforce](#)



Key Benefits

- ✓ Have your work endorsed by leading industry experts.
- ✓ Gain international recognition for your experience excellence.
- ✓ Earn appreciation and credit for your UX teams and people.
- ✓ Strengthen the visibility of your organization in business and the UX field.
- ✓ Connect with companies, the design industry, the research field and upcoming UX talents.
- ✓ Independently organized by International Design Center Berlin (IDZ), a renowned design organization with 50+ years of expertise.



PR Services

- ✓ High visibility: mixed-media campaign on social media, website and newsletters.
- ✓ Product awareness: international voting campaign for the Public Choice Award.
- ✓ Long-term exposure: UX Design Awards virtual exhibition and yearbook.
- ✓ Logos, certificates and trophies included at all competition levels.
- ✓ Impactful PR moments engage a global audience through virtual events and winner announcements.

Global Audience

170K+ LinkedIn Followers

(avg. monthly growth rate: 3.8K)

Industries: 37% ICT/internet/technology,
22% design/consulting, Seniority: 3% CXO,
5% director, 30% senior, 40% entry, 22% other.

Social Media

250K–500K native post impressions per month.

Online Events

avg. 3K views, 6K impressions,
4.8% engagement rate per event.

Newsletters

70K+ recipients worldwide.

Roles: UX/UI/product design, creative,
development, product management.

Public Choice Award

avg. 40K participants voting worldwide per year.

Virtual Exhibition

120K unique visitors, 420K page views per year.

Dates

Call for Entries:

1 September – 15 November 2024

Nominee Announcement:

16 January 2025

PR Campaign Nominees & Public Choice Award:

16 January – 25 February 2025

Winner Announcement:

5 March 2025

PR campaign Winners:

March – June 2025

Costs

Professional categories (Product & Concept):

- Submission fee € 320
- Nomination package € 2,250

New Talent category:

- Submission fee € 70

No additional costs, all services included.

Prices per submission excluding VAT.

Get in Touch

Any questions? We're happy to talk to you.

Fabian Burns

Project Manager

+49 30 61 62 321-18

fb@ux-design-awards.com

Joanna Simson

Project Manager

+49 30 61 62 321-17

js@ux-design-awards.com

Book a call on [Calendly](#)

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The IDZ is an independent registered society promoting the value of good design.
International Design Center Berlin (IDZ) | NPO reg. VR 4034 B | est. 1968 in Berlin.



"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

"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

"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