**Celebrating Outstanding User Experiences:**

**Introducing the UX Design Awards – Spring 2025 Nominees**

*Berlin, 16 January 2025 –* **The International Design Center Berlin (IDZ) announces 162 exceptional nominees for the UX Design Awards Spring 2025, selected from more than 440 submissions across 38 countries. In its 10th anniversary year, the awards’ spring competition season has achieved record participation, highlighting the growing significance of user experience across the world.**

Thenominees' work is now featured in an [online exhibition](https://ux-design-awards.com/winners/awards-spring-2025) on the UX Design Awards website. The public can [vote](https://ux-design-awards.com/winners/awards-spring-2025) for the UX Design Award | Public Choice until 25 February.

**Innovation Leaders Set New Standards**

The professional Product and Concept categories feature 93 nominees, including industry leaders like Google, Amazon Web Services, and Siemens, alongside innovative design studios such as Star and Work & Co. Projects range from AI-driven productivity tools and healthcare solutions to platforms promoting sustainability and inclusivity, showcasing technology's role in tackling contemporary challenges.

**Emerging Talent Shapes Tomorrow**

The New Talent category includes 69 outstanding student projects from prestigious institutions including Harvard University, Seoul National University, and Politecnico Di Milano. These entries showcase novel approaches to mental health, accessibility, sustainability, and social innovation through emerging technologies.

“A decade into the UX Design Awards, we're witnessing continuous development of innovation through user-centered design,” notes Ake Rudolf, Strategic Director of the International Design Center Berlin. “Congratulations to all nominees, who represent the forefront of creating meaningful, impactful user experiences.”

**Key Dates:**

* Public Choice Voting: 16 January to 25 February 2025 on the [awards website](https://ux-design-awards.com/winners/awards-spring-2025)
* Winner Announcement: 5 March 2025, live streamed on the [awards website](https://ux-design-awards.com/) and [LinkedIn](https://www.linkedin.com/company/ux-design-awards/)

**Registration for the UX Design Awards – Autumn 2025 is Open!**

Companies, agencies, professionals, and young designers worldwide are invited to register for the second UX Design Awards 2025 Call for Participation to stay updated on participation details and competition deadlines. All information is available on the [awards website](https://ux-design-awards.com/enter).

Please find a social media package and image material for reporting on our [press page](https://ux-design-awards.com/press).

**About the UX Design Awards**

The [UX Design Awards](https://ux-design-awards.com/), organized by [the International Design Center Berlin (IDZ)](https://www.idz.de/en), is the global mark celebrating outstanding experiences since 2015. The [list of former winners](https://ux-design-awards.com/winners) reads like a who-is-who of the industry, showcasing high standards and innovation. Twice per year, companies, agencies, and designers worldwide are invited to participate in three categories: “Product” and “Concept” for professionals, and “New Talent” for young designers. A [jury of renowned experts](https://ux-design-awards.com/jury) nominates projects and selects the winners.

**Organizer**

For more than 50 years, [[International Design Center Berlin e. V. (IDZ)](https://www.idz.de/en)](https://www.idz.de/en)has been a leading independent institution promoting design as a driver of innovation in business and society. IDZ provides companies with consulting and design expertise, encourages knowledge exchange, and organizes projects and events. It actively engages with political, cultural, and scientific representatives at national and international levels. The IDZ celebrates and recognizes design excellence through the prestigious UX Design Awards and the German Ecodesign Award.

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