

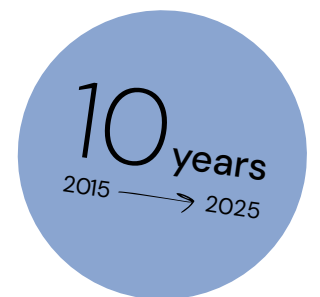
UX
DESIGN
AWARDS

2025

The Global Mark for
Outstanding Experiences

UX DESIGN AWARDS

2025



An Award by **IDZ** International
Design Center Berlin

The Global Mark for Outstanding Experiences

The UX Design Awards align with the International Design Center Berlin's mission of over fifty years – promoting accomplished design and recognizing the people involved.

This year marks the tenth anniversary of the UX Design Awards. The competition has achieved high professional recognition, with over 870 participants from 44 countries registering for the 2025 competition.

Our juries nominated over 300 projects and awarded three Gold Awards and 34 Awards across all three competition categories: Product, Concept and New Talent. Additionally, over 40,000 users and professionals worldwide elected two Public Choice Award winners through extensive online voting.

This publication spotlights all the distinguished projects. As such, it showcases the best experience designs from around the world. The award-winning work addresses real-world challenges and needs by streamlining processes, seamlessly integrating into routines, increasing accessibility, and elevating user satisfaction, all while taking broader impacts into account. The nominated projects demonstrate how cutting-edge technology can improve outcomes and elevate the user experience across industries.

We are honored to recognize the hard work and dedication of the designers, teams and organizations behind these inspiring projects. The UX Design Awards celebrate the power of design to improve people's lives. We are committed to promoting excellence in user experience design and are proud to be part of this growing community.

Congratulations to all the winners and nominees of the UX Design Awards 2025!



— Prof. Karsten Henze, Chair of the Board at the International Design Center Berlin



— Prof. Pelin Celik, Vice Chair of the Board at the International Design Center Berlin



— Ake Rudolf, Head of Strategy at the International Design Center Berlin and Director of the UX Design Awards

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Celebrating a Decade of Outstanding Experiences!



A conversation with Ake Rudolf,
Award Director and Head of Strategy at
the International Design Center Berlin (IDZ)

| What are the origins of the Awards?

The UX Design Awards started as part of a research project supported by Germany's Federal Ministry of Labor. In the early 2000s, the project focused on usability and universal design. As part of the initiative, the International Design Center Berlin (IDZ) mapped out key players in the field and developed a network of experts, researchers, and practitioners. This network helped lay the foundation for the idea of a quality seal for usability and universal design.

| How did the name UX Design Awards come about?

Since 2008, the IDZ has produced an annual special exhibition called "Usability Park" at IFA, one of the world's leading trade shows for consumer electronics, in Berlin, Germany. The exhibition aimed to highlight user-friendly products in a curated showcase. This effort laid the groundwork for broadly recognizing excellence in the field.

In 2014, the first "Usability Award" was presented as part of the exhibition. It was still a relatively small event, but for the first time, entries were selected through a public call and judged by an independent jury. The concept of recognizing exceptional user-centered products through a structured competition began to take shape.



Following the first award ceremony, jury member Claude Toussaint (then a partner at Designaffairs) proposed a broader, more future-focused approach. Why not shift the spotlight from "usability" to "user experience"? UX design was gaining traction globally, and the term better reflected the complex, emotional, and systemic aspects of digital and physical product experiences. Thus, the "UX Design Awards" were born.

The idea wasn't just about handing out awards. It was about recognizing and promoting designs that truly made a difference in people's lives. It was about creating visibility for products and solutions that prioritized accessibility, inclusion, and intuitive user interaction – ideas that form the core of UX design. In many ways, the UX Design Awards are the result of years of groundwork to advance these values.

| When did it become a full-scale competition?

The very first award round surprised us by receiving over 30 entries, more than we expected. Encouraged by the interest and feedback from participants and visitors alike, we realized there was a genuine demand for a professional platform that recognized excellence in UX design. In the following years, the competition steadily grew in size and ambition.

After rebranding to the UX Design Awards in 2015, the event began to establish its own identity. The exhibition and award ceremony remained tied to the IFA, which gave the competition valuable exposure and a strong industry focus. At the time, many entries came from the consumer electronics sector, reflecting the audience and participants of the trade show.

However, the relevance of UX design extends far beyond consumer electronics. Excellent UX plays a vital role in healthcare, mobility, enterprise software, and social innovation. We were thrilled to see the competition receive acclaim from other industries and audiences, which makes it more representative of today's broad scope of UX.

In what ways did the Covid-19 pandemic mark a turning point for the awards?

As for many other events, 2020 was a pivotal year for us. The pandemic made hosting a physical exhibition at IFA impossible. We had just finished the nomination phase when the first lockdown began. The situation demanded quick thinking and even quicker action.

In just a few weeks, our team developed a fully digital exhibition and live virtual awards show to replace the planned event. At the time, this was a huge step into the unknown.

However, it paid off – going digital opened up entirely new opportunities that we hadn't imagined before.

For the first time, we were no longer tied to a single location or fixed dates. We could include more participants, reach global audiences, and bring jury members and participants from around the world together without requiring travel. The digital space also enabled deeper storytelling, more interactive experiences, and greater flexibility at a time when everyone was experimenting with virtual meetings and event formats.

This change became a catalyst. Moving online enabled us to grow and build a more scalable, inclusive platform. It also helped us align with the evolving needs of UX professionals, many of whom work in digital-first environments.

How did things change after you went digital?

The positive feedback we received about the digital formats encouraged us to continue experimenting. Starting in 2021, we began holding the UX Design Awards twice a year, reflecting the continuous development and release cycles of digital products. We added new categories, including a dedicated "New Talent" category for student projects and emerging designers.

We also launched the Public Choice Award, which allows global audiences to vote for their favorite nominated projects. This increased engagement and provided designers with direct feedback from the community.

Going digital lowered the barriers to participation significantly. It became easier and more affordable for teams worldwide to submit their work, participate actively, and connect with peers across the globe. As a result, our reach and diversity expanded, and the UX Design Awards became a truly international platform.



What were the biggest challenges along the way?

One of the biggest hurdles was developing the awards while working on other ongoing projects. In the early years, we didn't have a dedicated team. Everything was done "on the side", often by people who were already managing multiple responsibilities. We were constantly working at our limit, deciding where to invest time and resources as we went along.

It also took a lot of trial and error. Each new format, tool, or process brought its own learning curve. We had to adapt quickly and creatively, from managing a remote jury process to live-streaming award shows and presentations with global participants.

These challenges made the process more rewarding. Experimenting with new ideas and formats kept things exciting



and helped us stay aligned with the needs of our growing audience. Today, thanks to a small but passionate team that continues to drive the Awards forward, we've found a solid rhythm and structure.

Who is the jury and the UX Design Awards community?

Today, each jury consists of 14 international UX experts with diverse professional backgrounds. These experts bring a wide range of perspectives, including enterprise UX, digital product design, industrial design, service design, and research. We regularly rotate jury members to ensure fresh perspectives and maintain independence.

The evaluation process is at the center of our attention. Submissions undergo a multi-step review process, and all jury decisions are made independently of

the organizing team. We hold ourselves to high standards because we know recognition comes from serious judging based on solid research, proven facts, and real insights. We appreciate how much work and care goes into every submission.

The community has always been at the heart of the UX Design Awards. That's why we include alumni of the Awards on the jury and invite jurors to present at events beyond the competition. Through virtual deep dives and talks, we create opportunities for knowledge sharing and international dialogue. These formats have become an integral part of the UX Design Awards.

So, what's next? Where do the UX Design Awards go from here?

Looking ahead, we want to grow in both size and depth. Our vision is to create a rich, sustainable ecosystem around the Awards that supports learning, exchange, and visibility year-round. This could entail a professional academy dedicated to the field, networking opportunities for professionals at all career levels, and new award categories that reflect emerging UX design trends and support the exceptional individuals working in this field.

We want the Awards to remain dynamic, relevant, and valuable. Our ultimate goal is to help designers and teams around the world get the recognition they deserve, learn from one another, and shape the future of user experience together.

What stands out the most from ten years of UX Design Awards?

Over the past decade, we've grown from a niche idea rooted in a limited-scope research project to a global platform

that celebrates UX excellence across industries and disciplines. We've seen incredible projects that improve lives, shift perspectives, and raise the bar for what's possible.

But what truly stands out are the people: The designers, product managers, and leaders who pour their passion into their work. The jurors who lend their time and expertise. The community that supports and uplifts one another. We live for moments of joy when winners take the virtual stage, smile, and say, "It means so much to have our work seen and appreciated." Those are the moments we live for. We can't wait to see what the next ten years will bring.



Ake Rudolf, Award Director and Head of Strategy at the International Design Center Berlin (IDZ)



"These milestones mark important steps in our evolution. However, the smaller, behind-the-scenes moments are equally important: the lessons learned, the ideas tested, the feedback shared, and the community connections built over the years."

Jury Members

“The fundamental skill of a designer is your compass. How are you going to train and use it, because as designers, we have great potential influence on the world.”

— Shruti Ramiah, Expert in human-centered design,
UX Design Awards Juror



The jury is the core of the UX Design Awards. The independent experts' many years of experience guarantee the highest quality of the competition. On the following pages we proudly present the jury members of both award seasons in 2025.

Gennett Aku Agbenu

Global Head of Brand Experience/Creative Direction,
Siemens AG, Jury Chair
→ Expert in Brand and Design Strategy

Gennett is head of brand experience globally at Siemens. Passionate about helping brands to “do different” to make a difference and shape a positive future today. In her career, she has worked with various brands in the automotive, travel, banking, healthcare, energy, and home appliances sector.

Gennett holds a Diploma and MA in Communication Design and an MBA in Business Administration. She is a lover of creativity, humor, and excellence. And so far, she has lived on three continents: Londoner at heart, Berliner by default, and Beijing-inspired.



Sandra Brügmann

Unit Lead Hamburg, Intuity Media Lab GmbH
→ Expert in Design Strategy and Neoteric Interactions

Sandra Brügmann brings extensive expertise in user-centered innovation and digital product development. As part of Intuity's leadership team, she heads the Hamburg office and shapes impactful DX portfolios for international clients.

With a strong foundation in human factors, strategic leadership, and cross-functional collaboration, she drives forward-thinking design systems that enable meaningful digital transformation.

By working closely with R&D teams, Sandra explores AI-driven solutions that redefine human-machine interaction, helping organizations anticipate market shifts and create compelling user experiences.

With a forward-thinking mindset and a commitment to sustainable growth, she consistently delivers high-caliber digital products that resonate on a global scale.

Melanie Becker

Lead Strategist, Anyone Cologne
→ Expert in Design Strategy, CX, Service and Product Design

Melanie is Lead Strategist at Anyone Cologne, bringing a seasoned background in design and a proven track record in strategic innovation and customer experience design. With extensive experience in both industrial and digital agencies, as well as corporate environment, her expertise spans both physical product and digital design strategy.

Her approach is characterized by a deep understanding of all relevant perspectives, including users, stakeholders, market trends, brand values, business strategy, and backend processes. This comprehensive insight allows her to translate complex information into clear, actionable strategies, compelling value propositions, and tangible experiences that drive impactful results.

Throughout her career, Melanie has successfully led long-term client relationships and project teams for a diverse array of European and Asian clients across industries such as consumer goods, healthcare, telecommunications, aviation, and logistics.



Dominique Burkard

Principal Industrial and UX Design Manager, EAO AG
→ Expert in HMI Product and System Design

Since 2021, Dominique Burkard has played a leading role at EAO AG, focusing on industrial and UX design within the realm of product innovation and development. His expertise lies in harmonizing usability, aesthetics, and ergonomics with market demands and customer needs during the initial stages of product definition and conceptualization.

With a 25-year career in development and industrial design, Dominique has contributed to renowned companies including Emerson, Viega, Sika, DePuy Synthes, Schaffner EMV, and Hilti. His accomplishments are highlighted by several patents and design awards.

Michelle Castañeda

Principal Service Designer, Deutsche Telekom AG
→ Expert in Service and Concept Design

Michelle Castañeda is the Design Lead for the AI Competence Center at Deutsche Telekom. In this role, she drives the development and implementation of design strategies that empower Deutsche Telekom's employees and customers by leveraging AI effectively through new GenAI products and services.

Michelle has a proven track record of more than 10 years in innovation teams, leading projects both internally and as a strategic design consultant in the APAC, LATAM and EMEA markets. Her passion lies in user-centered design, making her a strong advocate for the user's voice within multidisciplinary product development.

With a background in industrial design and a Master of Science (MSc) in IT and Product Design, Michelle bridges the gap between user research, business goals, and technical feasibility.



Melanie Dreser

Senior Director Product Design, Celonis
→ Expert in Data-Driven, Human-Centric Design
and Scalable Design Leadership

Melanie Dreser is a strategic design leader passionate about human-centric, data-driven product experiences. As Senior Director of Product Design at Celonis, she leads the global product design function, shaping enterprise solutions that turn complex data into actionable insights.

Her expertise lies in scaling design teams, embedding UX at the core of product strategy, and driving measurable business impact through design. With a strong background in DesignOps, UX strategy, and experience leadership, Melanie builds high-performing teams that bridge the gap between business, technology, and user needs.

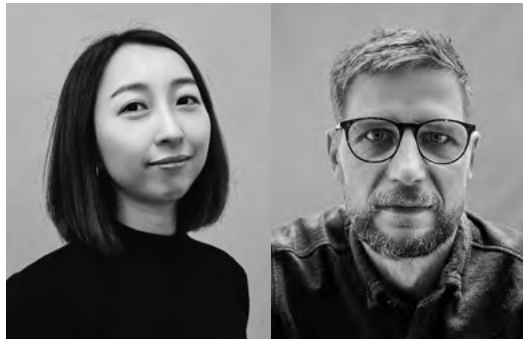
She is a recognized thought leader in the industry, committed to elevating design maturity in organizations and crafting intuitive, high-impact digital experiences.

Trudy Cheung

UX/UI Design Manager, Manulife
→ Expert in Product Design

Trudy is a UX/UI design professional with expertise in digital product design and a background in industrial design. Her experience spans AI, finance, smart home technologies, consumer electronics, and appliances. Dedicated to shaping intuitive experiences that connect technology with everyday life, she currently focuses on UX/UI strategy in finance, driving design excellence across multiple markets and experiences.

She has led innovative projects in AI-driven home technologies, earning several international awards in user experience design. She also contributed to award-winning industrial design projects early in her career and holds a Master of Engineering in Product Design from the University of Nottingham.



Ingolf Heinsch

Head of Experience – Vehicle Design,
Volkswagen Group Future Center Europe
→ Expert in Strategic and Applied Interaction Design

Ingolf's passion is to inspire people as they interact through and with technology. He works at the intersection of design, art and technology.

As part of a team of talented researchers, designers and engineers Ingolf supports the brands of the Volkswagen Group on UX design issues – from strategic direction to handover-ready prototypes. In his role, he also supports transformative business processes.

Before joining the Volkswagen Group in 2018, he spent over a decade designing and developing spatial experiences and interactive exhibitions. His diverse work for international clients and artist collaborations has won numerous awards.

Ingolf is a founding member of NODE – Forum for Digital Arts and has taught at various universities.

Auzita Irani

Senior Research Manager, Google
→ Expert in Product Research and Strategy

Auzita has extensive experience shaping product strategy through a deep understanding of users needs and motivations over her 10+ year career. She currently leads the the Search Inputs research team at Google.

Previously, she led the the Artificial Intelligence and Emerging Technology research team at Airbnb and research teams at Meta that played a critical role in the launch of Facebook Marketplace and guided global commerce initiatives. She is focused on innovating and enabling experiences that are transparent and provide clear value to both the user and business.

Auzita has a background in computer engineering and a masters in Human Computer Interaction from Georgia Tech.



Martin Krauss

Design Director, SAP SE
→ Expert in Product Design

Martin Krauss is a design leader with over 15 years of experience in product design for digital consumer and B2B products. At SAP, he led design for strategic projects in areas such as cloud infrastructure, healthcare, the public sector, and ERP vision projects. Notably, he played a key role in the design of the German Corona Warn App, widely adopted in Germany and considered a major success in digital public health.

Earlier in his career, Martin shaped the core user experience at XING, one of Europe's leading professional networks. His portfolio spans enterprise software and civic tech, with a focus on transforming complexity into clear, user-centric solutions. Martin is passionate about design strategy and delivering impactful user experiences at scale.

Tae-Young Kang

UX Director & Product Lead, Deutsche Telekom AG, Jury Chair
→ Expert in Digital Product Design and Service Design

Tae-Young Kang is a Director of Customer Experience and a Product Lead at Deutsche Telekom who holds around 20 years of experience in UX and service design. Currently, he focuses on streamlining and digitizing Deutsche Telekom's customer-centric innovation process, leading a team to implement a corporate-wide collaboration platform that accelerates idea collection, target customer validation, and data-driven concept prioritization.

Previously, he worked at Samsung Electronics for over 15 years, where he cultivated extensive hands-on experience in the end-to-end product innovation process – leading diverse projects from new product development to production model enhancement and shipping to global audiences, including the Galaxy Smartphone series.

Tae-Young studied Service Design (M.A.) at the Royal College of Art in London and Visual Communication Design (B.A.) at Hongik University in Seoul.



Lukas Linden

Visual Design Director, wirDesign
→ Expert in AI, Digital Brand Design and AR/VR Applications

Lukas is passionate about crafting digital experiences that merge design, technology, and storytelling. His work focuses on scalable digital and corporate design systems, seamlessly bridging design and development to create tailored web and app solutions. He thrives on exploring emerging technologies to shape engaging, immersive narratives.

With over a decade of experience in corporate branding, digital design, and media, Lukas has shaped visual identities and design systems across industries ranging from finance and insurance to IT, healthcare, and consumer brands. His expertise spans from crafting large-scale campaigns to designing web-based visual and auditory experiences that seamlessly connect aesthetics with business impact.

Trained as a digital and print media designer, Lukas continuously expands his expertise in immersive media, web technologies, and advanced design systems.

Daniel Löhlein

Senior UX Designer, Experience One AG

→ Expert in UX/CX Research and Strategy, UI and Visual Design

Daniel Löhlein is a Senior UX & UI Designer at Experience One AG with over 20 years of experience in UX strategy, UI design, and research. He has led major projects for Mercedes Benz, Bosch, and ZDF, excelling in eCommerce and automotive platforms.

As a co-founder of a Digital Asset Management platform, Daniel has worked with clients like Coca Cola. Daniel is a Certified Professional for Usability and User Requirements Engineering.



Cagri Mercan Bozok

Lead Product Designer, N26 Bank AG

→ Expert in Experience Design in Fintech

Cagri draws on more than ten years of experience in cultivating design excellence for products in various sectors, with a particular focus on the fintech industry. Her work is characterized by a strong commitment to leveraging the inherent value of design in products and driving the level of maturity in design.



Sogra Nishath

CX Strategy & Customer Success Leader, HP Inc.

→ Expert in UX Strategy, Design and Research –
Consumer and Enterprise Applications

Sogra Nishath is a Design Leader with over 20 years of experience in strategy, research, design, and product management. Currently a CX Product Strategist at HP Inc., she simplifies the Purchase CX Journey of HP Printers.

Sogra holds a Master of Science in Human Factors Engineering and a Bachelor of Science in Medical Electronics Engineering. She has led global teams of multi-disciplined designers and took a multi-year rotation as Director of Software Platform Product Management at HP Inc., responsible for the HP Print Application Software Platform Strategy, supporting global Business Units with over 42 million monthly active users.

Her work earned her several recognitions and industry awards. She also serves as the Community and Mentorship Pillar Lead in HP's Women's Business Resource Group, volunteering as a coach and mentor.

Christoph Ortmann

→ Expert in User Interface and Brand Design

Christoph is a creative-driven design leader with a passion for delivering innovative value.

With a proven track record at Bosch, he advanced from industrial designer to user interface designer, eventually becoming the Head of User Interface Design. Christoph's design philosophy focuses on creating holistic experiences that seamlessly integrate physical and digital design, with a deep understanding of how to build an iconic brand experience.

He was responsible for developing and implementing the two generations of Bosch's unique Ring UI, leading recently to a UX Design Award in 2023 and IF Gold awards in 2023 and 2024. These design innovations contributed to a fourfold increase in the market share of Bosch's premium ovens.

Atike Pekel

Lead Designer, Philips Experience Design
→ Expert in User Experience Design for Healthcare

Atike is a seasoned UX professional with nearly two decades of experience crafting human-centered experiences across telecommunications, e-commerce, automotive, and healthcare. For the past 12 years, she has brought her expertise to Philips, taking on roles as a UX designer and design director.

With a deep passion for improving lives, Atike has worked for innovation projects in the medical field, focusing on patient engagement, neuroinformatics, sleep and respiratory health, remote patient monitoring, and digital diagnostics. Her curiosity about human behavior drives her design approach, and she enjoys sharing her expertise with the community.

In her current role as lead designer at Philips Experience Design, she is committed to fostering a strong design review culture, empowering teams to create high-quality, inclusive and safe healthcare solutions.



Yedan Qian

Executive Director, Innovation & Design,
frog – part of Capgemini Invent
→ Expert in AI, UX/UI and Digital Product Design

Yedan leads the design and technology team at frog Munich studio where she drives digital innovation and product design and delivery across industries. She is known for her in-depth knowledge and experience in creating user-centered, business-impactful products powered by AI (GenAI, NLP, Knowledge Graph, ML).

Before joining frog, Yedan was Creative Director at BMW Designworks, where she led future vision of intelligent in-car experiences, from OS to UXUI, AI Assistants, Multi-modality experience for BMW, as well as app design for Rolls-Royce. She also worked at various prestigious R&D institutes incl. MIT Media Lab, Samsung Research America, and Baidu Institute of Deep Learning, focusing on product innovation with AI, computer vision and VR/AR.

Yedan is an active speaker and a passionate university guest lecturer on AI, Behavioral Design and Experience Prototyping.



Shruti Ramiah

→ Expert in Human-centred Design

Shruti builds and leads teams of designers and researchers to deliver impactful products and experiences that serve people, planet and business with design leadership roles at IDEO, N26 and Zalando, among others.

A researcher at heart, Shruti leverages her empathy to build healthy teams and foster nurturing work environments. She is dedicated to sharing her expertise and regularly teaches design students and mid-career professionals. Shruti was born and raised in India, but Germany has been her home for the past 10+ years.

Anna Raveling

Design Management, BSH Home Appliances Group
→ Expert in Design, UX, Design Research and Design Strategy

Dr. Anna Raveling has played a key role in shaping user experience, design pre-development, design research and strategy at BSH Home Appliances Group. Her path from industrial design via product marketing and innovation management to a leadership role as Product Owner User Experience underlines her expertise in the implementation of horizontal user-centered processes.

She currently leads project teams with a focus on developing and implementing user-centered product and design development processes on a global scale. In addition to supporting the development of UI and industrial design projects from a UX perspective, she leads design research projects and strives to make user experience known and applicable across the organization.

Dr. Raveling, who holds a PhD from the Technical University of Munich, has been sharing her expertise in sustainability, design methodologies, and UX research at design schools since 2005, bridging the corporate and academic worlds.

Josh Richman

Product Design Leader and Advisor
→ Expert in UX Product Design

Josh Richman is a visionary UX product design leader with over 20 years of experience, known for pioneering innovative design solutions that align with business goals. He has driven success for global giants like Meta, Samsung, and Visa. His deep understanding of human factors ensures impactful, elegant products, earning him numerous international awards, including Red Dot and iF Awards.

With a Master's in Industrial Design and expertise in Product Design Human Factors, Josh blends analytical rigor with creative insight. His work consistently pushes the boundaries of innovation, shaping the future of design and inspiring the industry.



Annika Rupp

Senior Concept IA, Scholz & Volkmer
→ Expert in Digital Information Architecture

Annika is a Senior UX Concept at Scholz & Volkmer's Berlin office. She enjoys working in an agile team, collaborating closely with UI designers and developers. When creating digital solutions for different clients such as Deutsche Bahn or HARIBO, her focus is on information architecture guided by user behavior and needs. She is particularly fascinated by a user experience that considers psychological wellbeing and addresses social or environmental challenges.

Annika studied business communication (MA) and media economics (BA) at Stuttgart Media University with exchanges in Mexico and Chile. She likes to explore different points of view and gain a deep understanding of the context as well as its implications for business objectives.

Tim Richter

Head of Product Design, Siemens Healthineers AG
→ Expert in Industrial Design and UX

Tim leads the Siemens Healthineers Industrial Design team, collaborating with the Design & User Experience department to create products across all modalities. He oversees guidelines like Shui Industrial Design to ensure high-quality design throughout the product range.

Previously, Tim was Head of Group Design at VAILLANT, shaping product design strategies for three brands, focusing on UI/UX and packaging. With over a decade of international experience, he worked with clients such as Siemens and Nike while serving as VP at s.point design in Shanghai and establishing the BSH China Industrial Design Department in Nanjing. He also founded Naolab to explore innovative design solutions.

Tim's career spans communication design, industrial design, engineering, and manufacturing, grounded in his belief that design connects. He graduated as a Diplom Industrial Designer from the University of Applied Sciences Darmstadt in 2002.



Aditi Sharma

Head of Design & Research, Amazon Web Services (AWS)
→ Expert in User Research, Product Innovation and UX Design Process & Metrics

Aditi Sharma is an award-winning design executive focused on driving innovation at the intersection of human excellence, business profitability, and technical possibilities. She has received the "Dr. Sarojini Naidu Award" from the Govt. of India, "40 under 40" award from Business Elite, "Woman Who Builds" award by Globant, and was named an inspirational woman in STEM by Authority Magazine. As a lecturer at Pratt, she curated one of the top ten UX programs in the US. Aditi is a published author and is regularly invited to deliver keynotes and podcasts, including Leading Design, Brave UX, CampaignLive, Business Insider, AI & Data Analytics Network, and SXSW.

Currently, as the Head of Design & Research at AWS, Aditi manages the global design practice for 30+ Fintech products that lead to faster and higher quality business decision-making. Previously, she set up and led design practices at J.P. Morgan & Chase and Accenture Interactive.

Hendrik von Spreckelsen

Partner and Managing Director Germany, Manyone
→ Expert in Strategic Design

Hendrik is a creative professional and manager who passionately creates visionary products and services. As a cross-disciplinary design director with a deep understanding of users, business, and technology, he helps companies create strategies and translate them into experiences.



Claudia Tietge

Design Business Manager, PHOENIX
→ Expert in UX Design

Claudia is Design Business Manager at PHOENIX, based in Stuttgart. In this role, she builds client relationships and leads design teams to create impactful customer experiences and services that not only meet people's needs but also elevate brand identity.

With a passion for a holistic approach to interaction and industrial design, Claudia has worked for a diverse range of industries, including automotive, aviation, healthcare, energy, home appliances, and consumer electronics.

From shaping visionary concepts to supporting their successful implementation, she attaches great importance to making ideas tangible. She is driven by the excitement of seeing great design come to life and resonate in the market.

Claudia holds an Industrial Design Diploma with a focus on interaction design from the Magdeburg-Stendal University of Applied Sciences.

Marko Thorhauer

Executive Creative Director, IBM iX
→ Expert in Digital Experience and Service Design

Marko Thorhauer is Executive Creative Director at IBM iX, the Digital Experience Agency of IBM. He leads the IBM iX design practice across the DACH region and is a member of IBM Global Design Leadership.

With his team, he consults clients and builds digital experiences, products, services, design systems, and communications – helping brands and organizations to excel in digital – lately especially in the area of design for AI.

His expertise lies in leading successful design teams, with human-centered ways of working and sustainable DesignOps, leading to excellent outcomes.

Prior to IBM iX, he worked as a creative director, startup co-founder and marketing expert. His work has been recognized in diverse awards and exhibitions. Marko taught digital design and is a frequent speaker at conferences.



Bernd Wiesenauer

Director of User Experience Enabling, Robert Bosch GmbH
→ Expert in User-Centric Methodology, Design and Customer-Centric Organizational Development

Bernd Wiesenauer serves as the Director of User Experience Enabling at Bosch, driving the company's transformation into a human-centered organization. He is responsible for the UX Maturity Model and Assessment, UX Networking, the UX Convention, and UX Knowledge Transfer, as well as overseeing the Bosch UX Academy and its curricula.

Prior to Bosch, he was Head of Design at User Interface Design GmbH for over six years, where he integrated user-centered design for clients like Jura and Vorwerk.

Bernd studied product and environmental design at the University of Applied Sciences in Potsdam and has held various roles, including designing ergonomic driver information systems for automotive giants such as Daimler and Porsche, and developing furniture for brands like Thonet and Cor.



Award Category Product

“This award is not only a testament to our continuous commitment to innovation but also to our dedication to listening to the needs of healthcare professionals. From the start, we believed this project had the potential to transform trauma surgery by easing the burden on surgical staff, and today’s recognition reinforces that belief.”

— Carsten Bertram, President of Advanced Therapies at Siemens Healthineers, Gold Award Winner 2025



Among submissions from over 40 nations, the jury nominated a total of 131 projects to compete in the Product category, which is open to market-ready or new products, services and environments.

Among the 131 nominees, the juries bestowed two Gold Awards and 17 Product Awards.

Congratulations to all winners and nominees in the Product category!

For the first time, surgeons have the possibility to operate the new self-driving mobile C-arm with a wireless Smart Control by themselves from inside the sterile field. They can continue working even when dedicated intraoperative imaging experts are unavailable. The store-position function, which retrieves a specific position for image acquisition, elevates the user experience, as does the very comfortable grip and effortless system movement enabled by touch-sense handles and holonomic wheels.

Company:
Siemens Healthineers AG

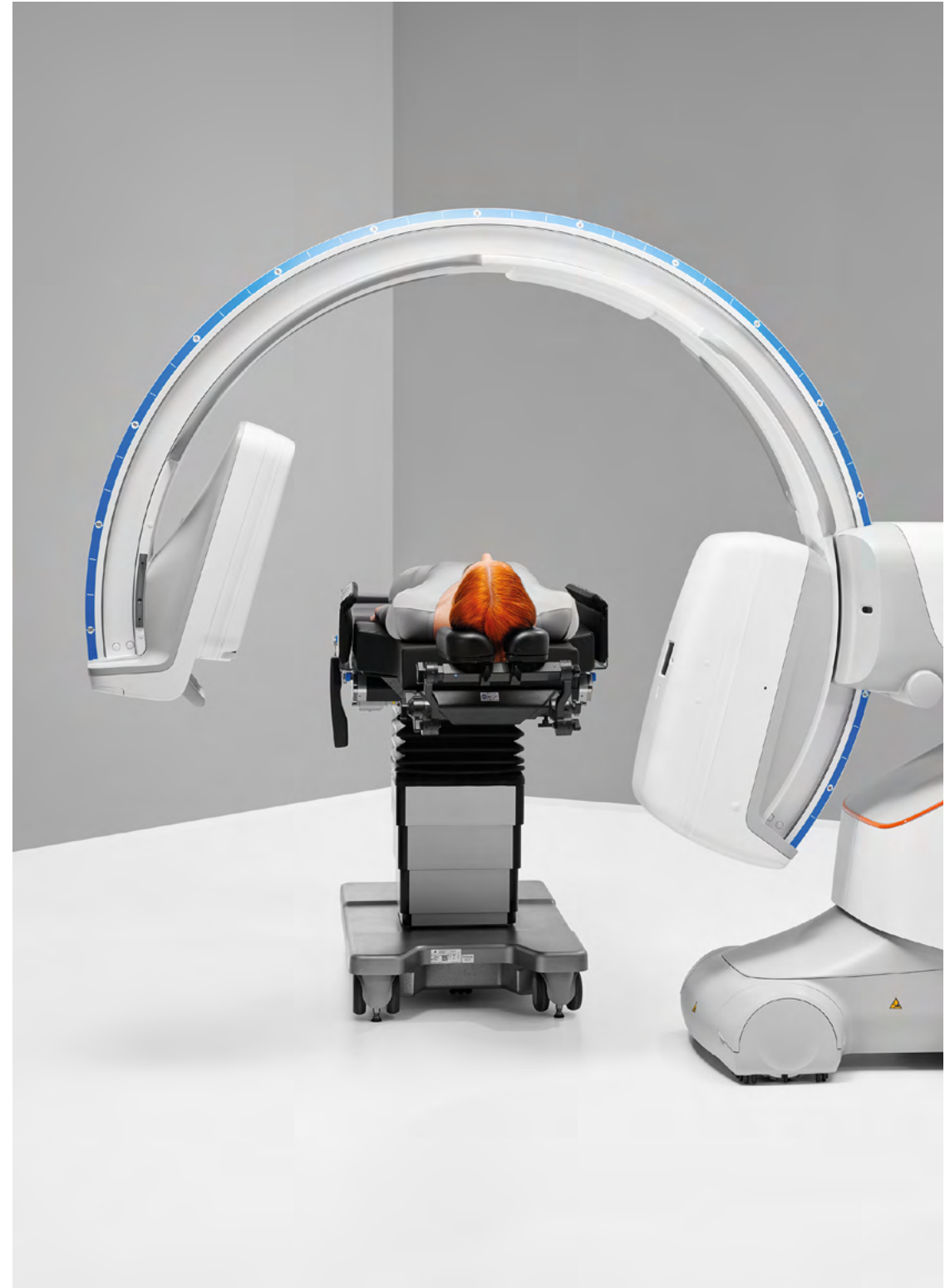
Design Studio/Department:
Siemens Healthineers Design &
User Experience Team

Website:
[siemens-healthineers.com](https://www.siemens-healthineers.com)



UX Design Award | Gold

CIARTIC Move, self-driving 3D C-arm





"The Gold Award recognizes a breakthrough medical device that redefines surgical procedures with wireless remote control. Surgeons can operate it from the sterile area of the operating room, increasing collaboration and self-reliance. By autonomously recalling complex imaging positions, the device's memory function significantly reduces operating time. Servo-assisted handles and holonomic wheels provide precise, effortless movement. Exceptional design and color-coded visual guidance provide an intuitive connection between the product, control unit icons and interface, easing communication within the medical team. Designed with extensive user testing and incorporating critical feedback from medical professionals, *CIARTIC Move* sets a new industry standard for precision and efficiency."

— UX Design Awards Jury 2025

UX Design Award | Gold

CIARTIC Move, self-driving 3D C-arm

The *Roborock App* is a convenient, efficient smart home platform with over 1.7 million daily active users across 100+ countries and regions. It enhances quality of life by freeing users from tedious, repetitive cleaning chores. The app enables remote control of a robotic arm for tidying, displays device status, and manages updates. With built-in AI, it supports obstacle detection, multi-floor mapping, and adaptive cleaning for complex home environments.

Company:
Roborock Germany GmbH

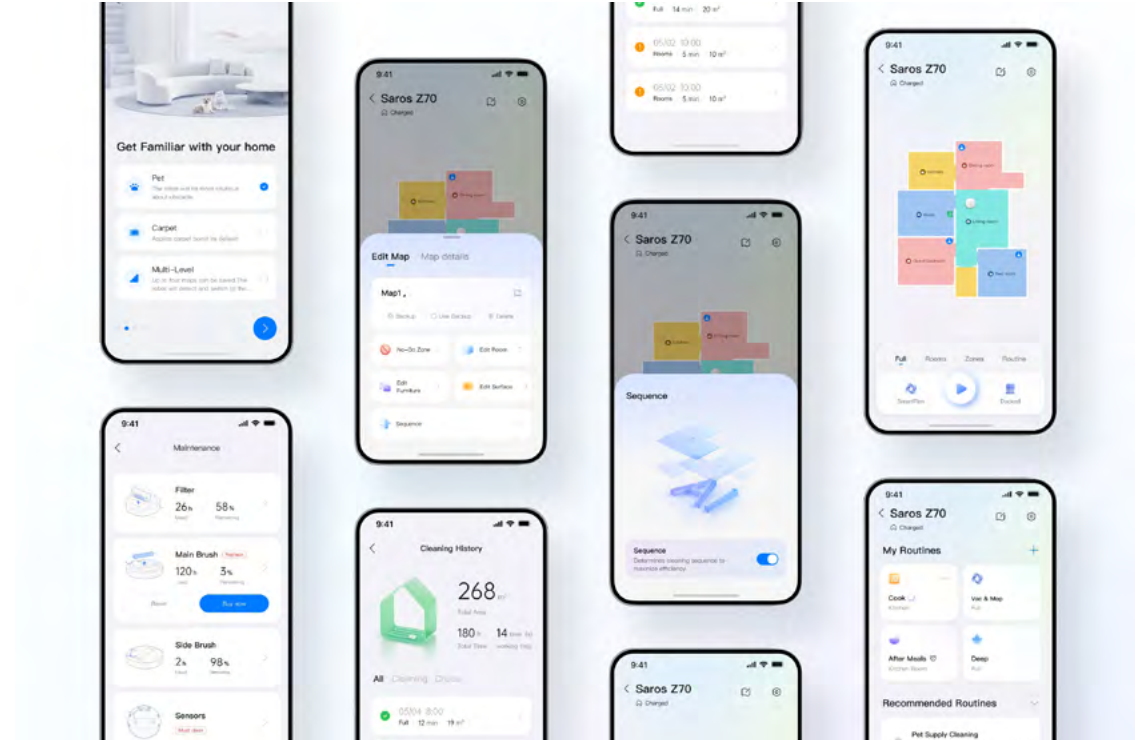
Website:
roborock.com

Design:
Tao Peng, Bing Xu, Chao Li, Shaobin Li,
Xinlei Yang, Jun Fan, Yadi Xu



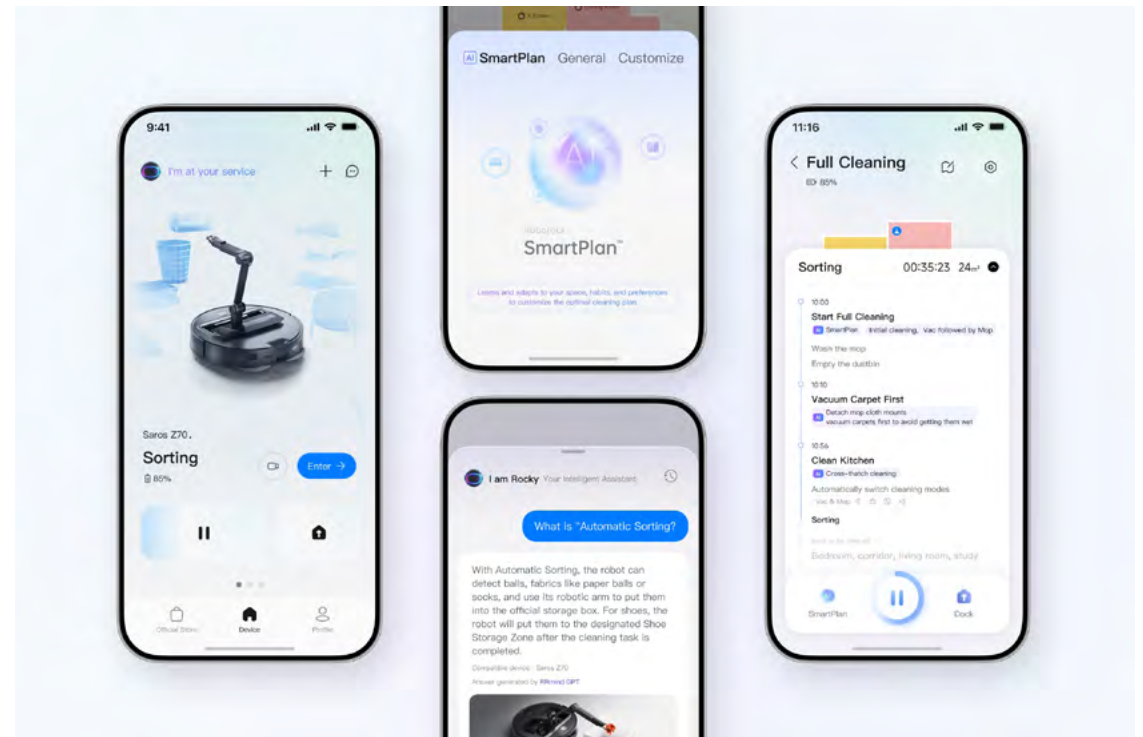
UX Design Award | Gold
Roborock App





"Roborock is advancing smart home automation with its AI-powered robotic arm and seamless app ecosystem. Backed by solid research, Roborock offers smart scheduling, obstacle detection, and precise remote cleaning. Its intuitive UI mirrors the product's premium quality and supports seamless operation across complex environments. Roborock is quiet, practical, and thoughtfully designed. It represents a meaningful step toward an automated home – one in which technology effortlessly supports people, freeing up time to enjoy the moments that matter."

— UX Design Awards July 2025

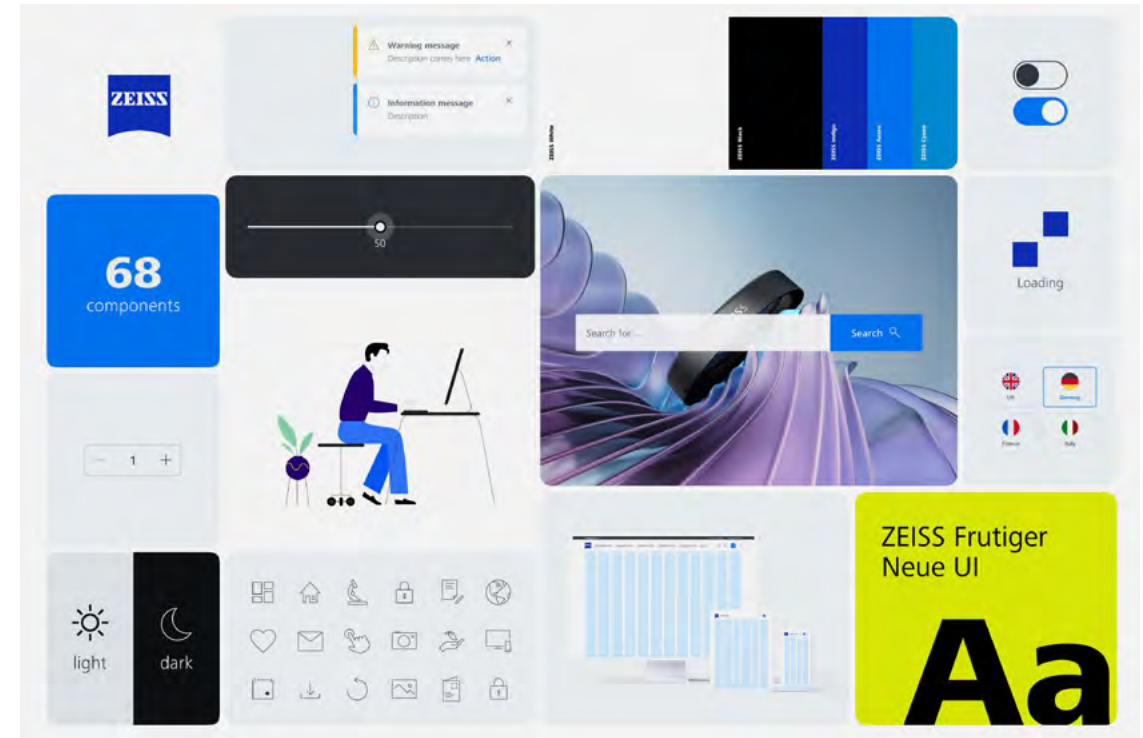


Beyond for Online provides comprehensive guidelines and assets for designing and developing online experiences across all ZEISS digital touchpoints. It includes design principles, color systems, typography, icons, a component library for designers in Figma, and ready-to-use code libraries in React and Angular. With *Beyond for Online*, designers and developers can efficiently create cohesive, high-quality web and online experiences that are visually consistent, accessible, and user-friendly.

Company:
Carl Zeiss AG

Design Studio/Department:
Zeiss Digital Partners

Website:
zeiss.com

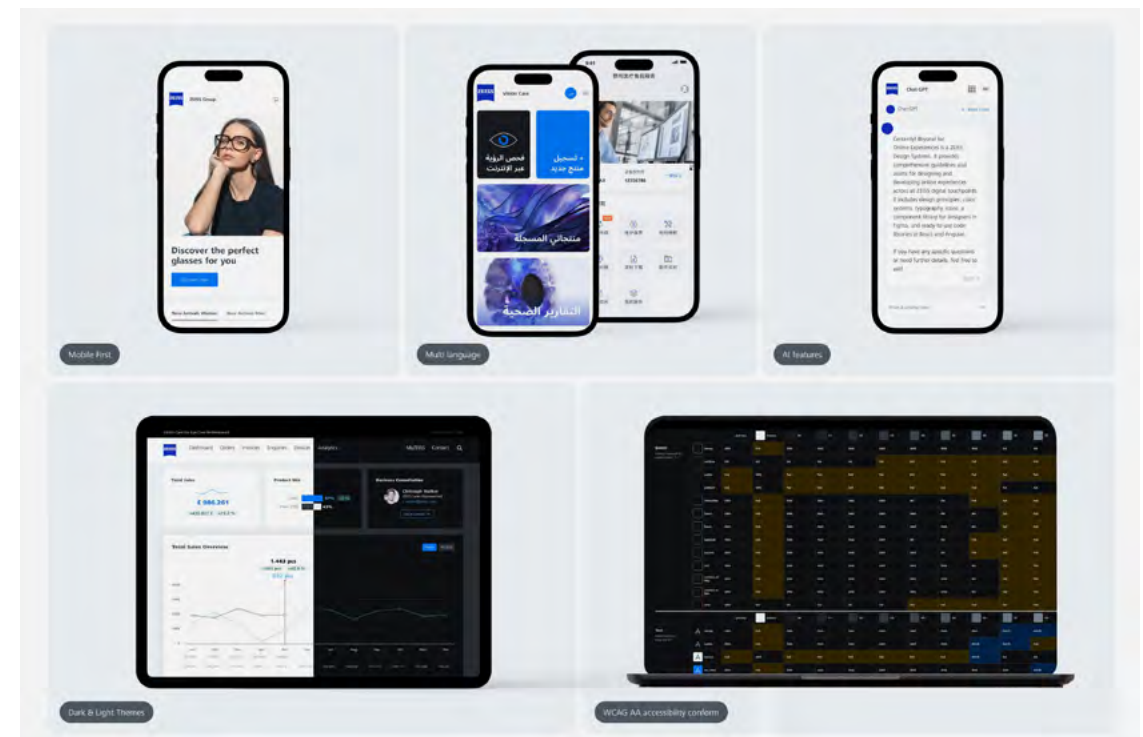


"Beyond for Online Experiences shows how to scale a design system in a complex enterprise ecosystem by balancing consistency with agility. Designed through broad contributions, ongoing user testing, and insights from real usage data, the system improves product delivery by minimizing design and development inefficiencies. Its flexible structure and clearly defined KPIs help internal teams align around quality and impact. It creates the conditions for UX to grow, adapt, and continuously deliver measurable value, accelerating productivity while keeping users at the center."

— UX Design Awards Jury 2025

UX Design Award | Product

Beyond for Online Experiences



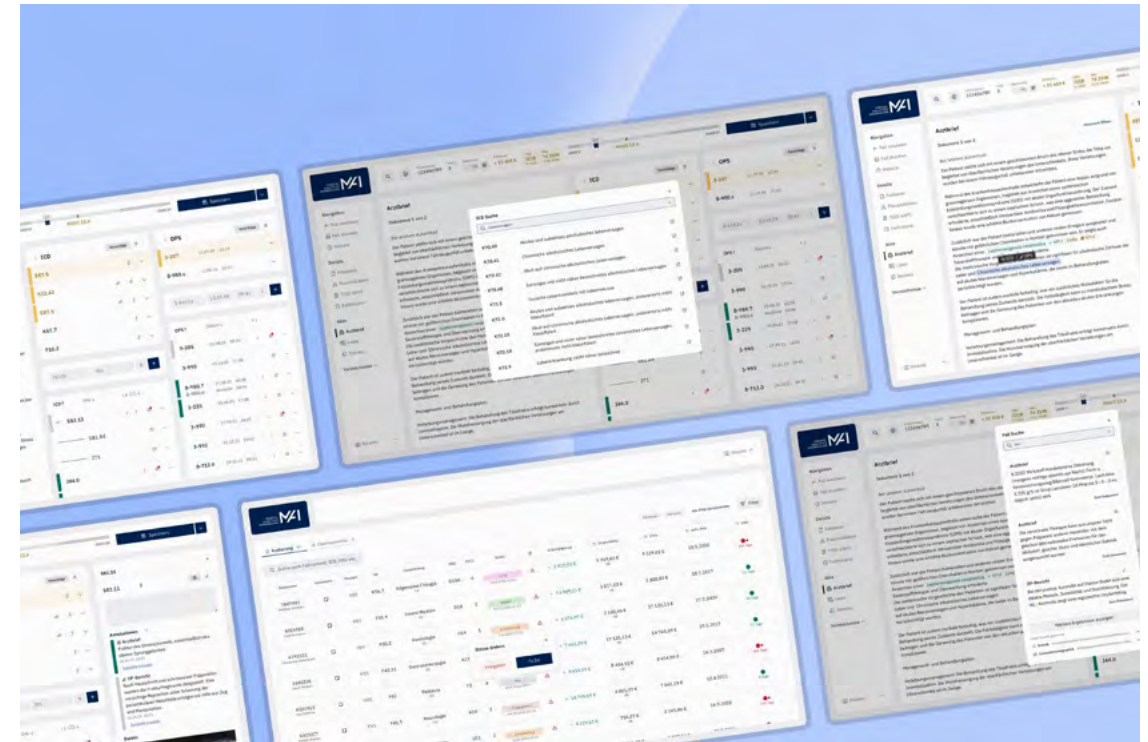
Codr® is a clinical coding tool designed to simplify and increase the efficiencies and revenue of hospital coding workflows. Plagued by lengthy documentation and unsynced, complex external tools, **Codr®** guides users through a fully integrated coding process with coding suggestions and smart tools. Coding errors are minimised, regulatory compliance ensured, and the number of found codes maximised for rightful hospital care reimbursement.

Company:
Medical AI Analytics & Information
GmbH

Website:
m-ai.com

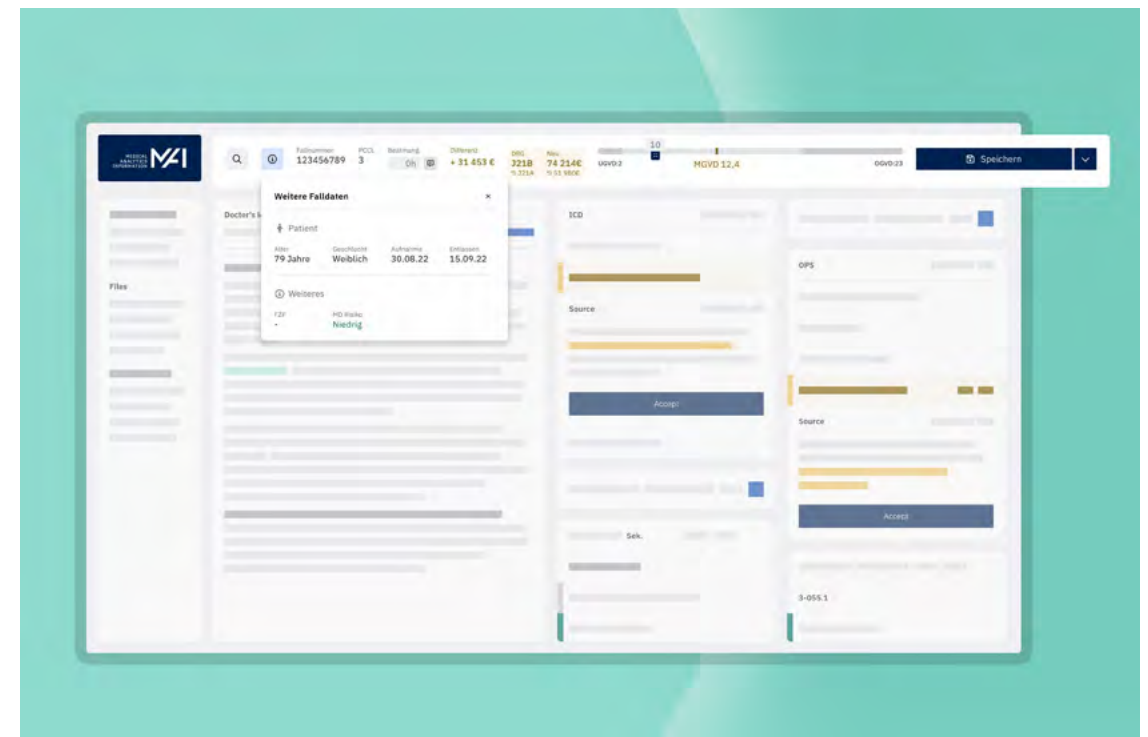
Design Studio/Department:
UX/UI Design

Design:
Ingo Wloch, Fabian Hassel



"**Codr®** modernizes clinical coding by addressing workflow inefficiencies with a user-centric approach. Machine learning provides smart coding suggestions, document synchronization, and seamless write-back functionality to reduce cognitive load, billing errors, and disputes, increasing efficiency by 37% and enabling 16 more cases per day. Its clean UI and real-time ML model training ensure adaptability and long-term value. Built with user insights and usability testing, **Codr®** is a high-impact solution for healthcare administration."

— UX Design Awards July 2025



The new *GFiber App* reconceptualized home internet, giving users unprecedented control and transparency. Features like real-time network insights, robust device management, live video support, integrated speed tests and technician tracking empower effortless management of in-home connectivity. By radically simplifying setup and troubleshooting, it minimizes service friction, boosts reliability and establishes a new benchmark for intuitive connected experiences in the smart home era.

Company:
GFiber

Website:
fiber.google.com

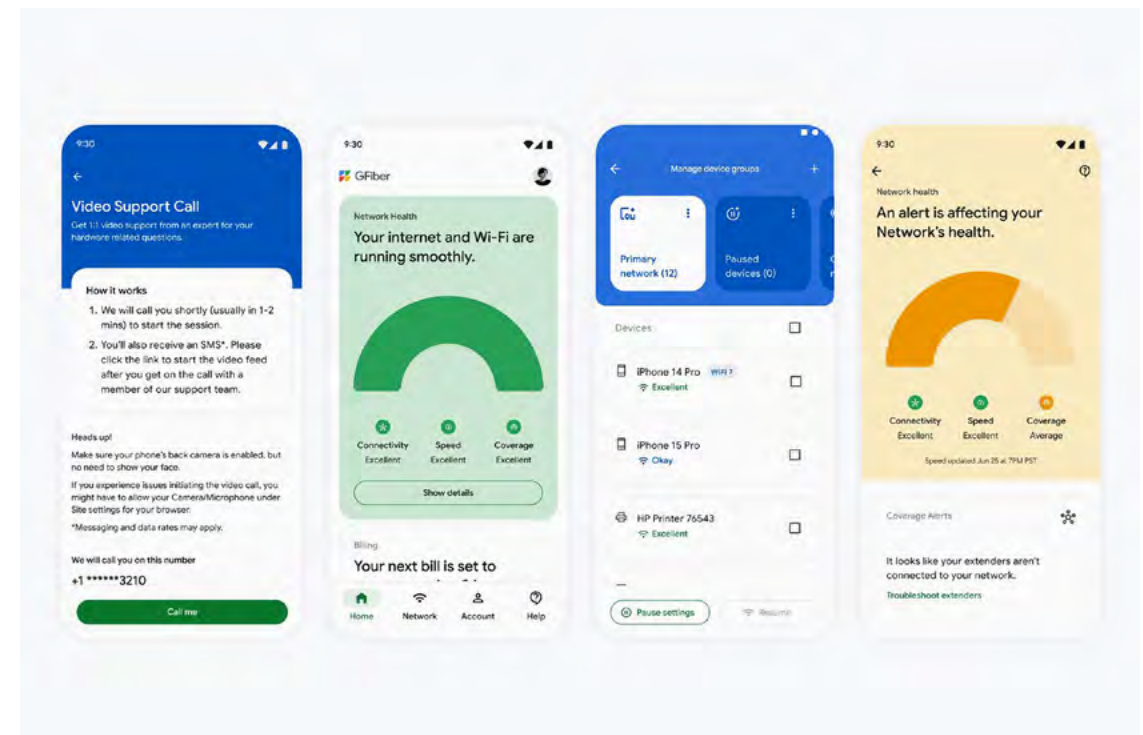
Design Studio/Department:
Digital Sales & Marketing

Design:
Sanjay Chatterje, Yoni De Beule,
Rishabh Bhardwaj, Tolu Garcia



"*GFiber* impresses with its clarity and strong focus on user needs. The app effortlessly and efficiently combines setup, diagnostics, and support. Prioritizing simplicity enables real self-service, backed by solid usability testing and data-driven iteration. Its execution quality and measurable impact on satisfaction and service efficiency set the solution apart. *GFiber* sets a reliable benchmark for UX in internet services and offers a clear case study for teams looking to improve essential digital tools."

— UX Design Awards Jury 2025



UX Design Award | Product

**GFiber App Reinvents
the Home Internet Experience**

The *Spruce* platform transforms heat pump installation process through digital automation. The system enables installers to conduct leads qualification, automate calculations and simplify surveying. Research with installers showed that significant time is wasted on manual tasks and non-converting inquiries. The platform designed by Cosmic Velocity reduces quote generation to minutes, enables quicker surveys, and increases conversion rates by 20%, supporting UK's transition to sustainable heating.

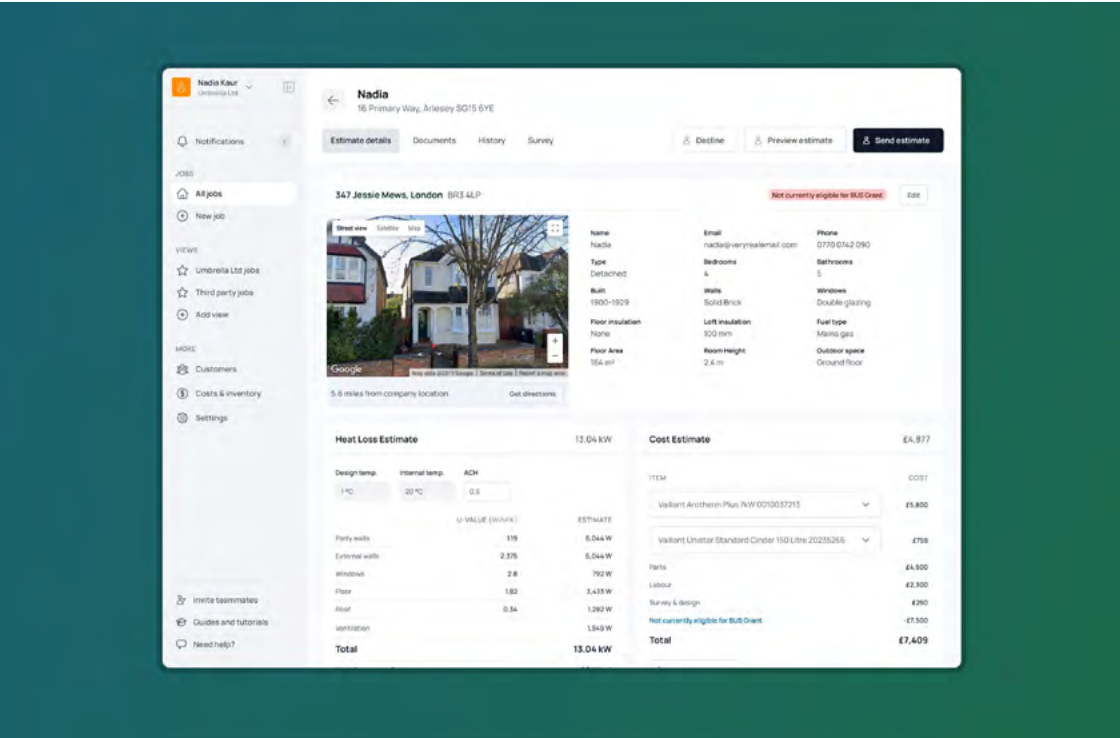


Company: Spruce
Design Studio/Department: Cosmic Velocity
Website: spruce.eco
Design: Stephen Tomlinson



"*Spruce* streamlines heat pump installation through a user-centric design process that meets the needs of installers and homeowners. It replaces manual workflows with automated solutions such as heat loss calculations and proposal generation. The platform's holistic approach and consistent design, supported by a robust design system, improves usability and efficiency, reducing workload by 60 hours per month. *Spruce* builds local economic resilience and supports a sustainable future."

— UX Design Awards Jury 2025



UX Design Award | Product
**Spruce – Heat Pump
Platform and App**

HP AI Print enhances printing by ensuring optimized prints for top-used web content. It addresses common issues like low readability and wasted materials, improving user experience and efficiency. Using AI, it adjusts layouts, removes unnecessary content, and delivers precise prints, making it useful for both home and office users.



Company:
HP Inc.

Design Studio/Department:
Global Experience Design

Website:
hp.com

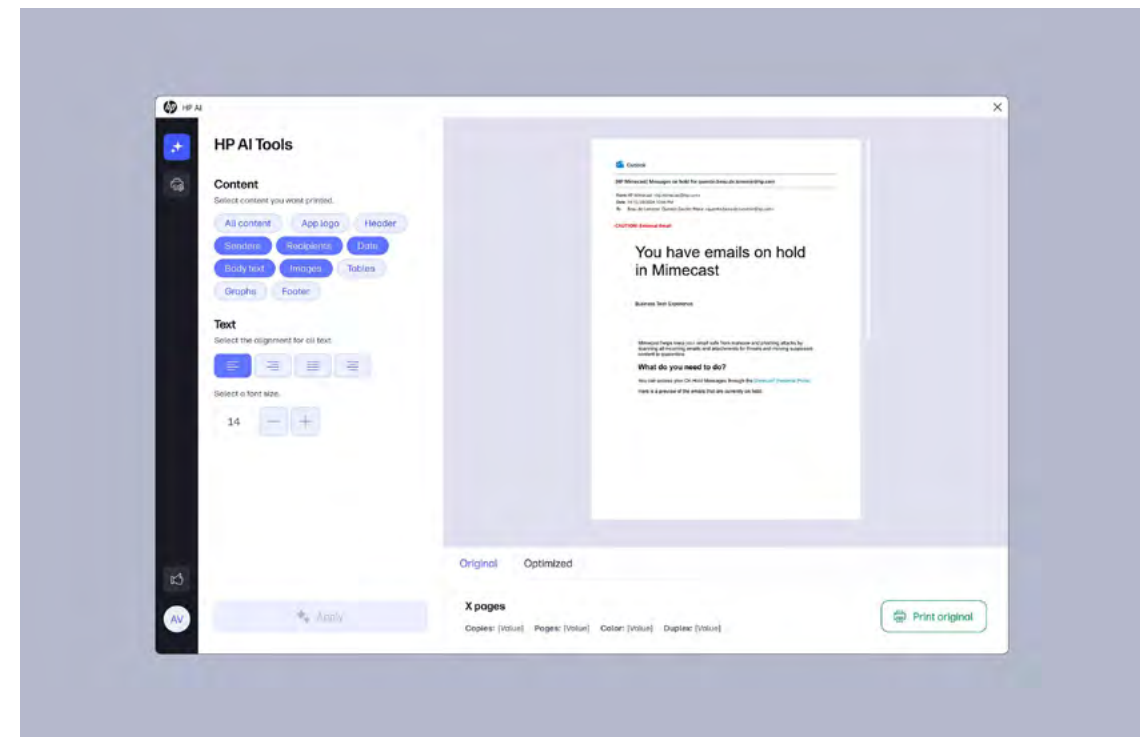
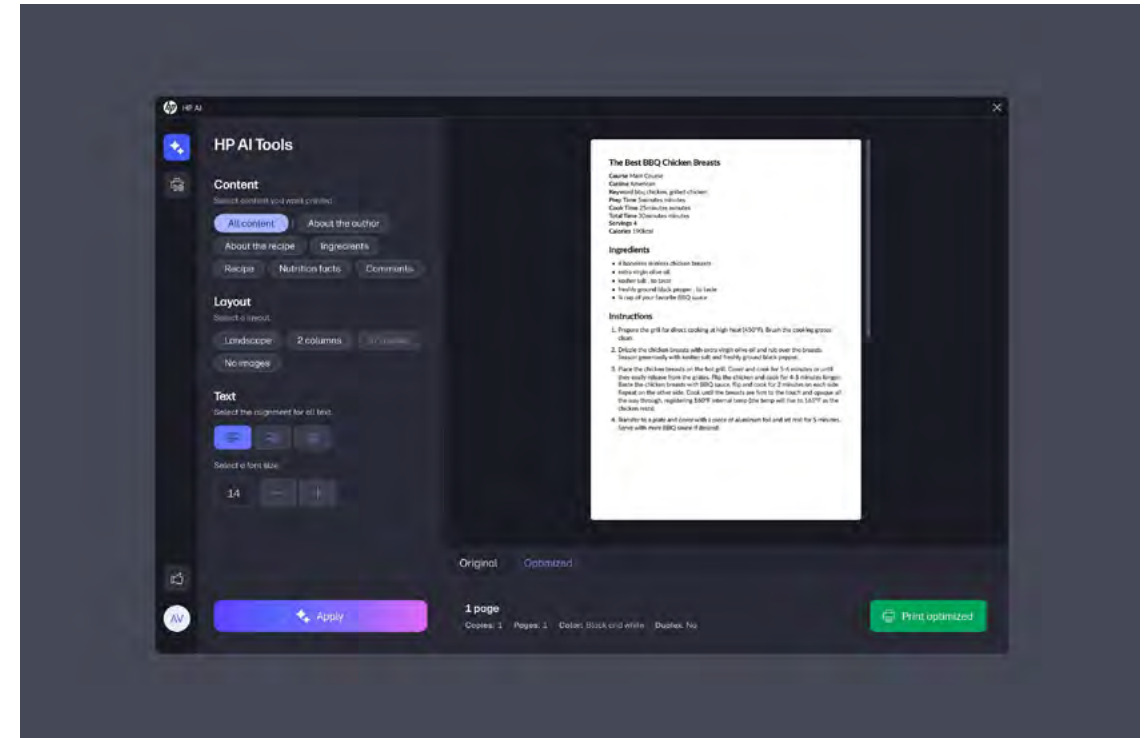
Design:
Quentin Gautier Marie
Beau de Lomenie, Michael Peters,
Cameron Palmer, Godwin Joseph,
Bharati Dixit, Cecily Jones,
Adolfredo Sembergman,
Jason Wang, Judy Cheng,
Gaurav Agrawal, Pete Hwang

“Printing from the web has long been a frustrating experience, involving cluttered pages, wasted paper, and orphaned lines. *HP AI Print* quietly fixes all of that. Using AI in a smart way, it removes irrelevant content, optimizes the layout, and delivers clean, readable results. It’s simple, free, and feels like the way printing should always have worked. *HP AI Print* is thoughtfully designed and rooted in user needs. It saves time, reduces waste, and demonstrates that even small, overlooked problems deserve smart solutions. *HP AI Print* is human-centered technology at its best – subtle, effective, and genuinely helpful.”

— UX Design Awards Jury 2025

UX Design Award | Product
HP AI Print

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Veneer Design System provides teams of UI designers, software developers, and UX writers with what they need to efficiently build unified HP software. Shaped by user input, it provides reusable software-building tools at large scales: tools like UI components, design tokens, icons, and writing guidelines. By incorporating education and advocacy for users' learning into the system as well, *Veneer* accelerates delivery, reduces redundancy, and enhances user experience across HP's digital products.

Company:
HP Inc.

Website:
veneer.hp.com

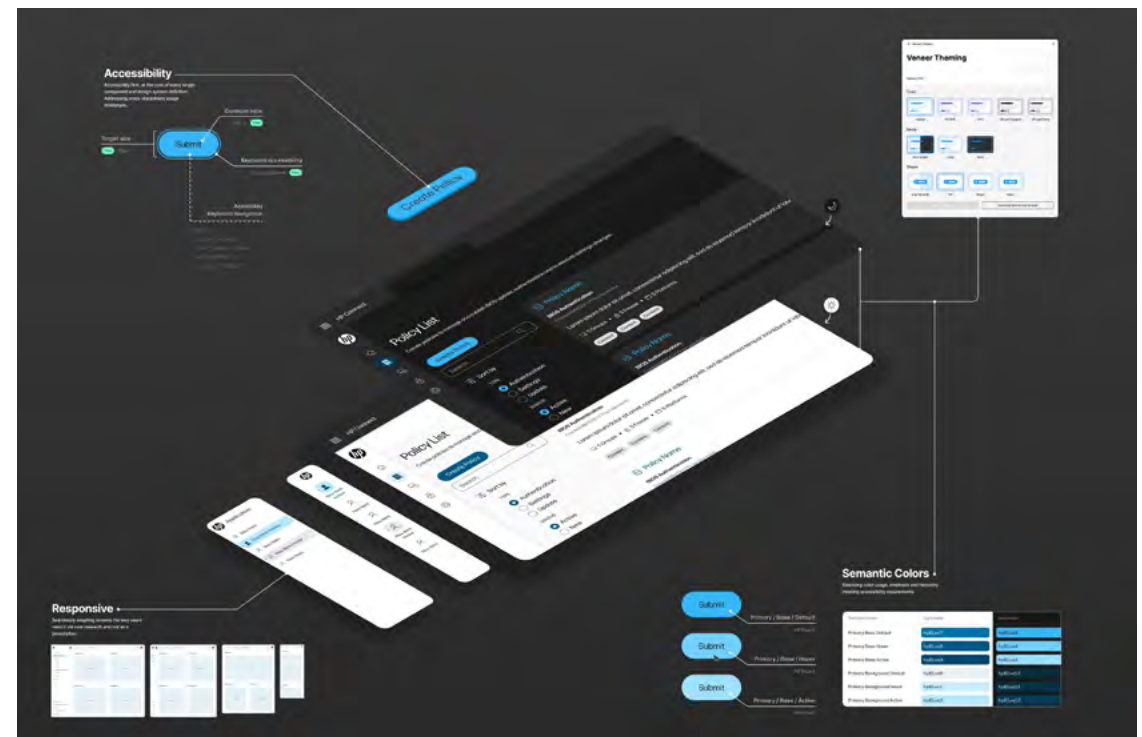
Design Studio/Department:
HP Design System,
Research and Governance (DSRG)

Design:
Jason Occhipinti, Vivian Yu,
Aaron Schmelzer, Gilson Hoffmeister,
Laura Costa, Daniel Marquez,
Gustavo Callegari, Ivy Yu,
James Rothbart, Lauren Schmidt,
Quyen Nguyen, Anh Huynh,
Sanaz Saadatifar, Andrei Garcia,
Courtney McMillan



"HP Veneer is more than just an enterprise design system. It's an organizational service designed for growth and influence. Based on years of internal research, the system delivers measurable results: 50% faster development, over \$1 million in savings, and adoption by more than 300 teams. HP Veneer's strength lies in a combination of solid UI foundations and enablement infrastructure, including onboarding, community, documentation, and support. Accessibility is built in, consistency is enforced, and internal teams are empowered. HP Veneer is not just a design system; it's a transformational service model that improves both UX quality and enterprise efficiency."

— UX Design Awards Jury 2025



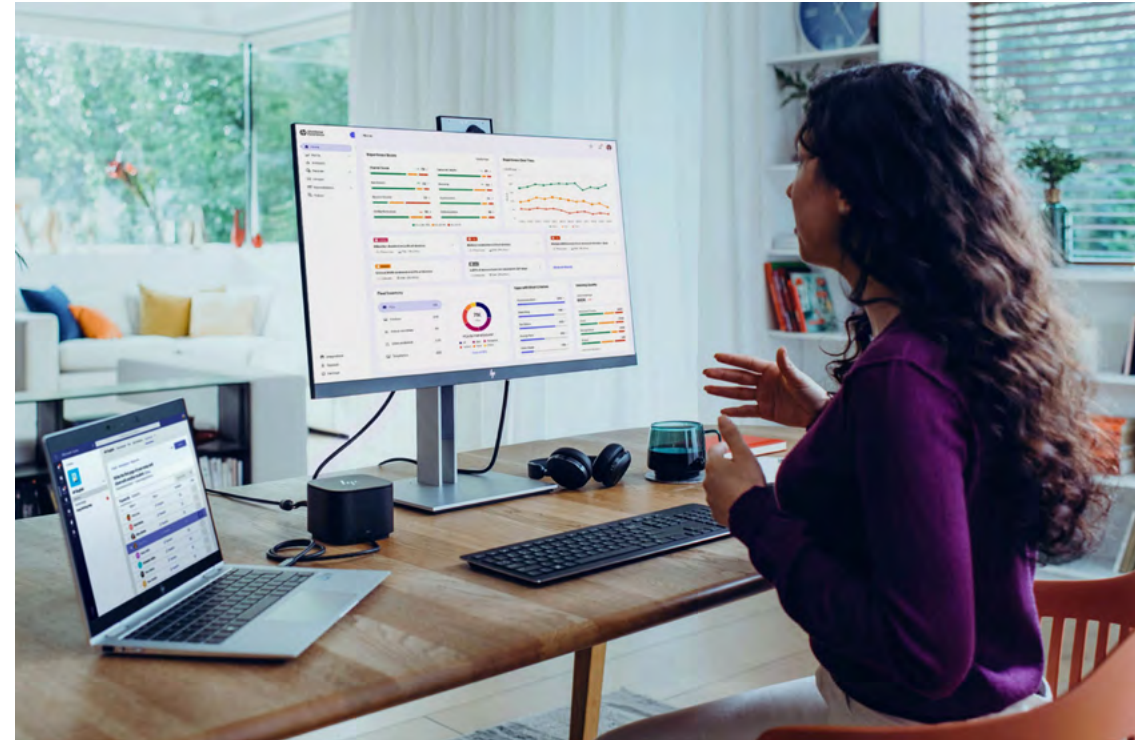
The *HP Workforce Experience Platform (WXP)* is a modular, AI-driven software platform that helps IT teams run large digital ecosystems efficiently, including PCs, Macs, printers, video conferencing, virtual machines, software, phones, and tablets. Today's IT leaders don't simply buy hardware; they need a single, orchestrated approach that manages hardware and software, delivering the digital employee experience (DEX) their employees need and expect.

Company:
HP Inc.

Website:
workforceexperience.hp.com

Design Studio/Department:
HP Digital Services Product Design Team

Design:
Aahlad Vadrevu, Adam Klaasmeyer,
Allison Callan, Annie Gerow,
Elizabeth Nguyen, Ella Loh,
Felipe Engelmann, Gaston Galvao,
Gianna Taylor, Kay Song, Ken Ho,
Krunal Odedra, Lan Norwood,
Lexi Mitchell, Manuela Santos,
MaryKate Mahoney, Natalie Metzger,
Pedro Quinones, Prasant Poodipeddi,
Steven Granieri, Zachary Jones



"The *HP Workforce Experience* suite is beautifully designed to enhance enterprise IT management. It provides proactive support and issue resolution based on employee experience metrics. With the ability to manage over 781,000 devices and 11 million monthly issues, the suite demonstrates outstanding scale and integration. Grounded in extensive user research, its state-of-the-art interface emphasizes unified design and accessibility. Innovative features like the AI-powered Fleet Explorer simplify device management, and the Sustainability Dashboard tracks environmental impact."

— UX Design Awards Jury 2025

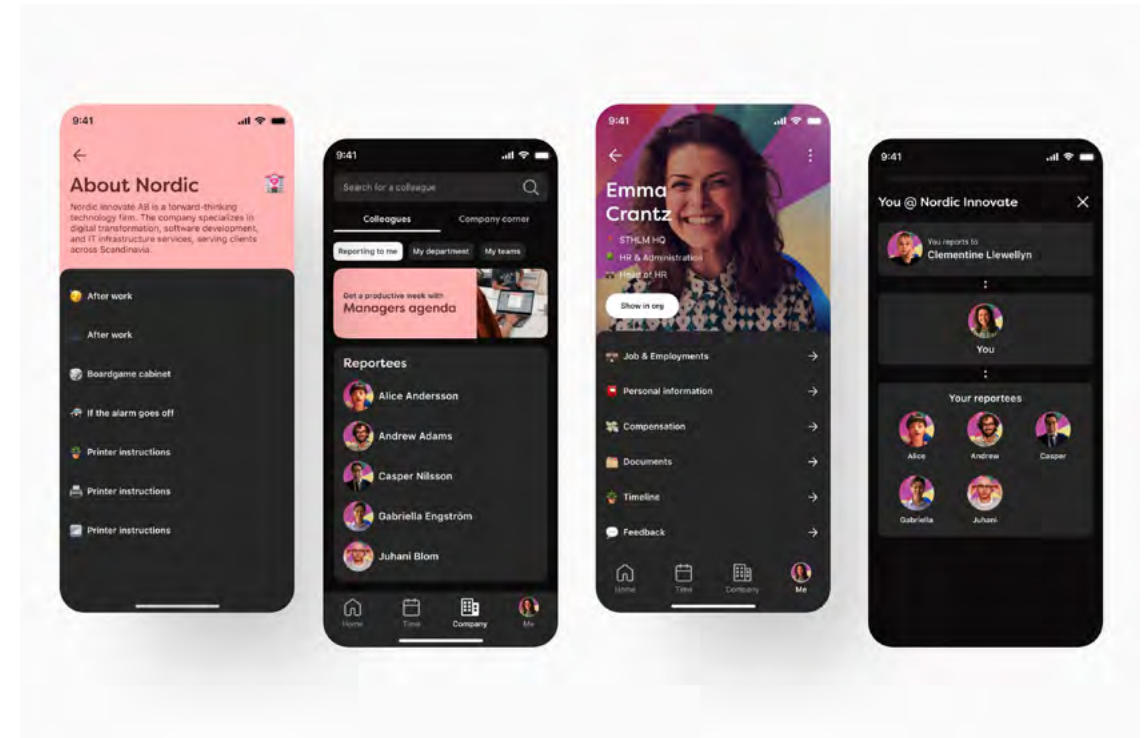


UX Design Award | Product

HP Workforce Experience Platform

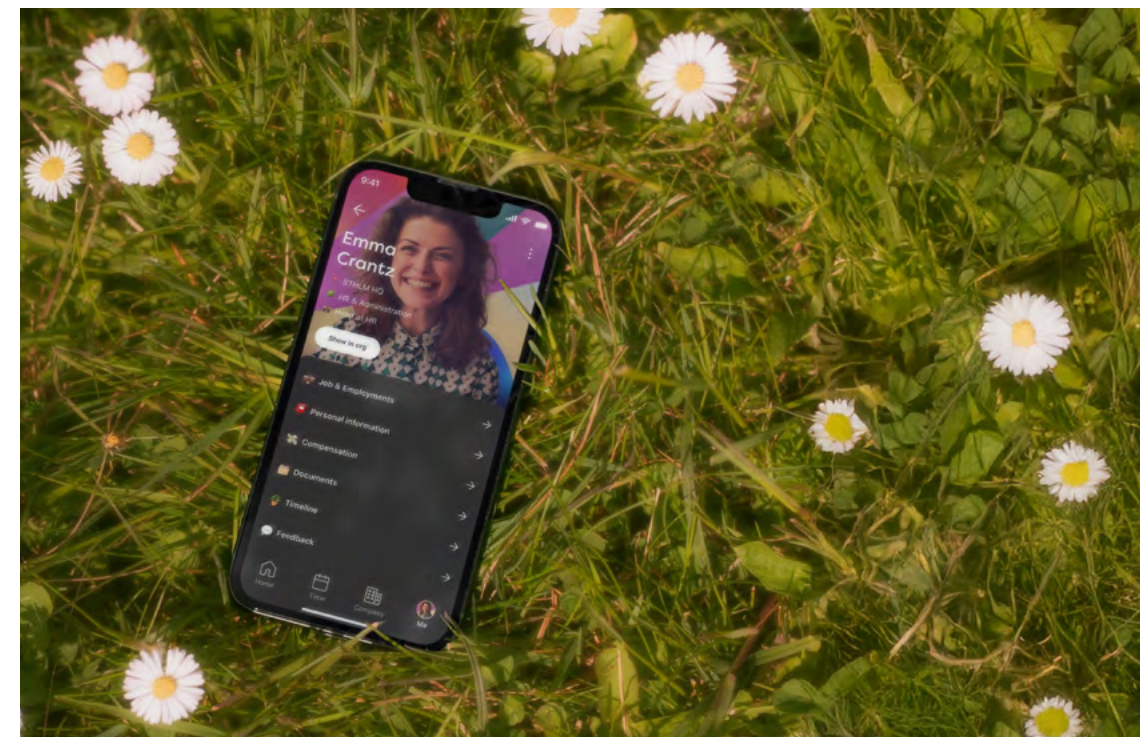
Hailey HR is an all-in-one HR platform that employees and managers enjoy using. The mobile app helps streamline HR processes while making it easier for people to stay connected. Hailey's mobile app is intuitive and visually engaging, addressing one of the most common HR challenges: low usage across the organisation. Fun, engaging features boost digital adoption, creating indirect benefits like stronger company culture and employee engagement.

Company: Hailey HR	Design Studio/Department: UX
Website: haileyhr.com	Design: Kim Langenkrans, Maria Jacobson



"Hailey addresses the need for an intuitive, easy-to-use HR platform that saves time on standard tasks while keeping the user focused. Its streamlined design, use of emoji, and approachable language create a positive experience. The mobile-first interface integrates key tools and insights to ensure accessibility and efficiency. Broad and customizable functionality addresses specific business needs, while ease of use and thoughtful design differentiate it from the competition, providing an agile solution with a personal touch."

— UX Design Awards Jury 2025



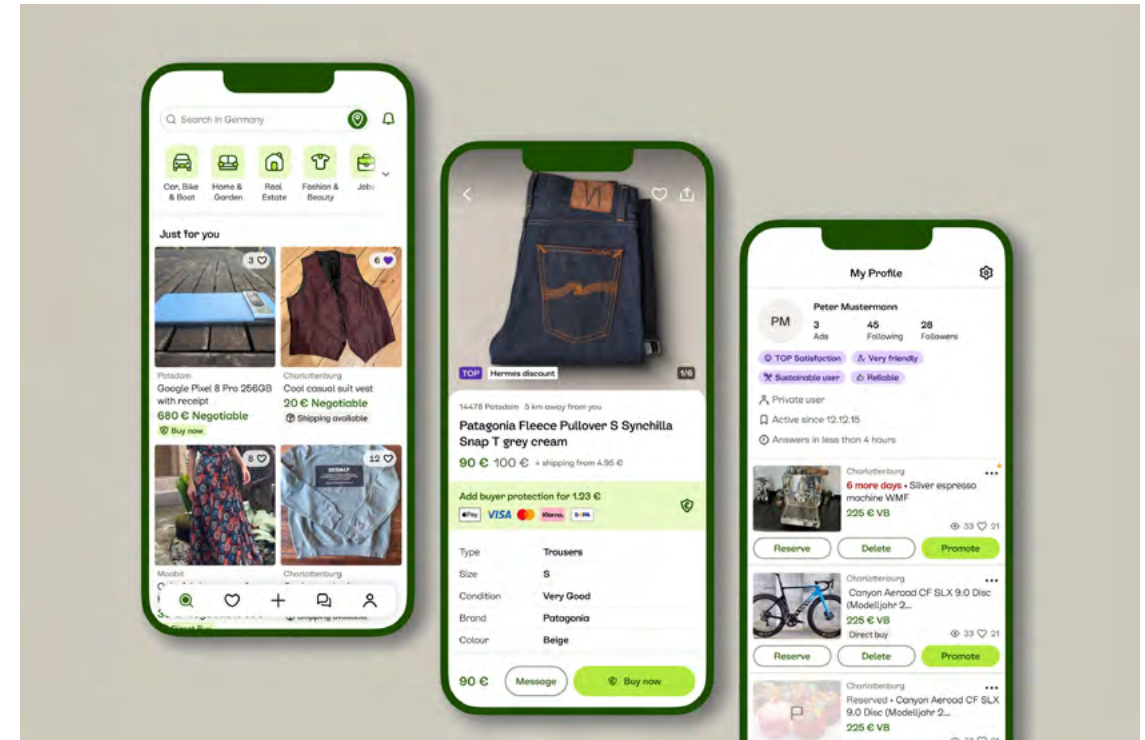
Kleinanzeigen is Germany's largest classifieds platform, connecting millions of active users to buy, sell, or give away items and services. By encouraging reuse instead of new purchases, it helps extend product lifecycles and reduce waste. Since its launch in 2009, it has evolved from a bargain-hunting site to a key driver of sustainability for Germany – guided by the principle that doing the right thing should be the easiest choice.



Company:
kleinanzeigen.de GmbH

Design Studio/Department:
UX Team

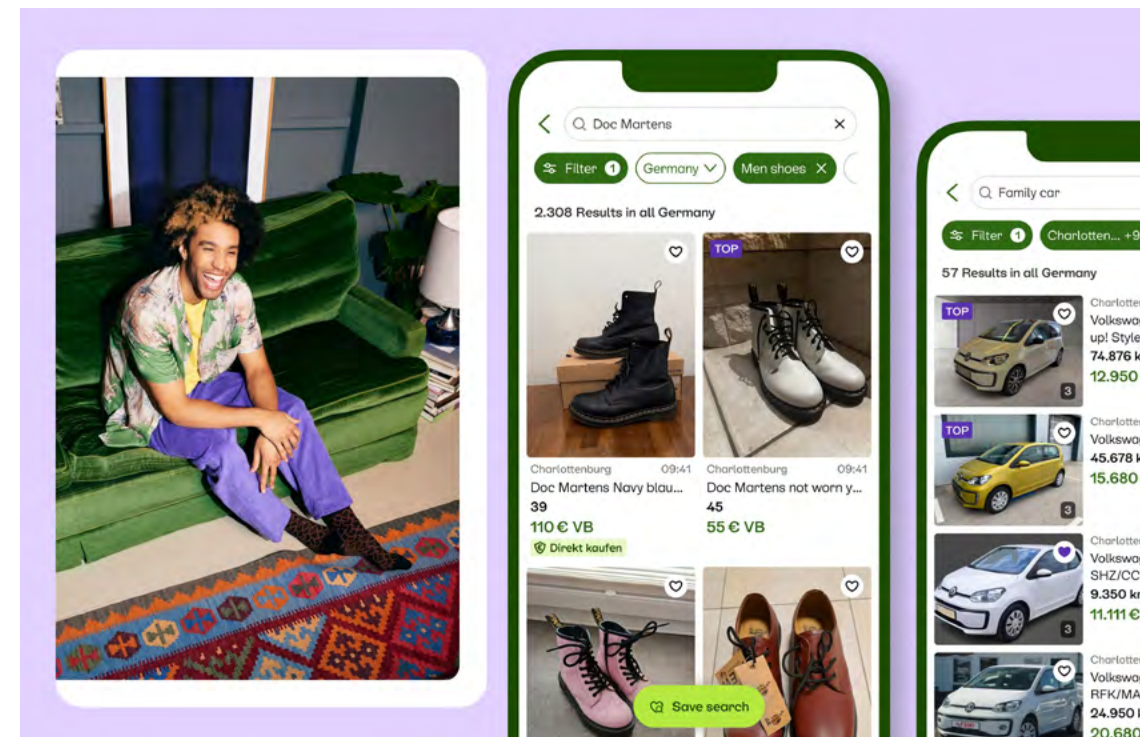
Website:
kleinanzeigen.de



“The transformation of *Kleinanzeigen* shows how deep user research and continuous, large-scale iteration can shape impactful design and drive social change. By analyzing hundreds of thousands user comments, the team identified real pain points, such as fraud, confusion, and friction, and mapped solutions directly to user behavior. The result is a highly accessible, trustworthy, and inclusive experience that serves a wide demographic. From enhanced buyer protection to WCAG AA/AAA compliance in both light and dark modes, the app is both practical and polished. It’s a reminder that great UX isn’t always about flashy innovation, but about making real lives easier, safer, and more connected.”

— UX Design Awards Jury 2025

UX Design Award | Product
Kleinanzeigen



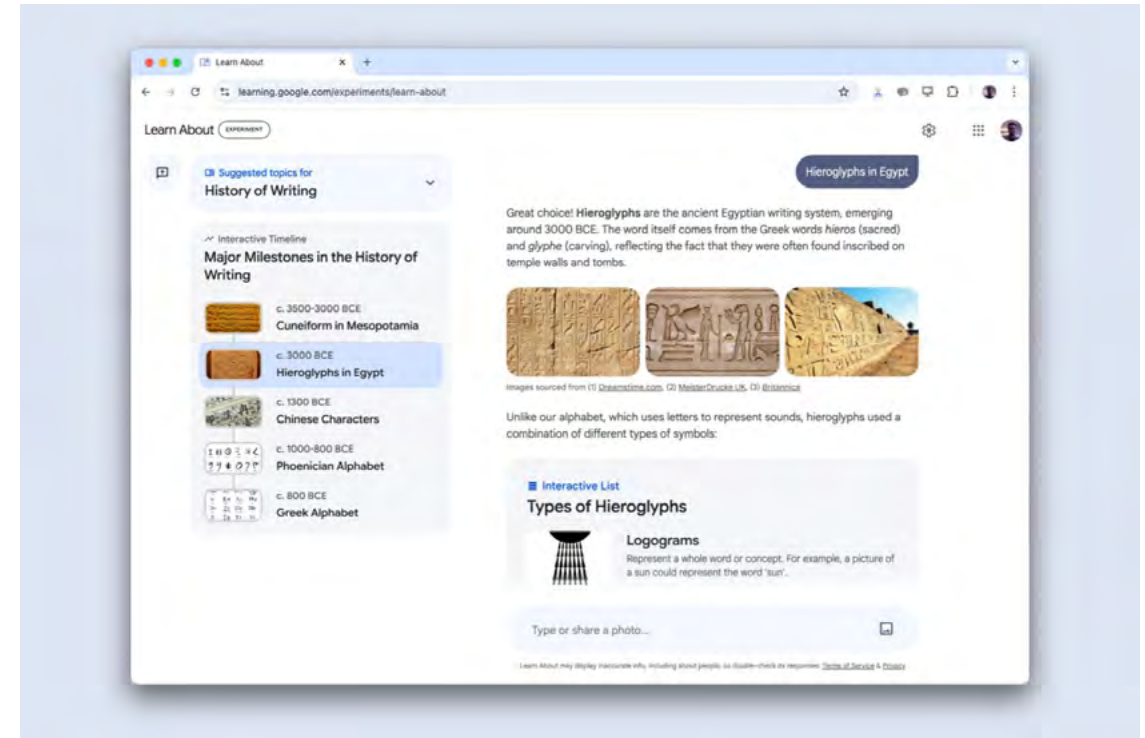
Learn About is an AI-first learning companion designed to democratize access to high-quality, engaging educational experiences. By seamlessly integrating the vastness of the web with the conversational fluidity of generative AI and the rigor of learning science principles, *Learn About* transforms how people learn, explore, and deepen their understanding of any topic. It aspires to be a “tutor for every learner and a TA for every teacher.”

Company:
Google

Website:
learning.google.com

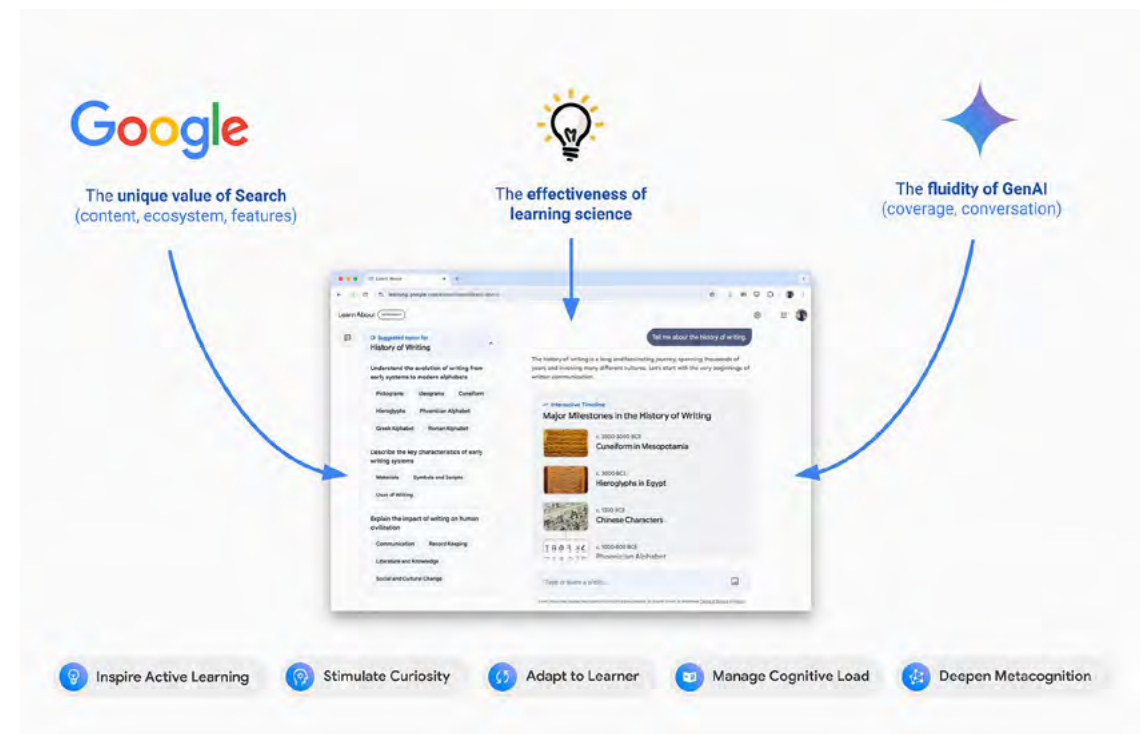
Design Studio/Department:
LearnX

Design:
Google LearnX Team



“*Learn About* democratizes personalized learning by providing free, adaptive educational experiences accessible to anyone online. Leveraging Google GenAI and search, it creates customized learning journeys that spark curiosity and sustain motivation through active learning prompts and multimodal input. Developed with expert focus groups and usability testing, the platform reflects a mature, research-driven design. Its intuitive interface supports unstructured self-learning, making it relevant to AI-driven education. However, the jury notes that consecutive suggestions may lead learners down a linear path.”

— UX Design Awards Jury 2025



Lumiere is a video intelligence platform that helps to better understand audiences and users and unlock the true power of content.



Company:
The Gradient

Design Studio/Department:
The Gradient

Website:
lumiere.is

Design:
Oleg Gasioshyn, Vitaly Vaskiv,
Mariia Makarikhina

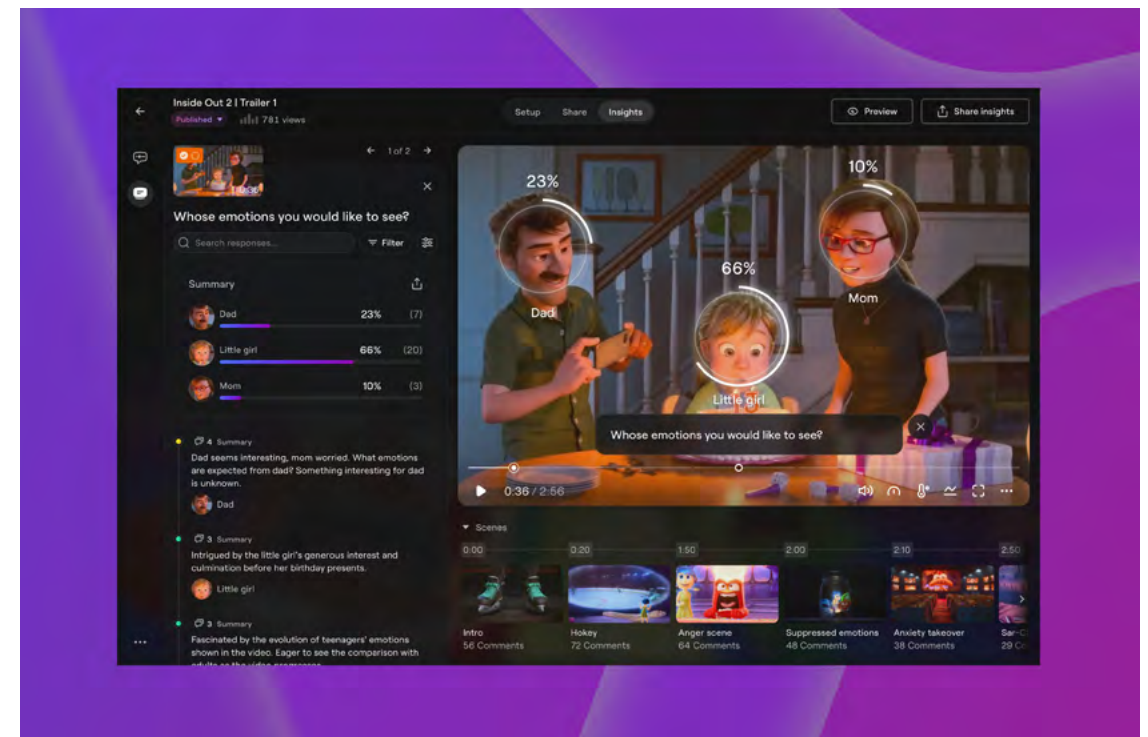


"Lumiere fills an industry gap by providing a flexible, intelligent platform for video-based user research that enables companies to efficiently collect, analyze and visualize feedback. Seamless integration of GenAI for conversational insights and summaries improves decision making. Clear KPIs, such as reduced setup time and improved feedback quality, demonstrate its impact. The state-of-the-art, aesthetically pleasing interface and comprehensive design system ensure a delightful user experience. Lumiere sets a new standard for video-based research tools in terms of functionality and joy of use."

— UX Design Awards Jury 2025

UX Design Award | Product

**Lumiere – AI-powered video
intelligence platform**



MAMMOMAT B.brilliant is a 3D mammography system. It is designed to improve patient wellbeing, radiographer ergonomics, and speed up scan acquisition time, while at the same time not compromising on diagnostic outcomes. New features like the “out-of-the-way” tube and an eye-level display allow a healthy working posture for MTRAs. The fixed headrest enables patients to lean on and feel safe from the moving X-Ray tube. This way, an increased speed of the scan acquisition could be realized.

Company:
Siemens Healthineers AG

Website:
siemens-healthineers.com

Design Studio/Department:
Siemens Healthineers Design &
User Experience



“A proper diagnosis and treatment can save lives, but genuine care also comes from the heart. This team took a thoughtful, user-centered approach to understanding the daily experiences of patients and staff. They listened closely and uncovered everyday challenges, ranging from physical discomfort to feelings of fear and vulnerability. Through empathetic and careful design, they created a solution that improves image quality and efficiency while bringing comfort, calm, and trust back to the mammo-graphy experience.”

— UX Design Awards Jury 2025

UX Design Award | Product

**MAMMOMAT B.brilliant –
Mammography System**



Restworld is a platform connecting job seekers and employers in the hospitality sector. Tailored for the Ho.Re.Ca industry, it streamlines recruitment with features like personalized job recommendations, a Kanban board for employers, and automated CV parsing for CSMs. Designed for usability and scalability, it ensures a seamless, accessible experience across devices, empowering users to efficiently manage hiring processes.

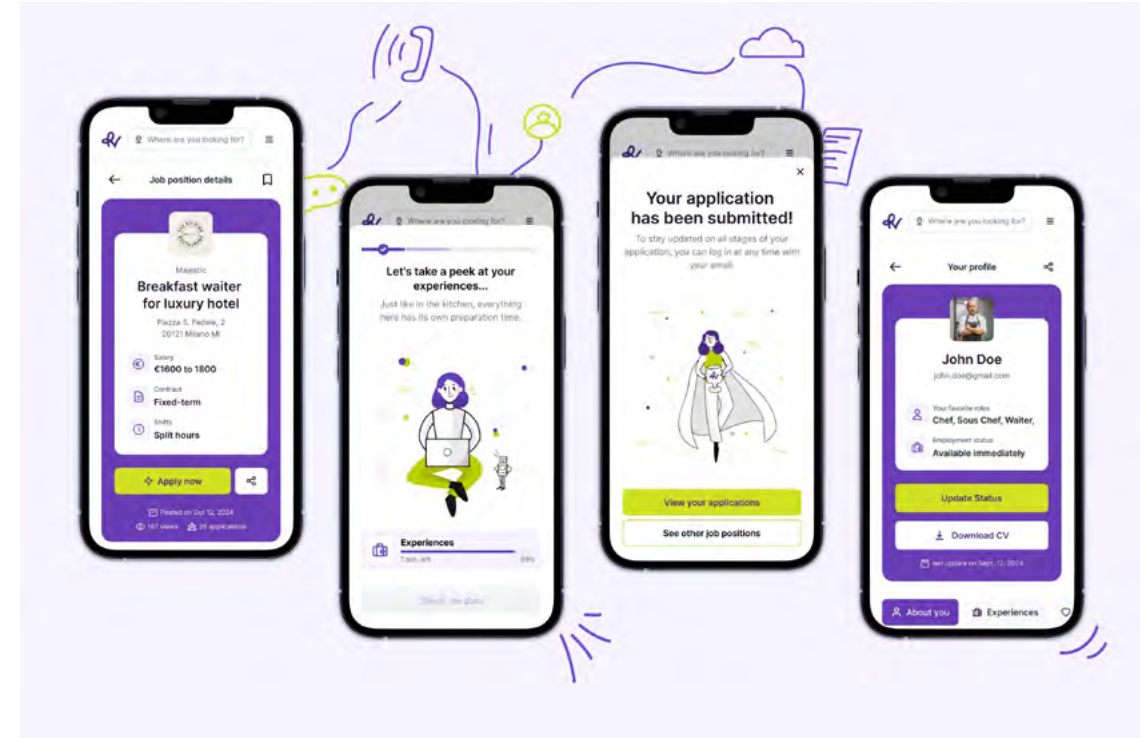


Company:
Restworld

Website:
eyestudios.it

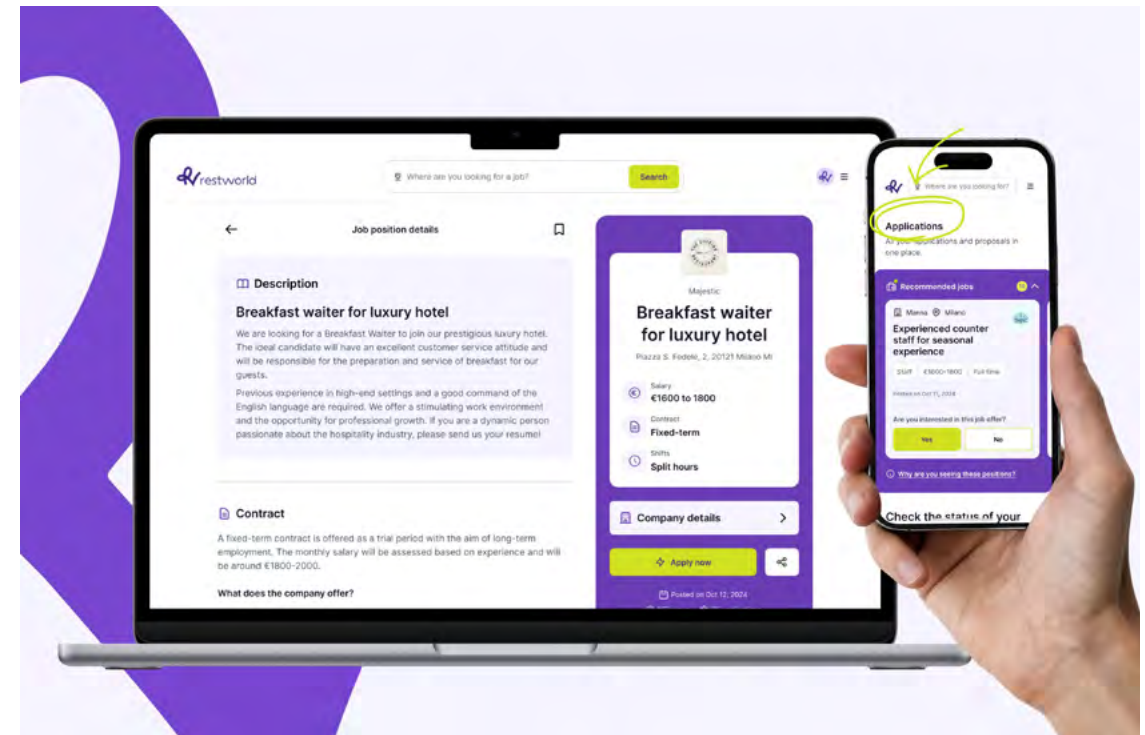
Design Studio/Department:
Eye Studios

Design:
Daniele Lunassi, Matteo Papagni,
Francesca De Rosas, Denis Simeon



“This entry provides a reliable solution to the hospitality industry’s need for fast, transparent and scalable digital recruitment. *Restworld’s* iterative design process, guided by research and user feedback, ensures that the platform meets evolving needs and increases effectiveness. Its unique approach to connecting job seekers with local restaurants sets it apart from broader job platforms. Its well-designed interface fosters trust and relatability, and its growth and positive reviews highlight its potential for significant industry impact and scalability.”

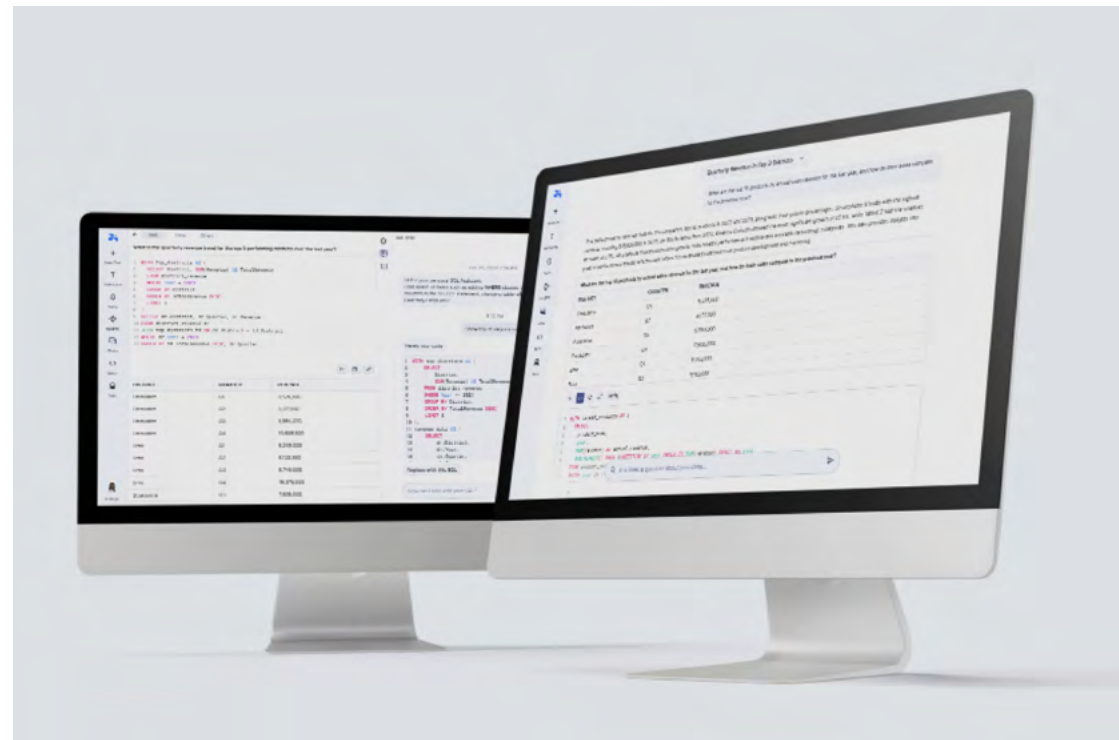
— UX Design Awards July 2025



Seek is a generative AI platform that empowers business users to query their datasets and frees up data teams from ad-hoc requests for analysis. It automatically converts natural language questions into high-quality SQL code. With the efficiency of Seek, data teams are able to focus more on the big questions that matter. As Seek focuses on structured data, the design provides both the ease of a conversational flow and the discipline of a data-centric workflow.

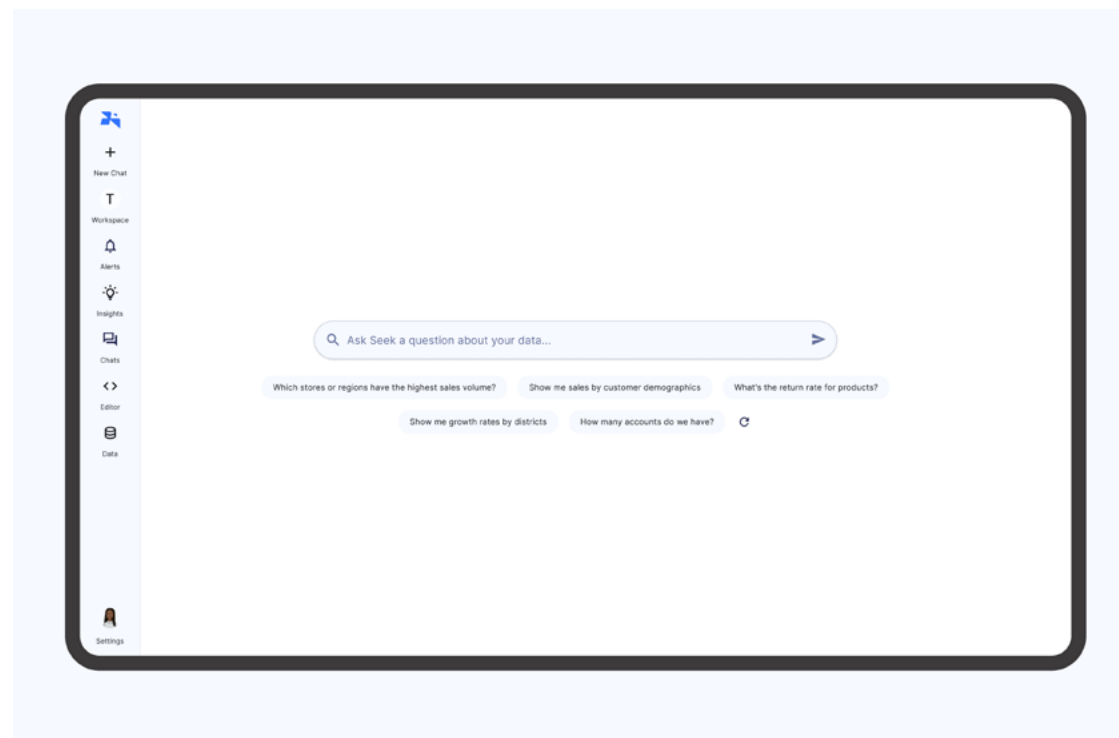


Company: Seek AI
Design Studio/Department: Seek AI
Website: seek.ai
Design: Eric Wu



“Seek AI addresses a major challenge for organizations with large amounts of data but limited capacity. It uses LLMs to assist data analysts, enabling efficient query processing and freeing up time for complex tasks. The platform’s thoughtful design, ease of use with natural language prompts, and expert features like code review and editing highlight its potential. While the UX design and brand expression could be refined further, its simplicity, workflow integration, and approach to augmenting human expertise show significant relevance and promise.”

— UX Design Awards Jury 2025



Smila Gen 2 is a digital medication dispenser that helps elderly people take their medication reliably and securely, and reduces the workload for nursing staff. The cloud-based system consists of an on-site medication dispenser with a touch display, a web front-end and a mobile app that connects all users. It enables monitoring, remote medication and video calls. The user-friendly UI with a focus on accessibility ensures unrestricted use and thus improves the quality of life of patients.

Company:
JDM Innovation GmbH

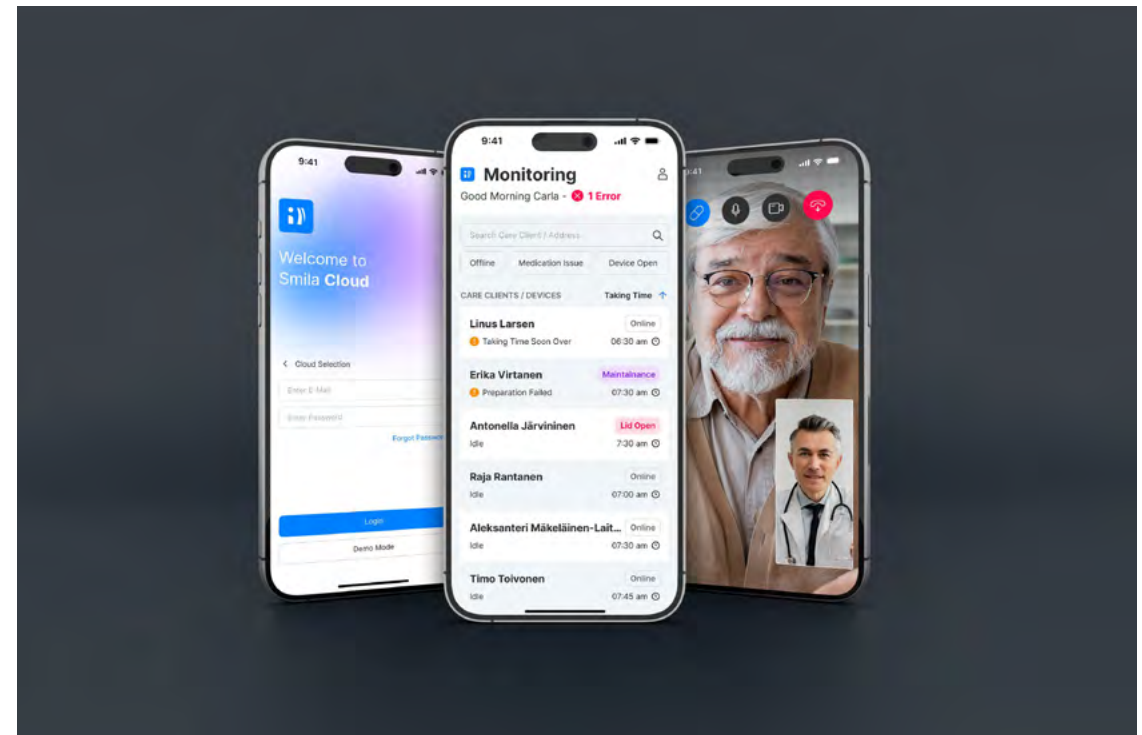
Design Studio/Department:
zigzag GmbH

Website:
jdm.de



“As populations age and the demand for care increases, it becomes crucial to strictly adhere to prescribed medications in order to maintain health. This system supports caregivers by lightening their workload and ensuring that patients take the right medicines at the right times, thereby reducing errors. Designed for older adults, it’s accessible, intuitive and tailored to their needs.”

— UX Design Awards Jury 2025



UX Design Award | Product

The intelligent medication dispenser
Smila Gen 2

The *Thermomix® TM7 & Cookidoo®* is a multifunctional kitchen device enhanced with a 10-inch multi-touch display, offering a seamless experience together with the recipe platform *Cookidoo®*. It combines the full culinary journey – from personalized inspiration with over 100,000 international recipes to an intuitive Guided Cooking function on the device itself. New features, such as a Digital Twin and smart weighing, make it a perfect kitchen companion for creativity and culinary success.

Company:
Vorwerk Elektrowerke GmbH & Co. KG

Website:
vorwerk.com

Design Studio/Department:
Thermomix® & Cookidoo®
User Experience Team



"The *Thermomix® TM7* makes cooking accessible to everyone. Its clear instructions, visual guides, and diverse meal options spark creativity among people of all ages and skill levels. Its intuitive design removes the barriers that prevent non-cooks and busy individuals from preparing meals at home, thereby reducing their dependence on fast food."

— UX Design Awards Jury 2025



UX Design Award | Product

Thermomix® TM7 & Cookidoo®

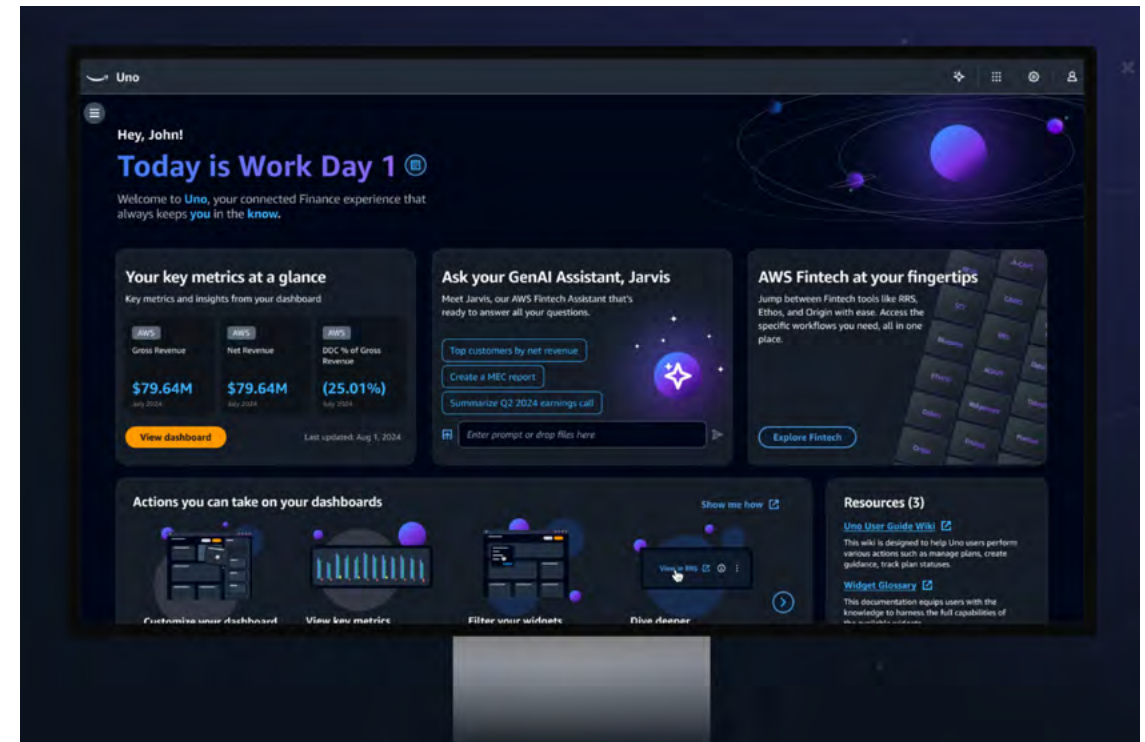
Uno is an AI-powered intelligence platform transforming AWS finance by unifying 27 internal tools to deliver proactive, actionable insights for high-velocity decision-making, boost productivity with purpose-built workflows, and ensure consistency with accurate data from Authoritative Sources of Truth. With its focus on accessibility and scale, it streamlines any complex process empowering enterprise teams to deliver strategic outcomes to drive revenue growth, free cash flow, and profitability.

Company:
Amazon Web Services (AWS)

Website:
aws.amazon.com

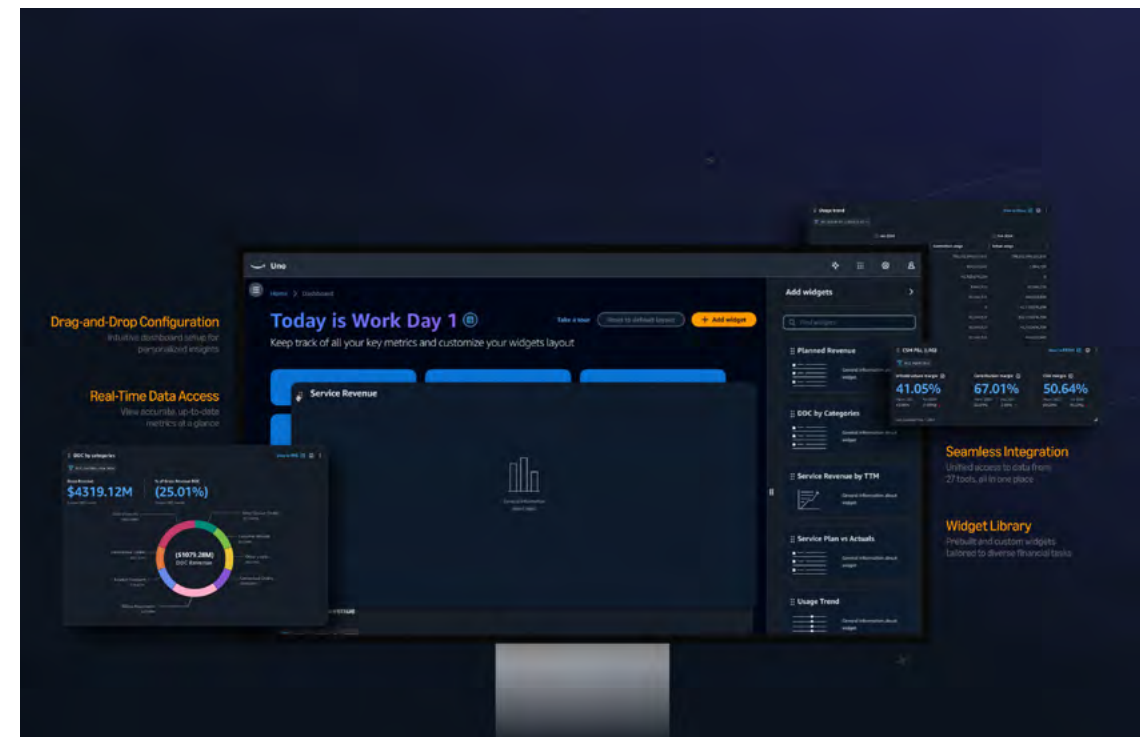
Design Studio/Department:
AWS Fintech Research & Design

Design:
Aditi Sharma, Mike Perez,
Arjav Arpit Shah, Ikechukwu Ohu,
Rafael Mendiola, Thomas Regur,
Prakhar Ojha, Mark Nelson,
Umar Sheikh, Navni Nagpal,
Natalie Telson, Sreeram Krishnan,
Amandeep Singh, Mohit Agarwal,
Adam Allen, Kirtimoy Guha,
Vivek Bharadwaj, Sonali Tanna,
Wesley Tsai



"Uno's user-centric design integrates advanced technology to deliver measurable business impact. It centralizes 27 tools into one customizable dashboard, reducing reporting workflows from 10 hours to one, improving data accuracy to 99%, and increasing Customer Effort Score from 2.9 to 3.8. GenAI, including natural language Text-to-SQL queries, accelerates decision making and simplifies routine tasks. Adherence to AA accessibility standards ensures inclusivity, while the scalable design aligns with growth strategy. This solution exemplifies clarity, innovation, and exceptional value."

— UX Design Awards Jury 2025



Boost is an AI-driven design platform for e-commerce, using text-to-image, image-to-image, and text generation technologies to support content creation and brand development. It offers two core modules: AI Product Design and AI Copy Generation. Key features include automated background generation for product images, multilingual copywriting with title and feature extraction, and efficient image editing tools such as background removal and content erasure.

Company:
Wavesfuture

Website:
boost.cc

Design Studio/Department:
Wavesfuture

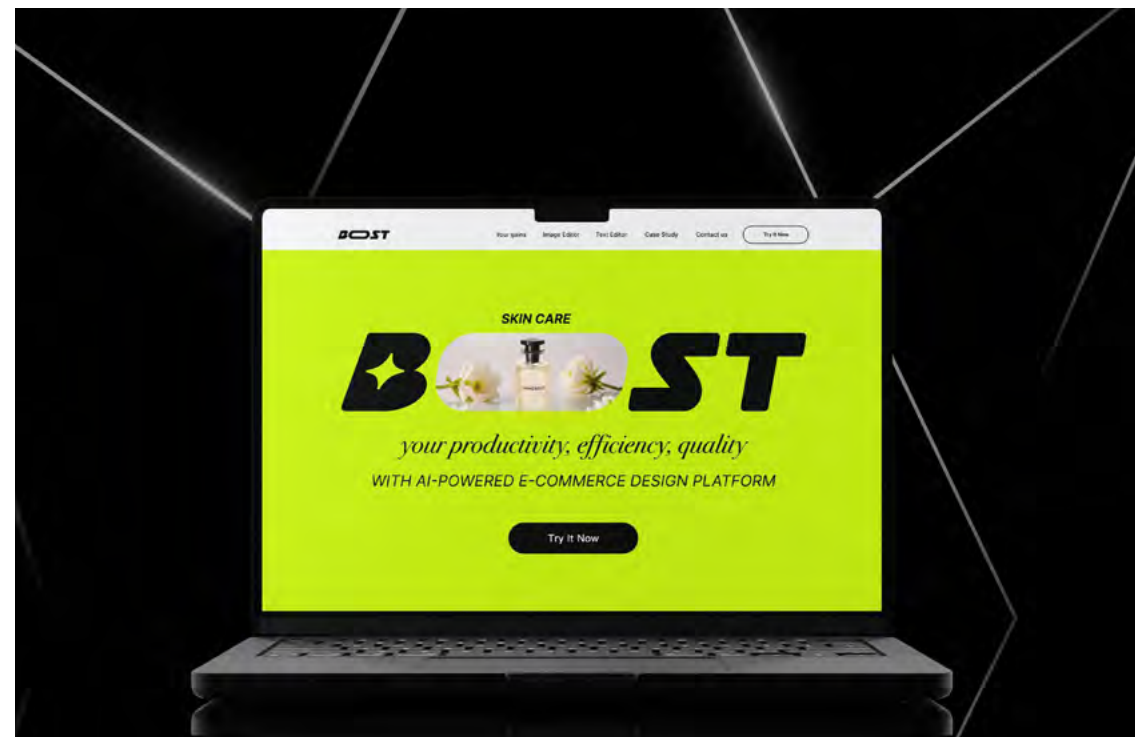
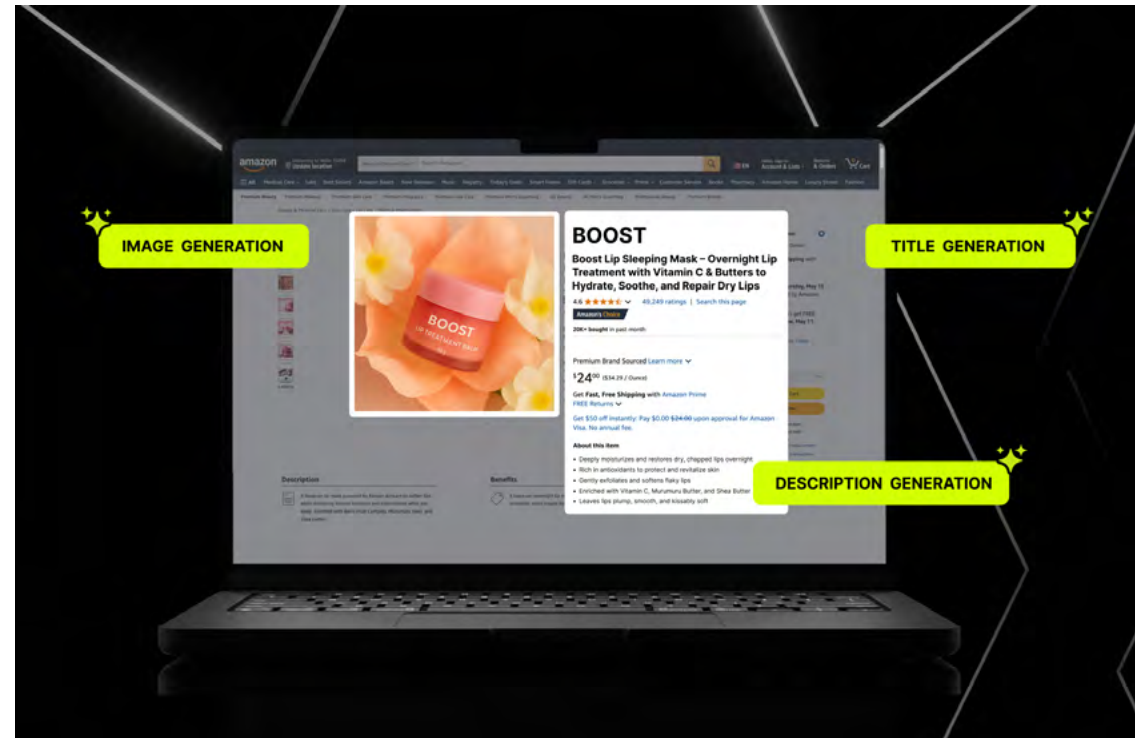
Design:
Wenjuan Zhou, Weiwei Xiang,
Wenlong Zhang, Qian Zhao, Jing Li



Great experiences are made for people. That's why we give everyone a voice! In each award season, we invite UX professionals and users worldwide to vote for their favorite projects on the Awards' website. All nominated entries are eligible. The winner of the Public Choice is proclaimed at the award announcement, together with the titles decided upon by the jury. The high annual polling rate means that the best-voted entry is indeed the winner of the hearts of the global UX community. Congratulations to the Public Choice Award winner!

UX Design Award | Public Choice

Boost: AI-powered e-commerce design platform





The software redesign for PCC by Vision Research aimed for quick, efficient configuration of high-speed cameras, boosting functionality, design, and efficiency to support the motto: “When it’s too fast to see, and too important not to”. Addressing the evolving needs of scientific, aerospace, automotive, and entertainment sectors, user research guided the redesign, resulting in a user-centered, modern application with advanced features meeting strict quality standards.

Company:
Vision Research | Ametek

Website:
ergosign.de

Design Studio/Department:
Ergosign GmbH

Design:
Timo Pauli, Matthias Clemens,
Mohammad Tayfour, Janine Dasbeck,
Jan Stricker, Philipp Schwinn,
Malita Wegener

UX
DESIGN
AWARDS
nominated
2025



The *Advanced Communication & Entertainment System (ACES)* is a Pre-Recorded Announcements Machine (PRAM) solution that enables a personalized boarding experience by playing users’ own choice of music, advertisements, and announcements. *ACES* allows airlines to make immediate updates, improve passenger satisfaction, explore new marketing opportunities, and increase efficiency by minimizing the need for maintenance.

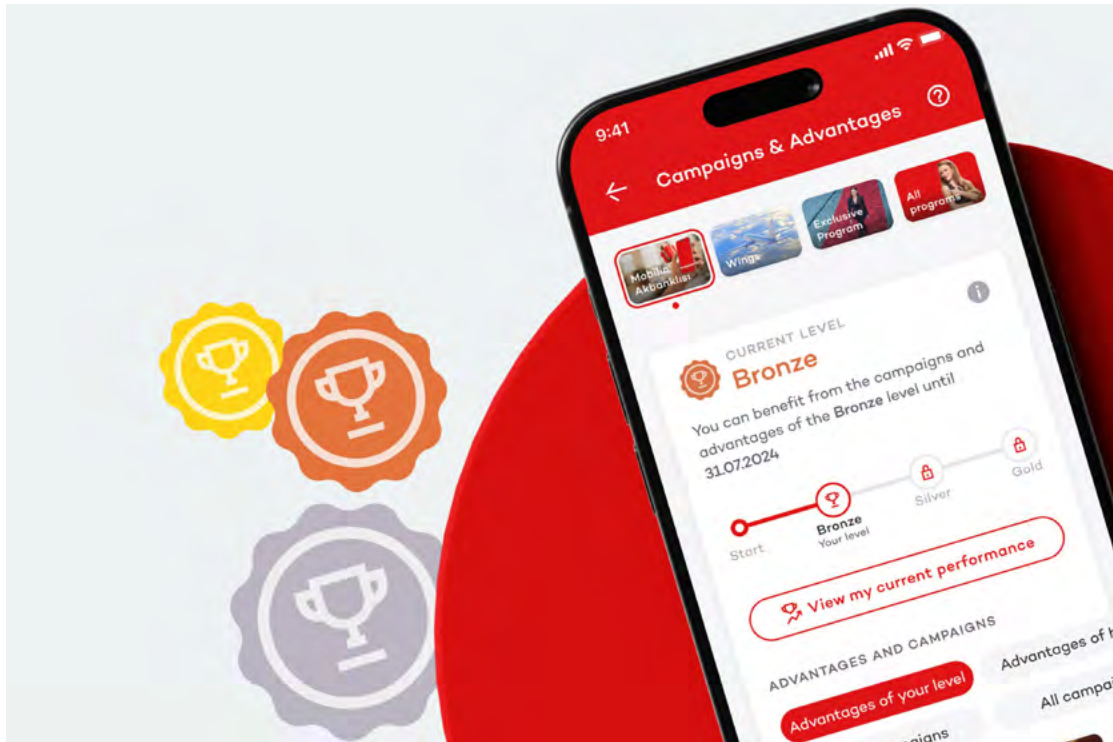
Company:
Honeywell

Website:
honeywell.com

Design Studio/Department:
Nayeli Castaneda

Design:
Honeywell User Experience (HUE)

UX
DESIGN
AWARDS
nominated
2025



Mobilin Akbanklısı was designed to redefine loyalty by leveraging user engagement through gamification and personalized rewards. It introduces a multi-level system where users unlock benefits that grow with their activities. The intuitive design enhances visibility of rewards and simplifies navigation, motivating users to interact more frequently. By transforming routine banking into an engaging experience, it fosters a deeper connection between users and Akbank Mobile.

Company:
Akbank T.A.Ş

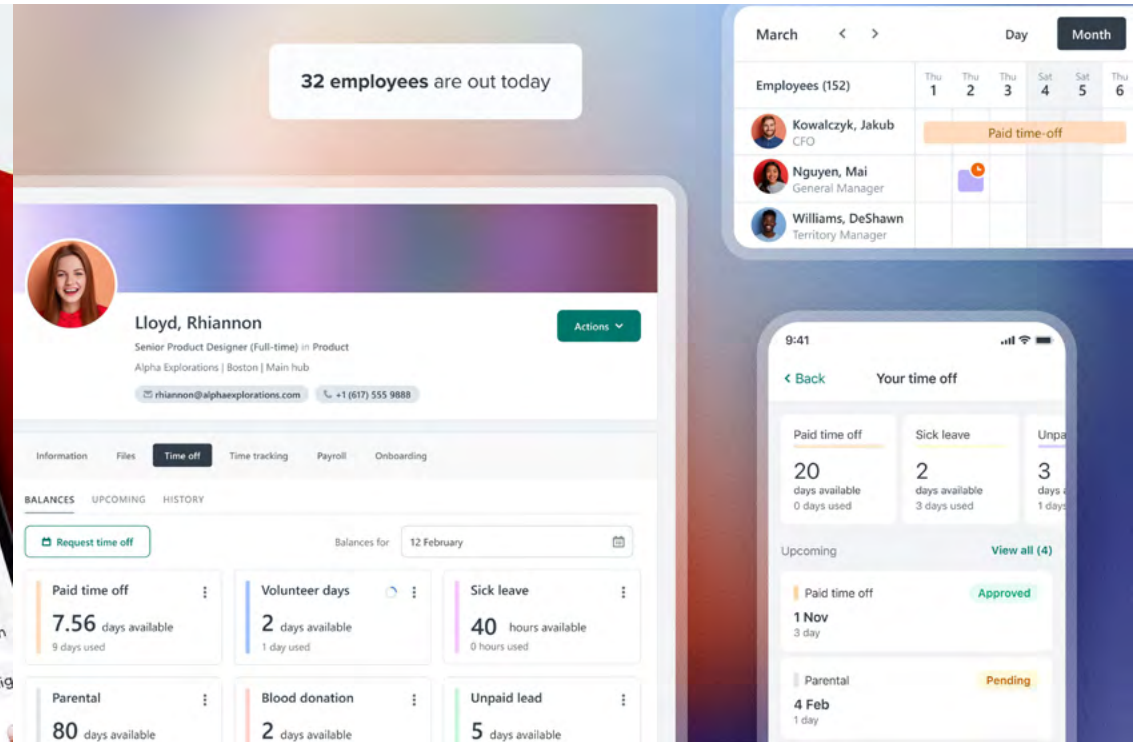
Website:
akbank.com

Design Studio/Department:
Digital Design & Innovation

Design:
Örsan Berkay Tülüçe, İpek Kedici,
Ekin Erden, Fırat Ergon, Nur Aras,
Anil Emmiler, Elif Arslan,
Selim Barokas, Ozan Atağ

UX
DESIGN
AWARDS
nominated
2025

78



Workable HR is a user-centric employee management platform designed to simplify complex HR tasks. By focusing on intuitive design and streamlined workflows, it empowers both HR professionals and employees to work more efficiently. Key features include automated onboarding, customizable performance reviews, employee self-service portals, and robust time and attendance tracking. Workable HR is designed to enhance the overall HR experience and improve operational efficiency.

Company:
Workable

Website:
workable.com

Design:
Avra Alevropoulou, Thanos Dimitriou,
Maria Romosiou, Marianna Tzachsian,
Stelios Xenakis, Constantina Stratoudaki,
Matt McCrory

An all-in-one
employee management system

79

Akbank Mobile: Mobilin Akbanklısı



Anker Power Bank and Charger is a multi-port integrated smart charging system designed to provide users with an efficient, safe, and convenient charging experience. This series is the first smart charging system that tracks power and temperature in real time through a smart control screen, dynamically distributes power, adjusts temperature, and communicates with users using anthropomorphic expression animations, providing an innovative charging experience that subverts tradition.

Company:
Anker

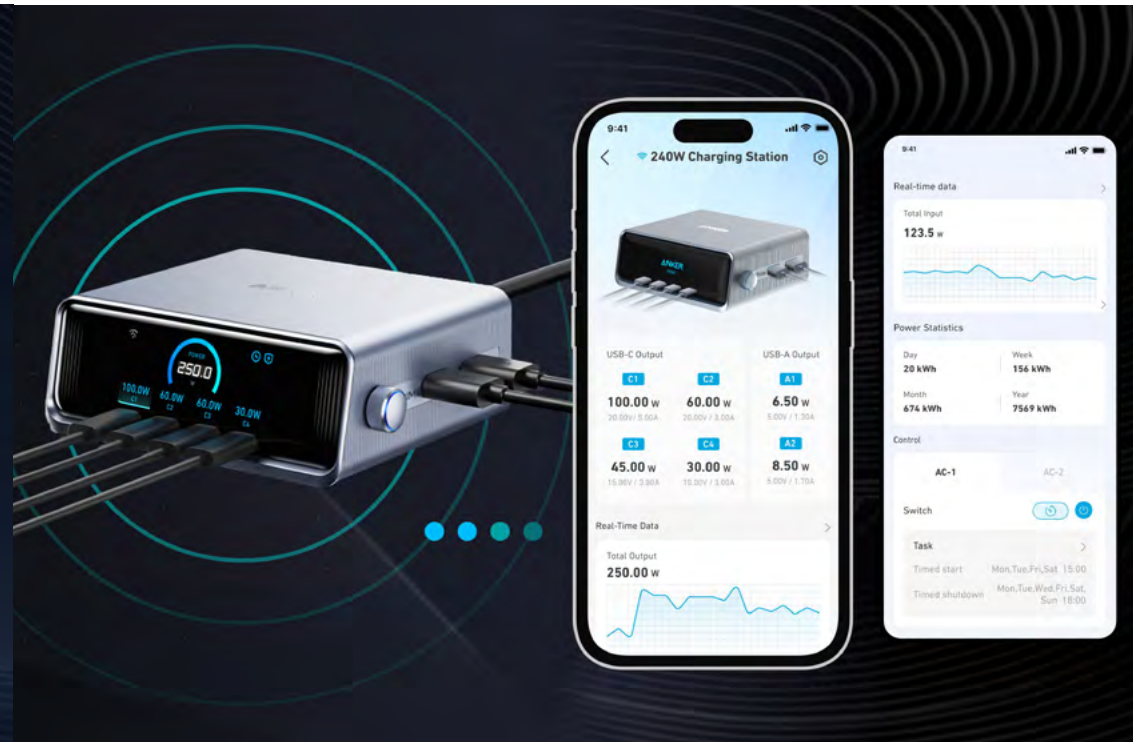
Design Studio/Department:
IDC-UX

Website:
amazon.co.uk/dp/B0DCBB2YTR

Design:
Wenjun Yu, Xiaoying Gu

Anker PowerBank & Charger Charging System

80



Anker Prime Charger is Anker's most advanced multi-device fast charging product, combining efficiency, intelligence and convenience. It supports four ports to be used simultaneously, providing efficient charging. Equipped with a 2.26-inch LCD display, it monitors the charging status in real time and adjusts the energy output through the knob to ensure that each device is charged at the optimal speed. This product brings greater convenience to users and solves the pain points of daily charging.

Company:
Anker

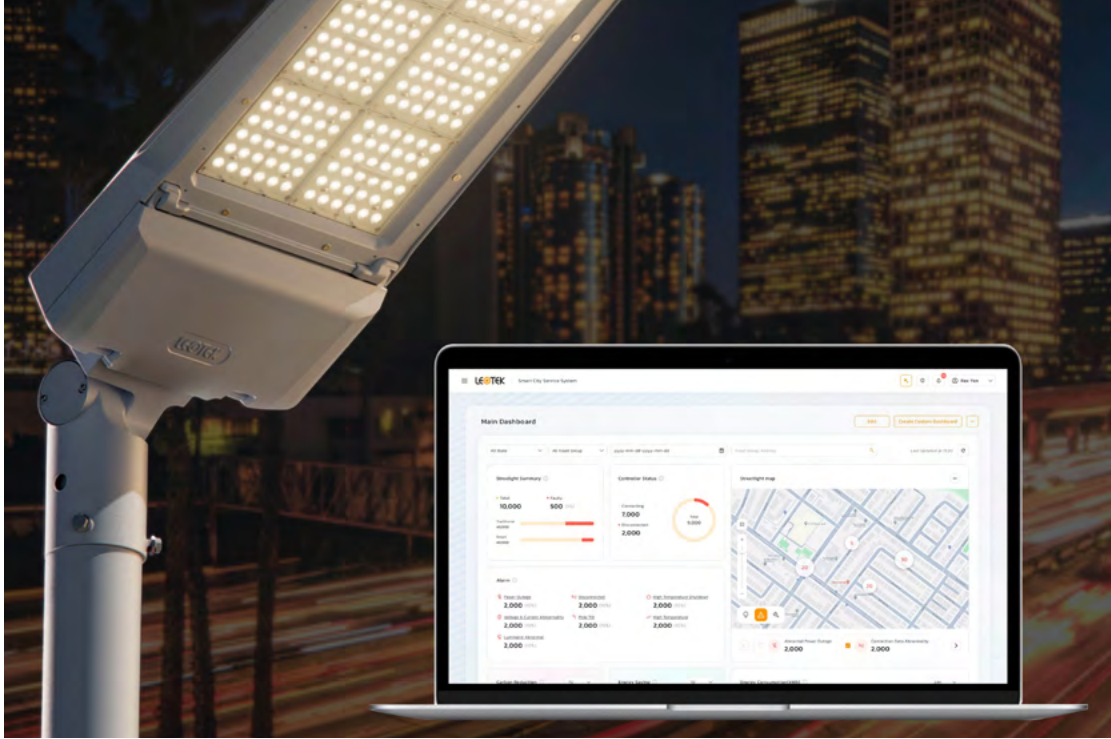
Design Studio/Department:
IDC-UX

Website:
anker.com

Design:
Wenjun Yu, Xiaoying Gu

Anker Prime – Smart and Powerful Charging Station

81



This smart street lighting solution integrates advanced hardware with an AI-powered platform. It features networked streetlights with auto-dimming, fault detection, and real-time monitoring. The user-friendly dashboard enables remote control, predictive analytics, and efficient maintenance management – all designed to enhance public safety and reduce energy consumption.

**UX
DESIGN
AWARDS**
nominated
2025

Company:
Leotek corporation

Design Studio/Department:
ILS department

Website:
leotek.com

ARMS, AI Roadway Infrastructure
Management System

82



The *Atellica LumiQ Analyzer* is a semi-automated point-of-care urinalysis analyzer that aids in the assessment, diagnosis, and monitoring of chronic conditions.

**UX
DESIGN
AWARDS**
nominated
2025

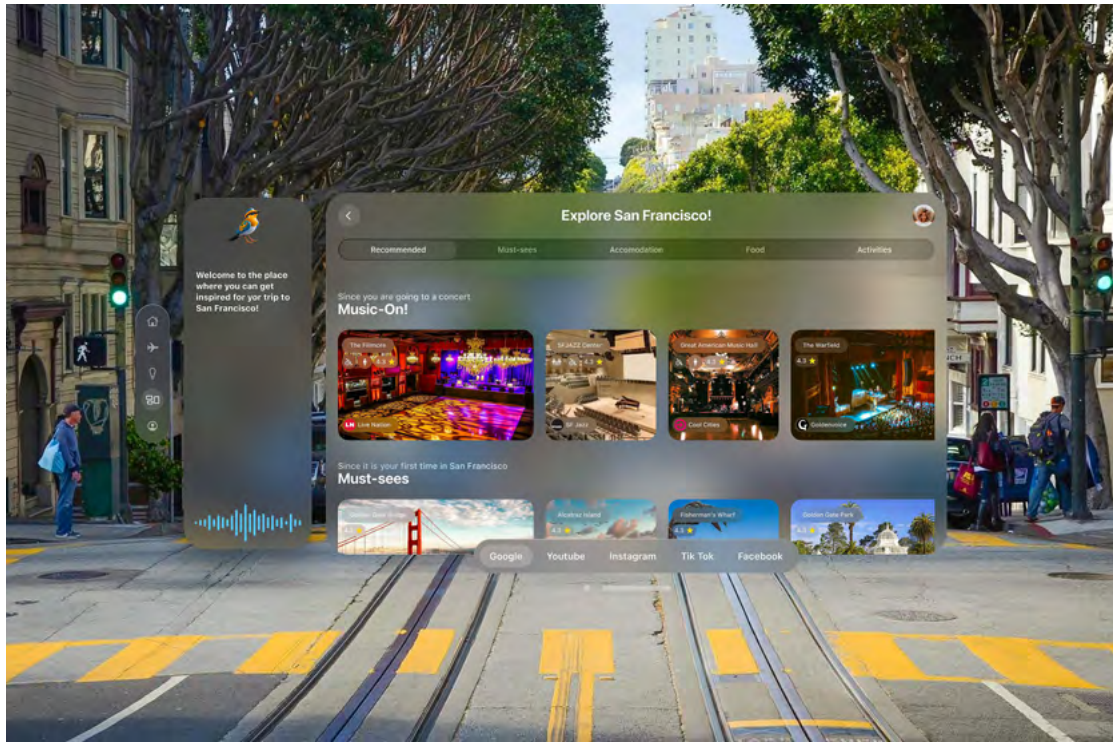
Company:
Siemens Healthineers AG

Design Studio/Department:
User Experience Design

Website:
siemens-healthineers.com

Atellica LumiQ

83



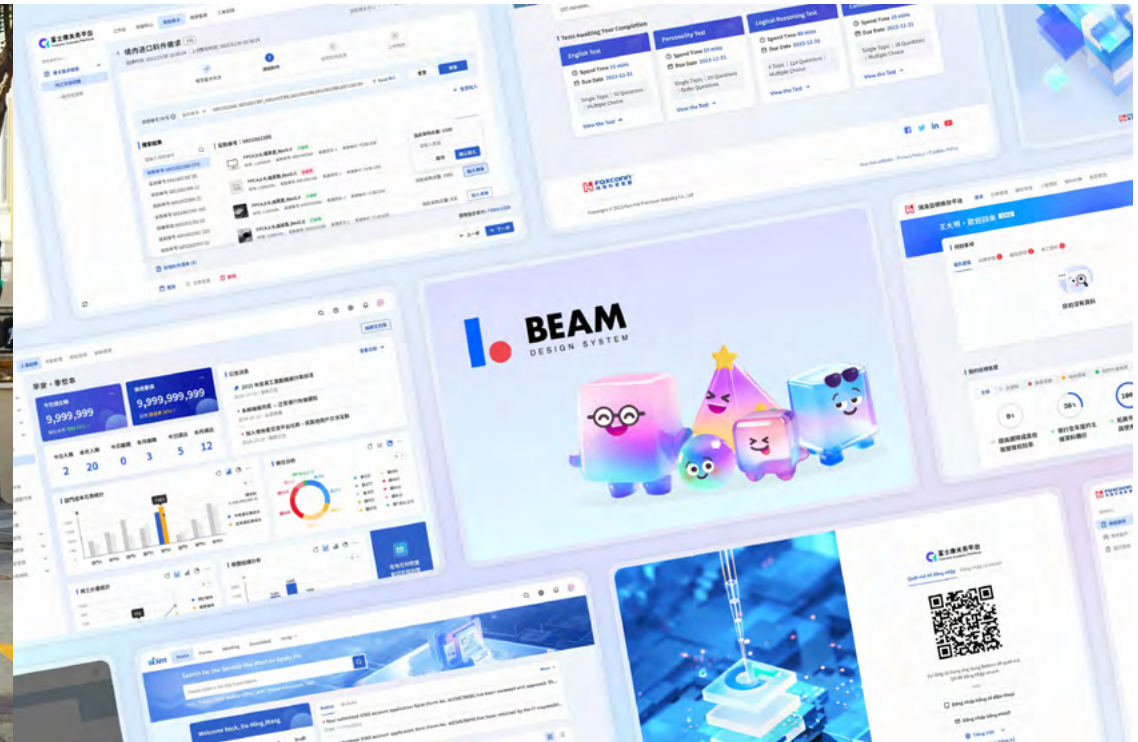
Atlas AI is a Vision Pro based AI-powered travel planner. With just one question from the user, it generates tailored recommendations based on user's interests, showcasing immersive 360° views of iconic spots. Users can easily add activities to their itinerary with a single tap, and it seamlessly adjusts their schedule. Its top three features include personalized recommendations, immersive 360° exploration, and real-time itinerary management. It makes travel planning fun and effortless.

Company:
Encora

Design Studio/Department:
Digital Experience

Website:
encora.com

UX
DESIGN
AWARDS
nominated
2025



BEAM Design System unifies design practices across FOXCONN Technology Group, creating a cohesive digital experience. By providing a shared library of reusable components and guidelines, it ensures consistency across diverse platforms and caters to global users. Training workshops and community building promotes a culture of design excellence. This streamlined approach accelerates development, reduces redundancy, and lays a solid foundation for future digital experiences.

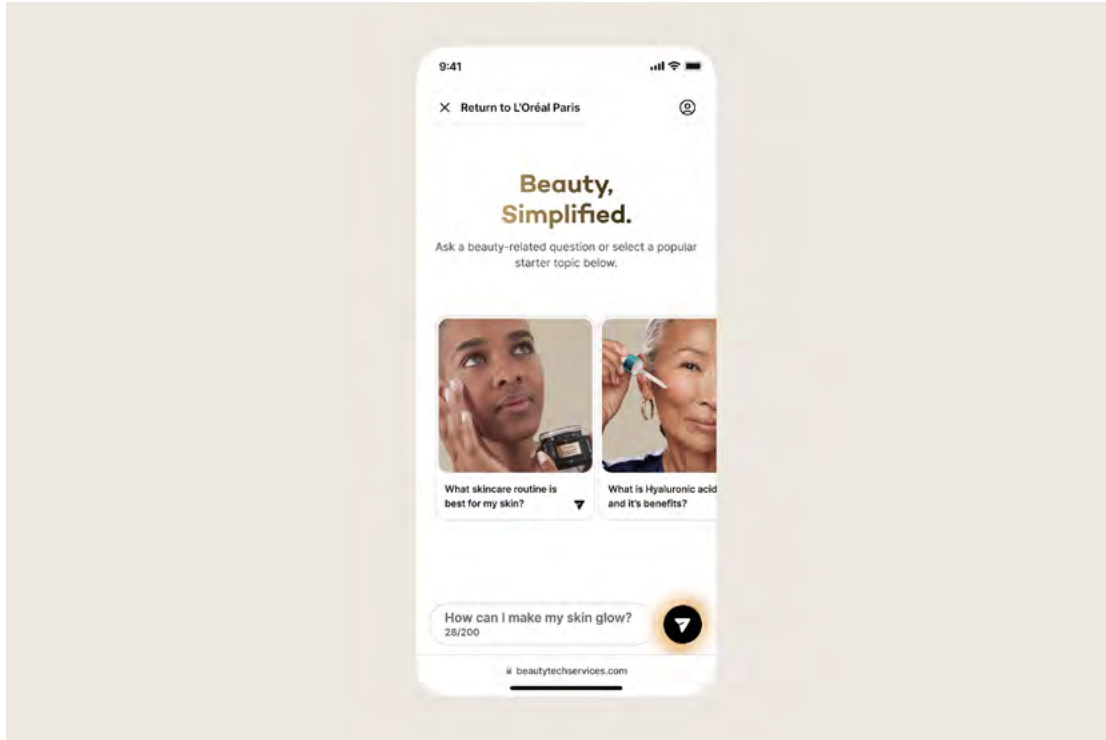
Company:
Hon Hai Technology Group (Foxconn®)

Design Studio/Department:
Central Information Technology

Website:
foxconn.sharepoint.com

Design:
HsiangLin Yang, Yichun Chou,
HsinYi Huang, YiChen Lan, Long Chin,
YuTing Kuo, LiFang Wan, WenJun He

UX
DESIGN
AWARDS
nominated
2025



L'Oréal Paris *Beauty Genius* is a Gen AI assistant that delivers personalised, expert-backed beauty advice through conversational UX. It supports users in discovering suitable products, understanding how to use them, and building routines that align with individual needs while fostering a trusted one-to-one relationship.

Company:
L'Oréal group

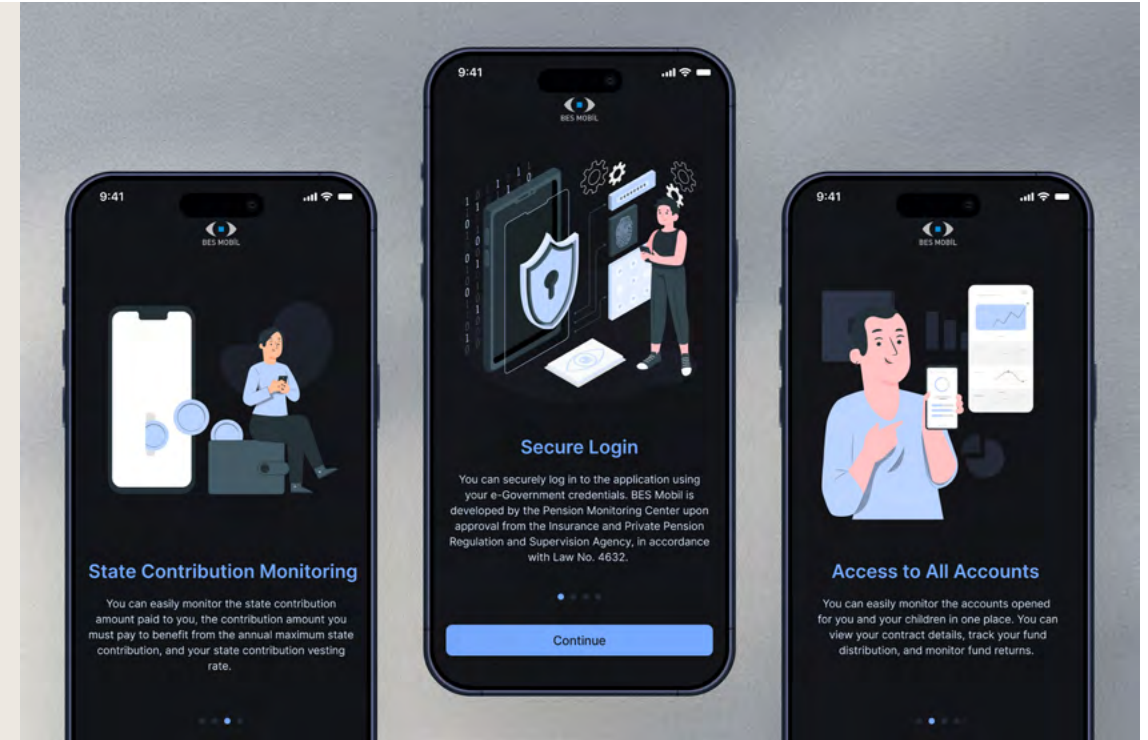
Website:
lorealparisusa.com

Design Studio/Department:
Beauty Tech Services

Design:
Hemel Dave, David Denni,
Romain Dardour, Rémi Bardoux,
Adrien Gomar, Visna Lim, Katie Zibert

UX
DESIGN
AWARDS
nominated
2025

86



BES Mobil is a centralized pension dashboard that consolidates data from all providers, including child-linked accounts. It offers a simplified interface, personalized insights (e.g., vested state contributions, retirement projections), and interactive tools like fund comparison and contribution planning. Behavioral nudges guide timely actions, helping users understand their financial status and make informed, long-term decisions.

Company:
Pension Monitoring Center

Website:
egm.org.tr

Design Studio/Department:
Digital Product Management & Strategy

Design:
Ezgi Taşlı

UX
DESIGN
AWARDS
nominated
2025

87

BES Mobil

Beauty Genius: Personalised
AI Beauty Assistant



Cathay Shop 2.0 transforms Cathay's inflight shopping by integrating it into a cohesive lifestyle ecosystem. It is designed for frequent travelers and loyalty members, providing seamless online, inflight, and in-store interactions. Key features include offline shopping, guest checkout, and loyalty integration, which enhance convenience and inclusivity. This user-centric approach aims to increase engagement, reduce operational costs, and support Cathay's position as a prominent lifestyle brand.

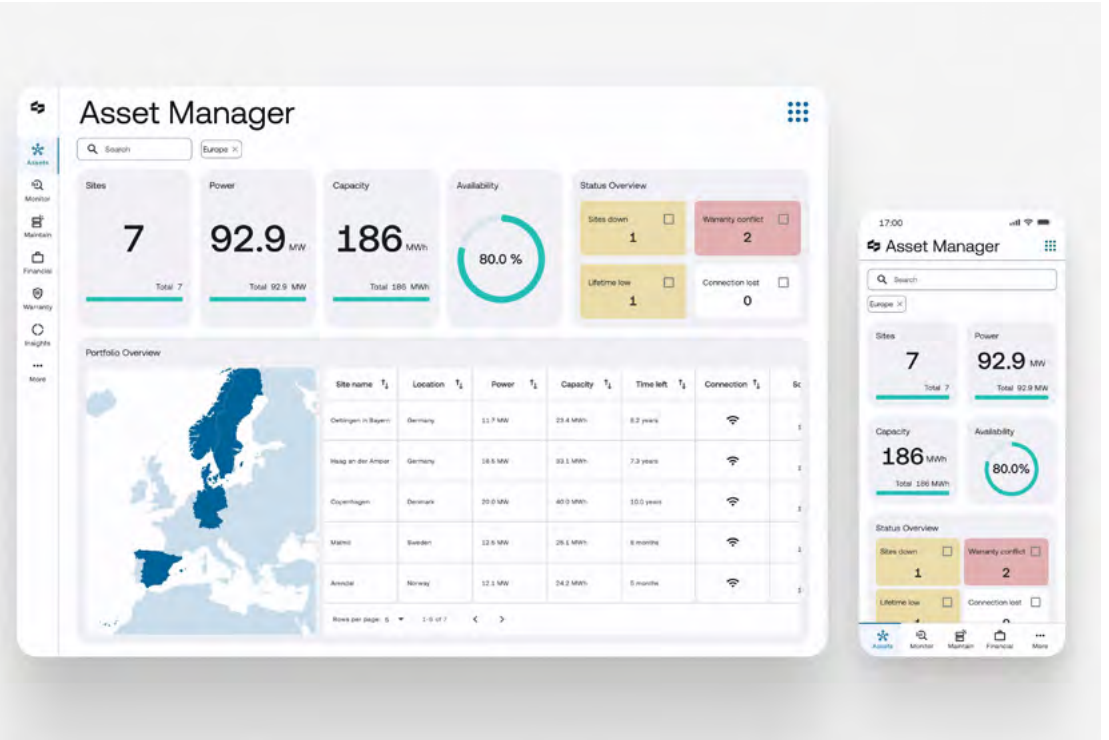
Company:
Cathay Pacific

Website:
lifestyle.asiamiles.com

Design Studio/Department:
Digital Experience

Design:
Eddie Cheung, Cheryl Kan, Hazel Chan,
Gavin Ng, Hsiang-Yi Lung, Jennie Pong,
Natalie Leung, Kero Leung

UX
DESIGN
AWARDS
nominated
2025



Collect Platform is a web-based SaaS product which helps to remotely manage utility-scale battery energy storage systems. Equipped with proprietary data analytics, the platform delivers actionable technical and commercial insights to optimize the use of batteries. It also enables collaboration between asset managers and external stakeholders, through interactive elements and API integrations.

Company:
Collect Energy

Website:
collectenergy.com

Design:
Luiz Simoes, Marina Ramon



Circles is a text-based chat experience designed to replicate natural, real-life conversations online. Each circle hosts up to six users, messages vanish after 90 seconds, and an AI-driven banner continuously updates the live topic. This setup reduces social anxiety, ensures equal participation, and makes digital interactions more human and authentic.

UX
DESIGN
AWARDS
nominated
2025

Company:
Ratio

Website:
ratio.global

Design Studio/Department:
Product Design

Design:
Marzhan Kabduakhitova,
Alisher Kabduakhitov

Circles by Ratio

90



UX
DESIGN
AWARDS
nominated
2025

ClearVPN by MacPaw is a cross-platform VPN designed to make digital privacy an effortless daily habit. The latest redesign introduces a one-tap interface with the "Optimal Location" feature, connecting users to the best server instantly. With its intuitive design, *ClearVPN* combines simplicity and robust security, offering seamless and secure online protection.

Company:
MacPaw

Website:
clearvpn.com

Design Studio/Department:
ClearVPN

Design:
Anastasia Budyk, Andrii Herliuk,
Kateryna Sheliuk, Kseniia Vesta

ClearVPN

91



The new *Clivet UI Design System* is a simple, clean, comprehensive design language that aims to improve our customer experience. It is designed to strike the best balance between untrained end users and professional installers' approaches. It is created to be applied to all the physical HMI, wall-mounted or embedded in the product, but also to be applied in the app. In this way, we continue the seamless experience through all our physical and digital controls.

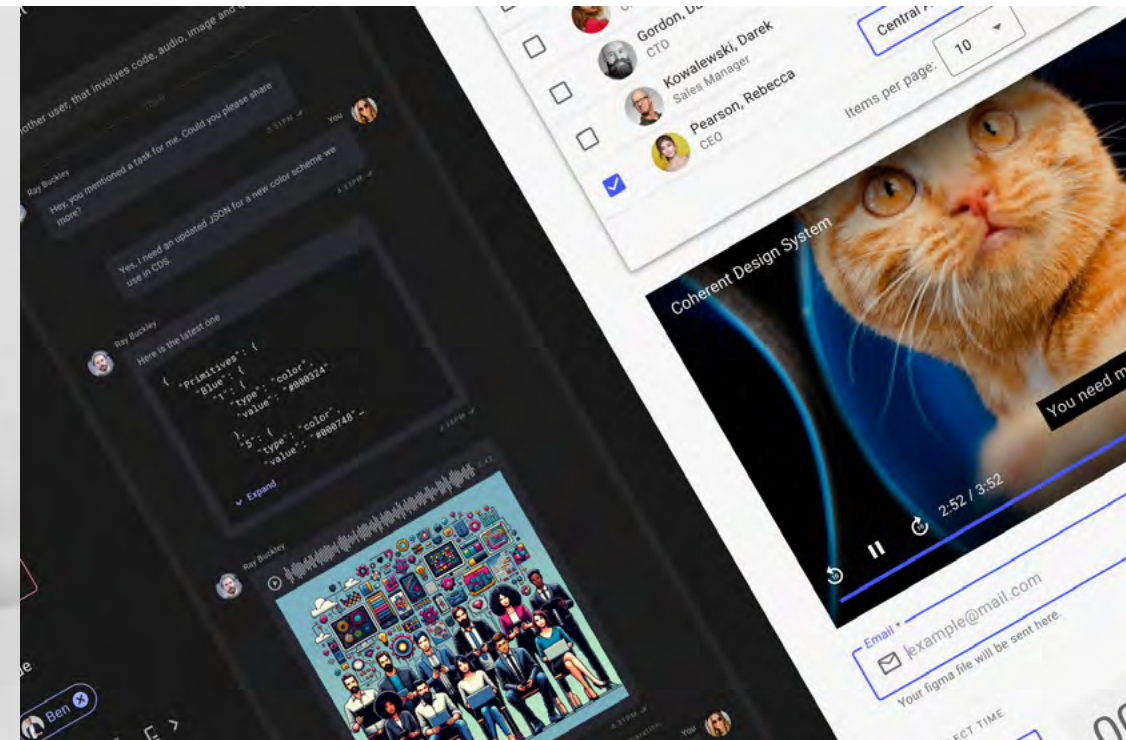
Company:
Clivet

Website:
clivet.com

Design Studio/Department:
Clivet Design Team

Design:
Noi Creative Design Agency,
Biagio Ludovico, Derya Ercivan

UX
DESIGN
AWARDS
nominated
2025



The *Coherent Design System (CDS)* emerged as an innovative solution for industries that rely heavily on structured data and user input, including CRM, ERP, CMS, and other platforms used in finance, eCommerce, healthcare, and R&D. Initially crafted to address internal design and development inefficiencies, *CDS* has evolved into a robust design system that supports a broad spectrum of stakeholders and end-users, enabling streamlined workflows and enhanced productivity.

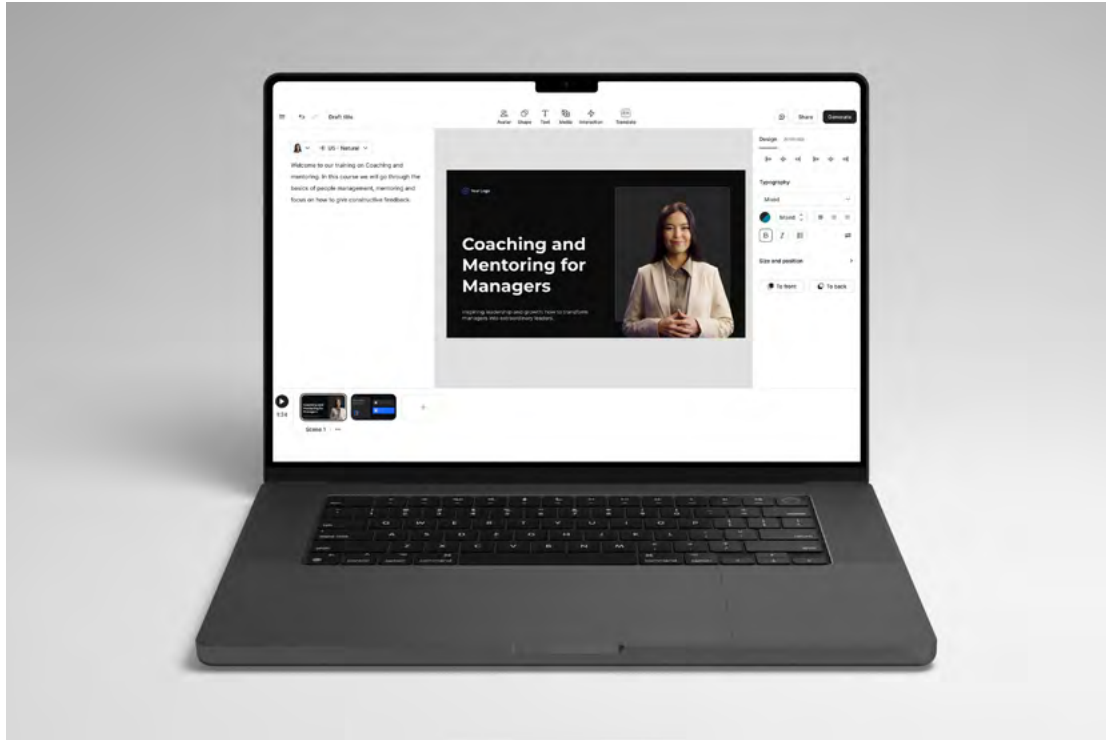
Company:
Coherent Solutions

Website:
coherent.com

Design Studio/Department:
UX Practice

Design:
Alexey Novik, Denis Kozyulya,
Julia Kobrikova, Roman Kuchuk,
Ksenia Gorobuk, Yuri Grigorovich,
Olga Zhukovskaya, Tatsiana Kapitsa,
Irina Lemeshevskaya, Nastya Zhuk,
Aliona Feler, Katya Gomon,
Antonina Dovzhik.

UX
DESIGN
AWARDS
nominated
2025



Colossyan helps companies transform documents and presentations into engaging training videos. With the help of AI Colossyan generates high-quality videos in seconds, complete with compelling content, visuals, and AI avatars to narrate the material. Additionally, the platform offers translation and transcription in over 70 languages, ensuring content is widely accessible. This innovative approach saves significant time, effort, and resources, providing a more sustainable and cost-effective solution.

Company:
Colossyan

Website:
colossyan.com

Design:
Nora Pekker, Balazs Guti, Daniel Marko,
Szandra Karakai, Eva Muck

UX
DESIGN
AWARDS
nominated
2025



UX
DESIGN
AWARDS
nominated
2025

UAI is a pioneering digital share workshop that integrates smart glasses and XR technologies to revolutionize remote manufacturing and craftsmanship. By combining real-time visual guidance and AI-driven feedback, UAI enables users to collaborate seamlessly across distances and enhance their skills. The system's inclusivity and focus on sustainability make it a vital solution for addressing societal challenges, such as skill transfer and accessibility, while contributing to a zero-carbon future.

Company:
USEYA CO., LTD.

Website:
useya.online

Design Studio/Department:
USEYA ADVANCED INDUSTRY

Design:
Osamu Oji



With rising populations and economic development, global food demand is expected to rise. Factors such as global warming-induced climate change and the soaring cost of agricultural resources have also resulted in a harsh environment for agricultural producers, threatening global food supply stability. Leveraging its ICT and AI technologies, NEC developed *CropScope* as a solution to help ensure food security by taking on these challenges.

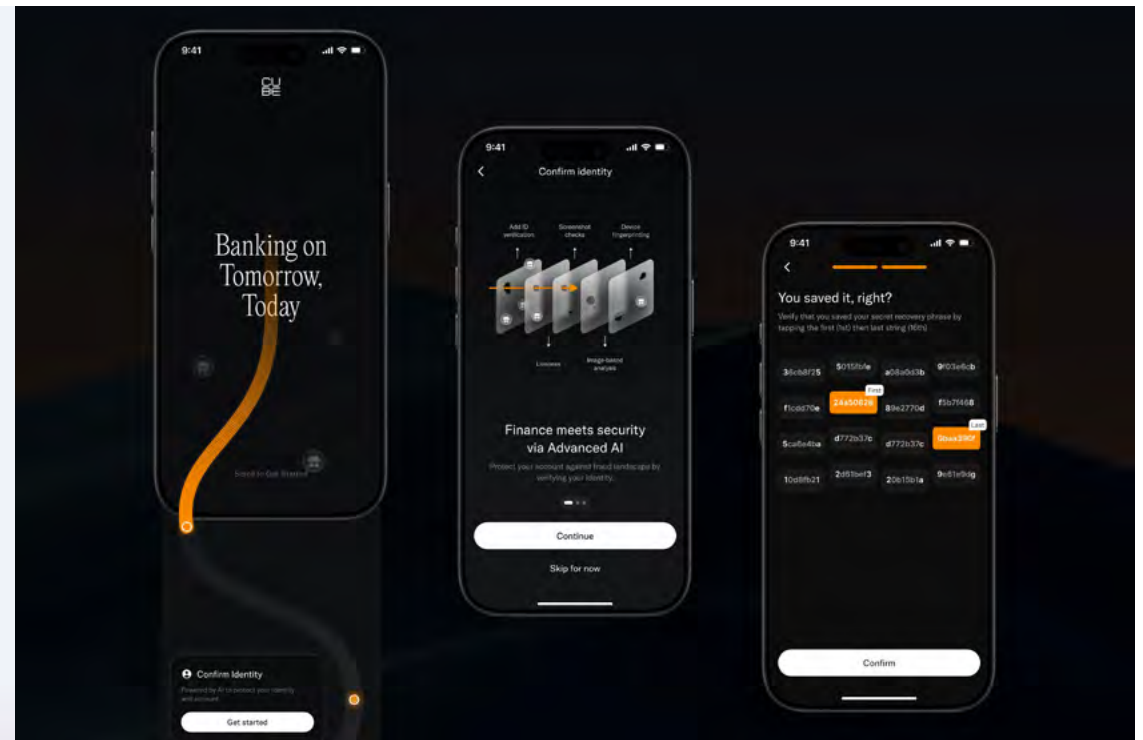
**UX
DESIGN
AWARDS**
nominated
2025

Company:
NEC Corporation

Design Studio/Department:
Corporate Design Department

Website:
nec.com

Design:
Yoshiteru Tomooka, Ryusuke Tsushima,
Masakazu Ikenaga, Daiki Takahashi,
Kanaya Hanae, Yuki Teranaga,
Chitose Imura, Miri Surugaya,
Yosuke Yamada



**UX
DESIGN
AWARDS**
nominated
2025

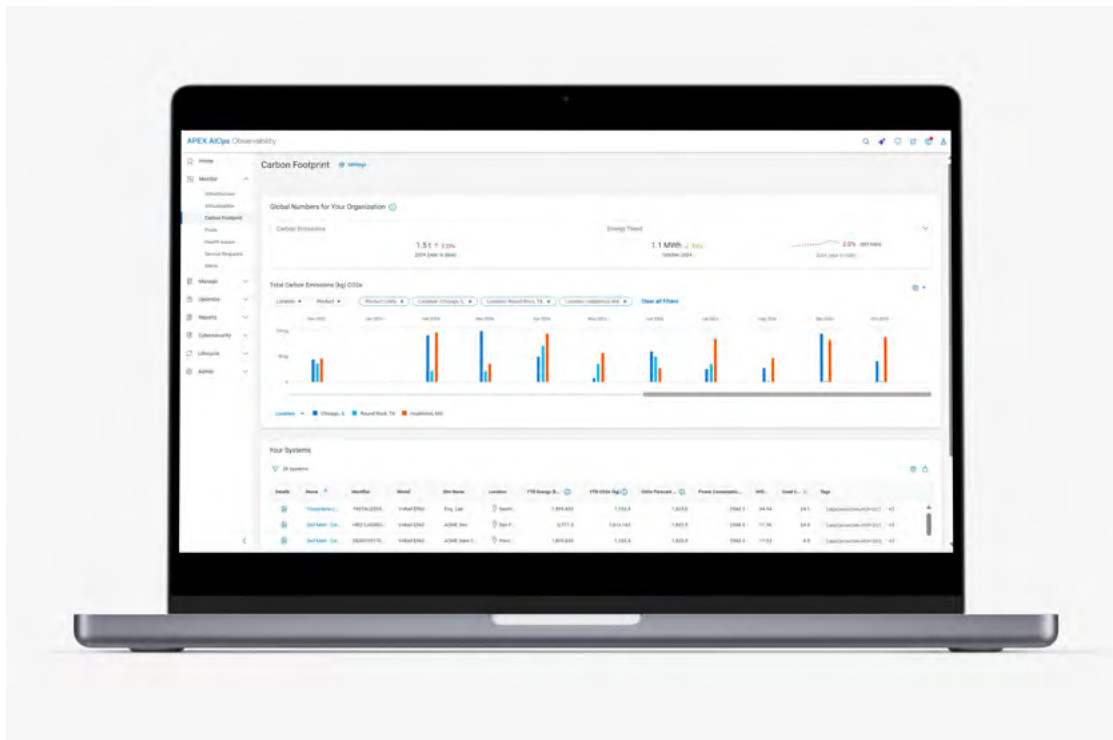
Cube's mobile app reimagines crypto investing by seamlessly blending centralized and decentralized platform features into an intuitive hybrid experience. In contrast to *Cube's* arcade-inspired web design, the mobile app aims to deliver web3 offerings with a familiar comfort for broader groups of retail investors. Through thoughtful UX design, users can confidently explore advanced crypto opportunities at their own pace while enjoying institutional-grade security and performance.

Company:
Cube Group, Inc

Design Studio/Department:
Cube Product, Fireart Studio

Website:
cube.exchange

Design:
Keong Yong, Irakli Lolashvili



Dell APEX provides a user-friendly, real-time, and highly interactive feature for analyzing carbon footprints on IT platforms. Users can leverage advanced AI capabilities to analyze, predict, and reduce carbon emissions from IT operations, effectively driving more sustainable and eco-friendly business practices.

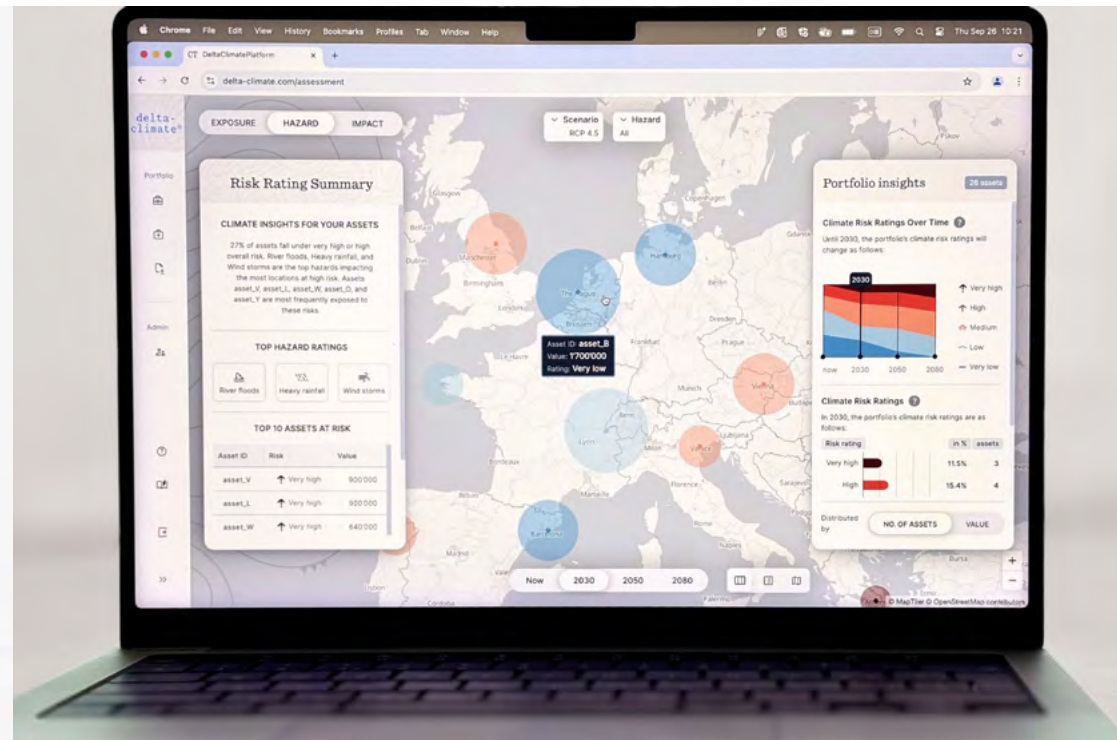
**UX
DESIGN
AWARDS**
nominated
2025

Company:
Dell Technologies

Website:
dell.com

Design Studio/Department:
Experience Design Group,
Dell Technologies

Design:
Corinne Schulze, Ming Qian



The *delta-climate* platform is a web-based software that allows for on-the-fly assessment of physical risk related to project financing and asset portfolios. The dashboard offers dynamic visualizations of physical risk data through concise graphs and figures. Interactive maps provide transparency to risk exposure today and in the future, under different climate scenarios. It translates complex data into a user-friendly format and provides a business-level experience that is accessible.

**UX
DESIGN
AWARDS**
nominated
2025

Company:
CLIMADA Technologies

Website:
climada.tech

Design Studio/Department:
Adnovum AG

Design:
Samuel Frischknecht, Anneline Cachat



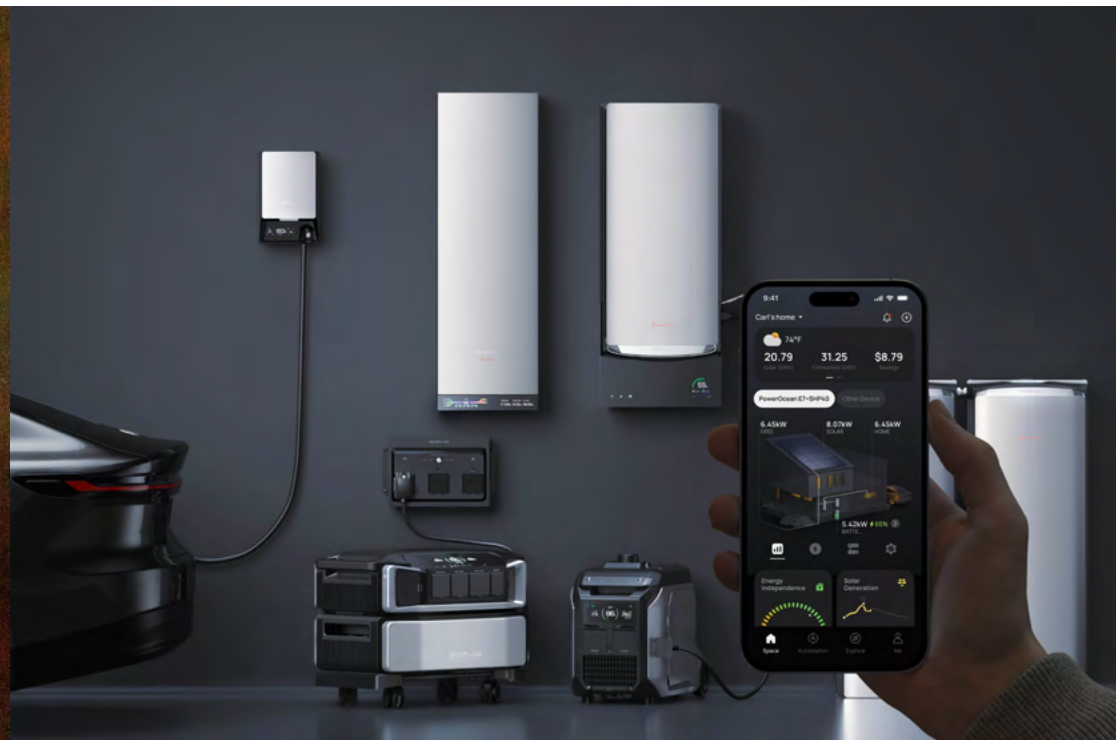
The product offers a redesigned racecourse restaurant experience for Gen Y & Z with a digital customer journey via two initiatives. Firstly, the *Digital Parade Ring: Real-time 3D Horse Visualization*, which provides track overviews, simplifies horse analysis, and enables quick bets via a classic 3-in-1 app. KOL insights aid decision-making, while dynamic race play enhances engagement. The *Interactive AI Horse Selection Station* offers gamified horse attribute comparisons and provides insights to support betting decisions. This feature adds excitement and transforms the race day experience.

Company:
The Hong Kong Jockey Club

Design Studio/Department:
IBM Consulting

Website:
entertainment.hkjc.com

UX
DESIGN
AWARDS
nominated
2025



UX
DESIGN
AWARDS
nominated
2025

EcoFlow OCEAN Pro Home Energy Ecosystem offers grid freedom with a fully integrated solution that combines power generation, battery storage, and control. Featuring EcoFlow's proprietary products, it maximizes solar use for whole-home backup and smart savings. Seamlessly integrating third-party generator, battery, and smart devices, all monitored via the EcoFlow app, it empowers users' journeys toward energy independence.

Company:
EcoFlow

Website:
ecoflow.com

Design Studio/Department:
EcoFlow UX

Design:
Zhong Heli, Liu Yi, Liu Yongyong



The *EcoFlow RAPID Pro X Power Bank*, part of the innovative *RAPID* series, is a top-tier product in the industry. It offers fast charging and an exclusive 1+X modular design. This multitasking power bank powers all devices, from laptops to camera batteries, making it an essential companion for business travel.

**UX
DESIGN
AWARDS**
nominated
2025

Company:
EcoFlow

Website:
ecoflow.com

Design Studio/Department:
EcoFlow UX

Design:
Zhong Heli, Zhang Jing,
Zhong Wenqian, Liu Yongyong



A scalable system composed of solar panels and Stream Series batteries offers a future-ready, solar-powered solution that adapts to your growing needs. Plug in the *STREAM Ultra*, *STREAM Pro*, and *STREAM AC Pro* anywhere in your home – they automatically form an AI-powered Solar Network that delivers 100% solar generated from garden, rooftop and balcony to your laundry, kitchen, living room and more. Every watt is powered by solar, helping users achieve nearly zero electricity bills.

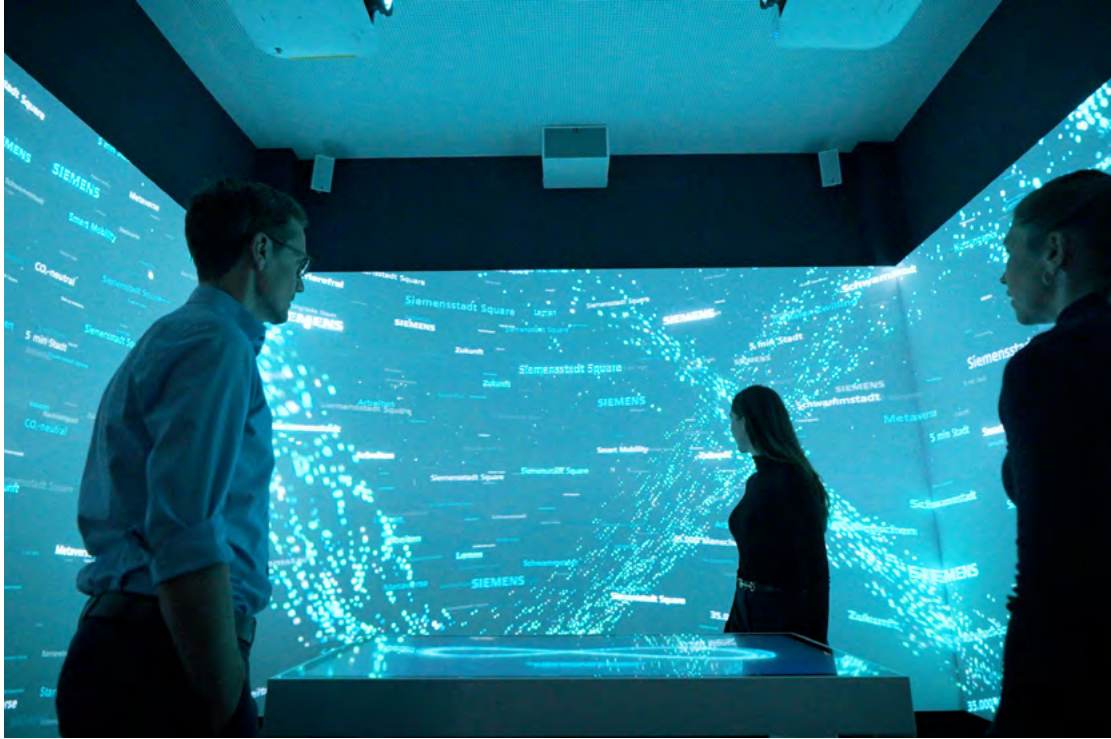
**UX
DESIGN
AWARDS**
nominated
2025

Company:
EcoFlow

Website:
ecoflow.com

Design Studio/Department:
EcoFlow UX

Design:
Zhong Heli, Zhang Jing,
Xu Shimin, Liang Jiayuan



The *Experience Center* is an innovative audiovisual experience space featuring three large-scale projections, each 4x4 meters, and an interactive table for navigation. It provides diverse user groups with the opportunity to explore and interact with this future site from different perspectives in a fully immersive way.

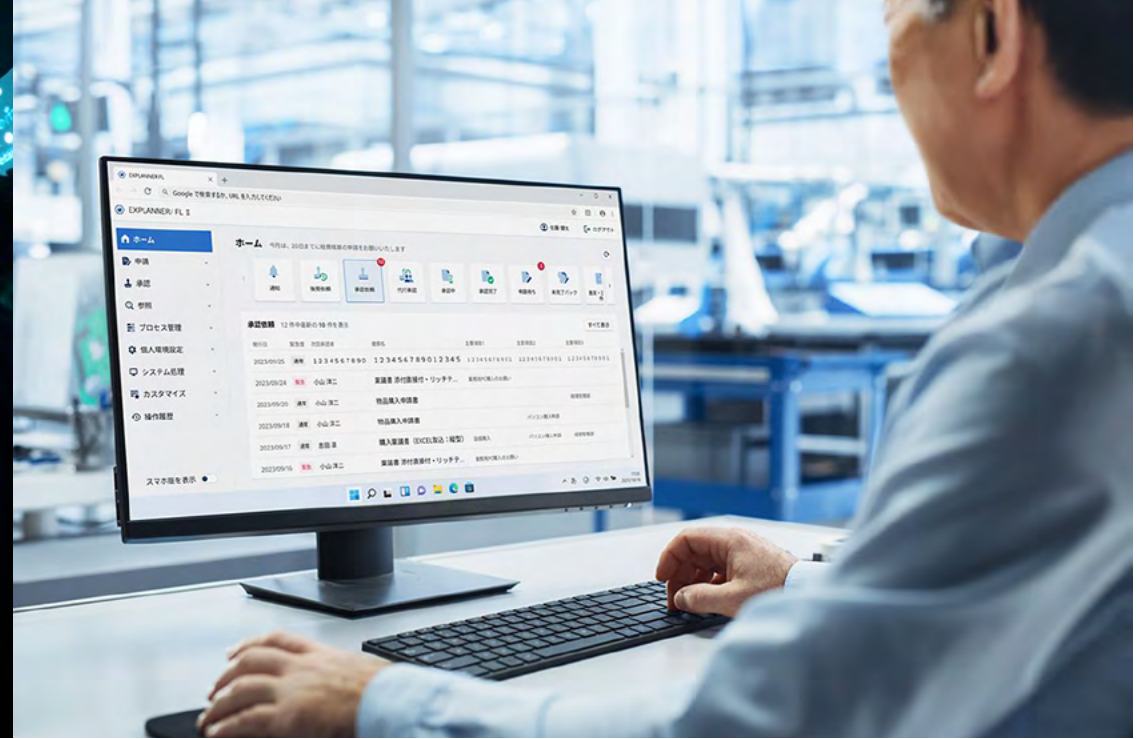
**UX
DESIGN
AWARDS**
nominated
2025

Company:
Large German Corporate

Website:
morean.de

Design Studio/Department:
MOREAN GmbH

Design:
Besjan Xhika, Gonzalo Portabella,
Loran Asaad, Philipp Eckhoff,
Phillip Schmidt, Nicolas Grandillo,
Claudius Brodman



**UX
DESIGN
AWARDS**
nominated
2025

EXPLANNER is a series of enterprise resource planning (ERP) systems with an established track record of over 30,000 deployments in Japan during its 50-year history. As working styles change with the times and business systems transform, this redesign has improved the overall user experience while also enhancing productivity for companies, through an overhaul that harmonizes the screen transitions and display elements across all seven products in the series.

Company:
NEC Corporation

Website:
nec.com

Design Studio/Department:
Corporate Design Department

Design:
NEC Corporation: Yoshiteru Tomooka,
Naomi Shinada | Loop Design Inc.:
Yasuhisa Tawa, Yuzuki Tamai, Keita Imai



EzSub is a digital platform for financial adviser representatives (FARs) launched in 2016 to facilitate insurance applications. In 2025, it was redesigned to deliver a smoother end-to-end sales journey, with smarter features and improved accessibility. This allows advisers to engage prospects, profile customers, generate multiple real-time quotations, and submit insurance applications – all within the same workflow.

Company:
Singlife

Website:
singlife.com

Design Studio/Department:
Technology & Operations – UIUX

Design:
Melvin Tan, Chew Jiaqi, Jimmy Ho,
Lishan Teo, Vernice Sim, Shana Teng

UX
DESIGN
AWARDS
nominated
2025

UX
DESIGN
AWARDS
nominated
2025



This groundbreaking compact face recognition device enhances security at unstaffed gates through new impersonation detection technology that detects facial photographs and other deception methods. While this advanced system requires a large, high-accuracy camera, the system is condensed into a compact, light unit compatible with existing security gates that does not require a display. The design enhances security, reduces apprehension at gates and provides smooth walk-through authentication.

Company:
NEC Corporation

Website:
nec.com

Design Studio/Department:
Corporate Design Department

Design:
Yoshiteru Tomooka, Tomomasa Sano



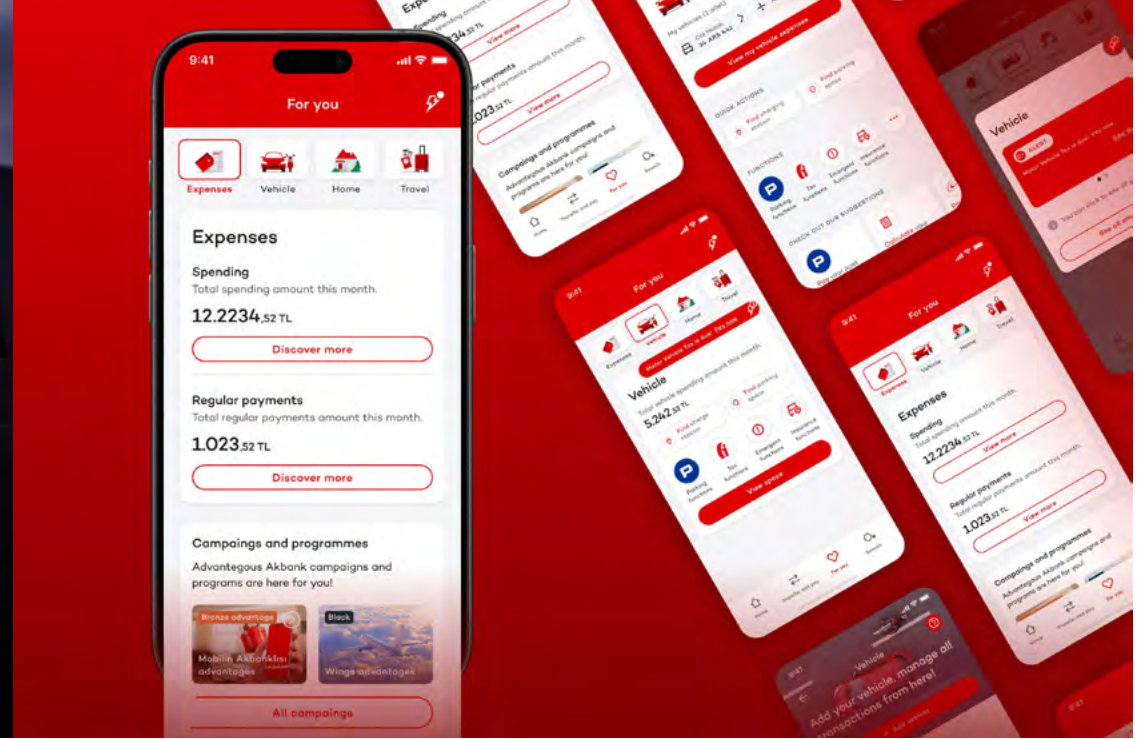
The *Flyme Auto* intelligent cockpit system is designed for users of all new energy vehicle models. *Flyme Auto* adopts a virtual and real fusion approach, innovatively creating a vehicle interaction interface that mirrors time, weather, and reality, allowing technology to provide users with a pleasant immersive experience similar to nature. It also breaks down the barriers between multiple devices, enabling mobile phones, cars, and tablets to achieve shared computing power and resource interconnection.

Company:
DreamSmart

Design Studio/Department:
DreamSmart

Website:
flymeauto.com

UX
DESIGN
AWARDS
nominated
2025



UX
DESIGN
AWARDS
nominated
2025

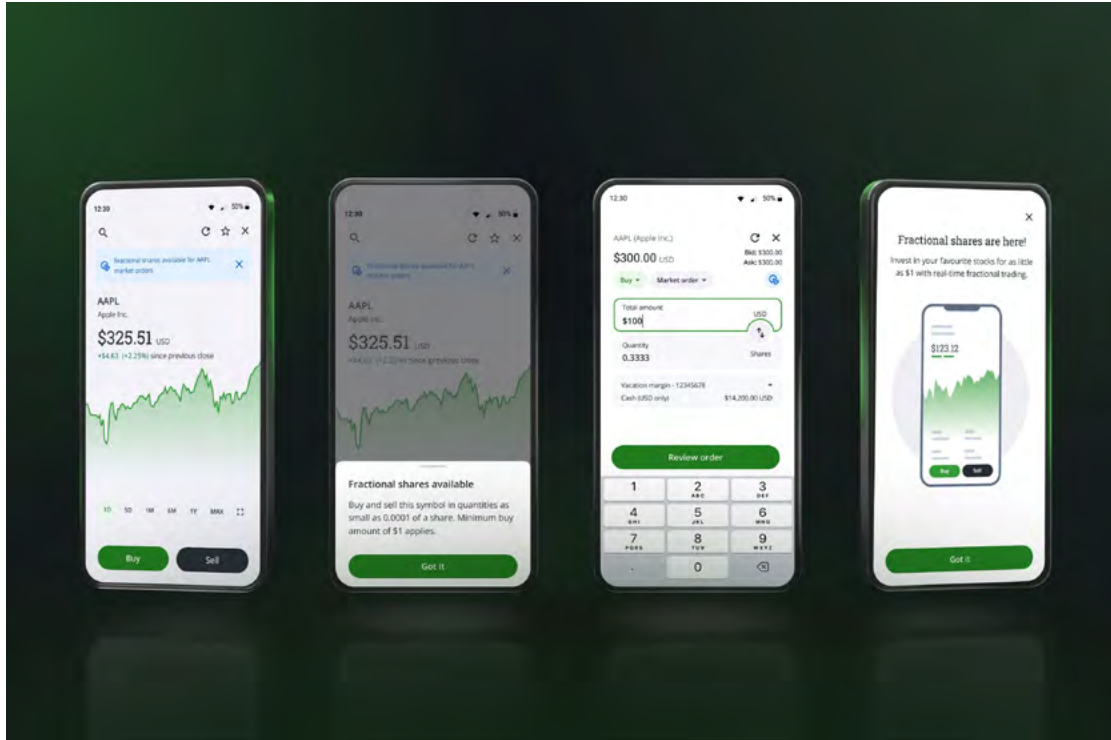
For You is an ecosystem that harmoniously balances financial and lifestyle functionality, establishing it as a valuable everyday companion. By integrating personalized tools and tailored insights, it transforms how users interact with their finances. It empowers users to manage their money effectively and proactively, turning daily banking into an engaging, personalized experience with enhanced capabilities.

Company:
Akbank T.A.Ş

Website:
akbank.com

Design Studio/Department:
Digital Design & Innovation

Design:
Örsan Berkay Tülüce, İpek Kedici,
Elif Arslan, Alara Paksoy,
Kadir Aslantaş, Anil Emmiler,
Derya Dilara Doğan, Melissa Cansesli,
Ekin Erden, İpek Gürbüzsöl



Questrade is an online brokerage that set out to give Canadians better, simpler, and more affordable ways to become financially successful and secure. One of its latest and proudest projects is fractional shares. The goal of this project is to provide users with the ability to invest on their terms, specifically, a fraction of a share at a time.

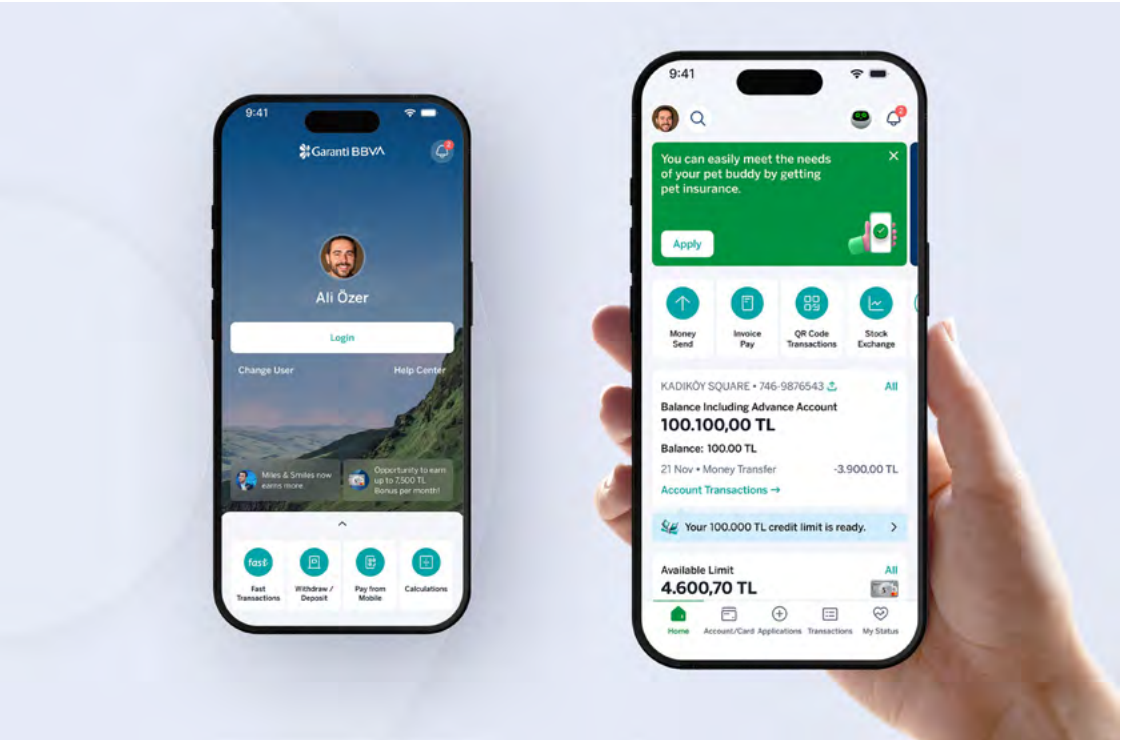
**UX
DESIGN
AWARDS**
nominated
2025

Company:
Questrade Financial Group

Website:
questrade.com

Design Studio/Department:
User Experience Design Team

Design:
Valentina Padure, Brent Waison,
Boyao Zhang, Tyler Munro, Antony Joy



Garanti BBVA Mobile is a banking app that impacts over 16 million customers' lives, enabling them to complete banking transactions anywhere and at any time. Each customer is unique, with products, investment portfolios, assets and debts, incomes and expenses, and payments that reflect their individual circumstances. The new dynamic and modular design allows users to access information and actions tailored to their specific needs. The application's functionalities provide a convenient, centralized solution for customers.

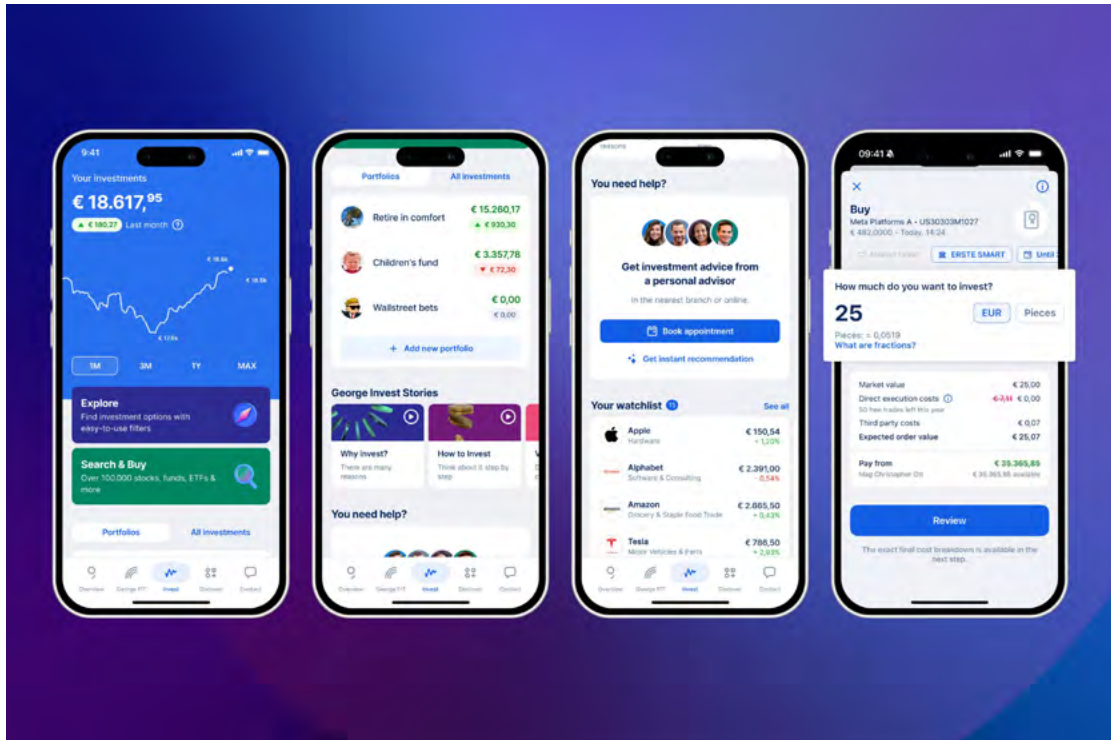
**UX
DESIGN
AWARDS**
nominated
2025

Company:
Garanti BBVA Technology

Website:
garantibbva.com.tr

Design Studio/Department:
Garanti BBVA Experience Design Team

Design:
Özge Atçı, Nilay Kırıcı, Damla Sanlı,
Ege Ekin Erden, Buse Bezci,
Semin Cihangir Öziş, Orçun Şenbel,
Yücel Kabacı



George Invest is a digital investment solution designed to make investing accessible for both beginners and experienced users. It offers fractional trading, tax-efficient investing, educational support, and both guided and self-directed investment flows. Supported by Erste Group's advisory network and long-standing trust, the solution aims to integrate investing seamlessly into everyday financial life.

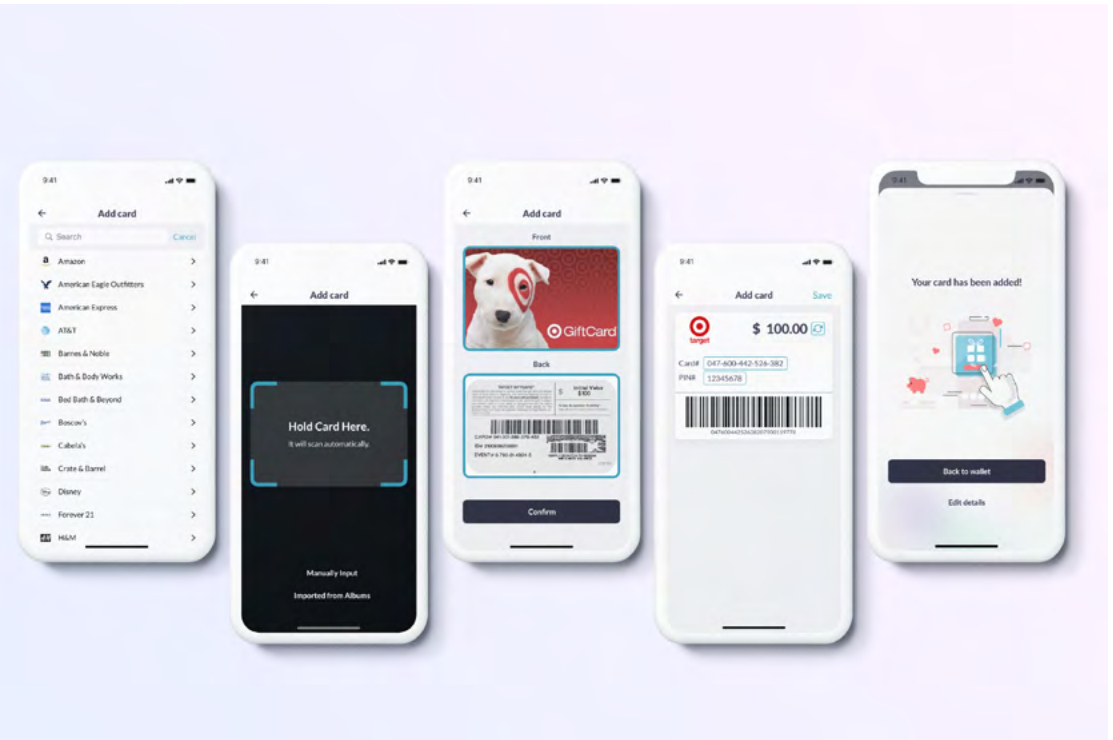
Company:
Erste Group Bank AG

Website:
sparkasse.at

Design Studio/Department:
George Labs GmbH

Design:
Diego Rodrigues Gomes da Silva,
Roland Illies, Anieli Drela, Michal Cermak

UX
DESIGN
AWARDS
nominated
2025

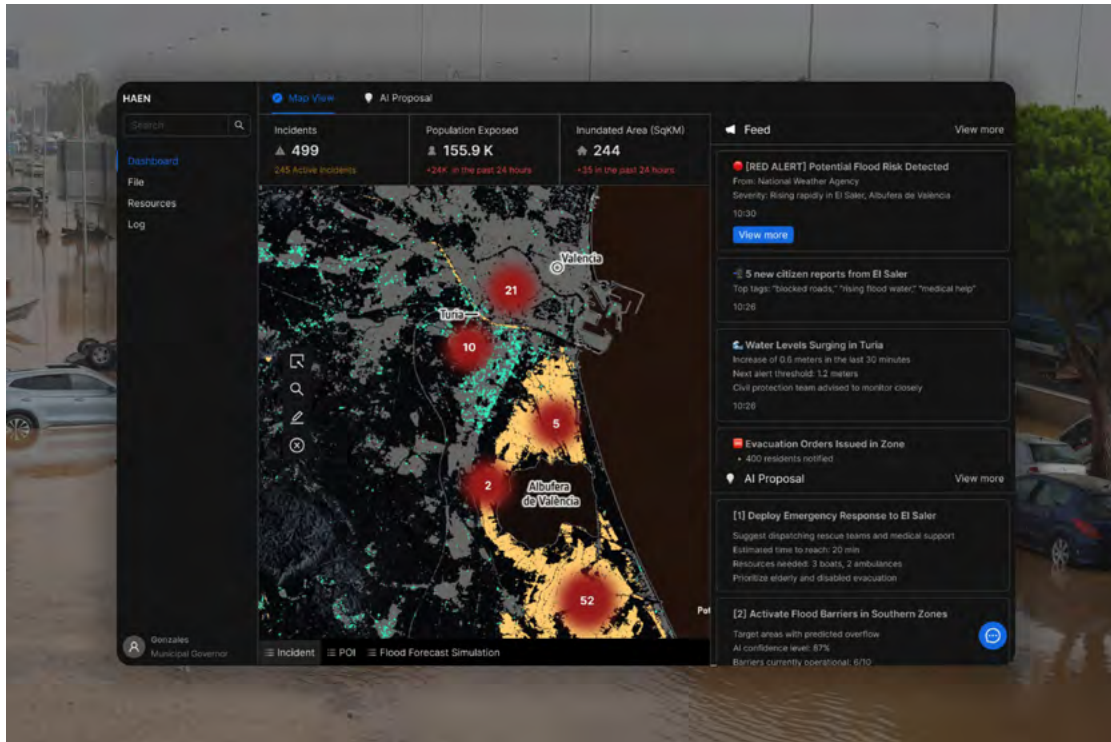


Gift card market growth has led to significant waste due to poor management by users. *Gi2U* helps users digitalize their gift card wallet to keep track of balances, use them when shopping, and share gift cards as gifts daily. Through intuitive onboarding, users can manage balances, set reminders, and use cards effortlessly while shopping. *Gi2U* also supports sustainable gifting with a simple sharing interface, turning gift cards into personalized digital gifts.

Website:
peili.framer.website

Design:
Pei Li, Yue Xi, Mengyun Liu,
Wanqiu Wang, Yuhong Zhu

UX
DESIGN
AWARDS
nominated
2025



HAEN is an AI-powered disaster management agent designed for city-scale crisis response and decision-making. It leverages real-time data, predictive insights, and AI-driven proposals to accelerate critical actions. *HAEN* assists in issuing evacuation alerts, coordinating resources, and reporting emergencies – bridging citizens, responders, and government operations. Inspired by the 2024 Valencia floods, *HAEN* is adaptable to various disasters globally, including floods, wildfires, and earthquakes.

Company:
Lide Studio

Website:
lide.studio

HAEN: AI Agent for City-Scale Disaster Management

UX
DESIGN
AWARDS
nominated
2025

114



Hager Charge is a mobile application for EV charging. Designed for both users and installers, it pairs with Hager witty one stations for effortless setup and control via Bluetooth BLE. Monitor charging, manage access, and customize preferences easily, whether at home, work, or on the go. With an intuitive interface and optimized performance, *Hager Charge* makes EV charging smarter, faster, and simpler.

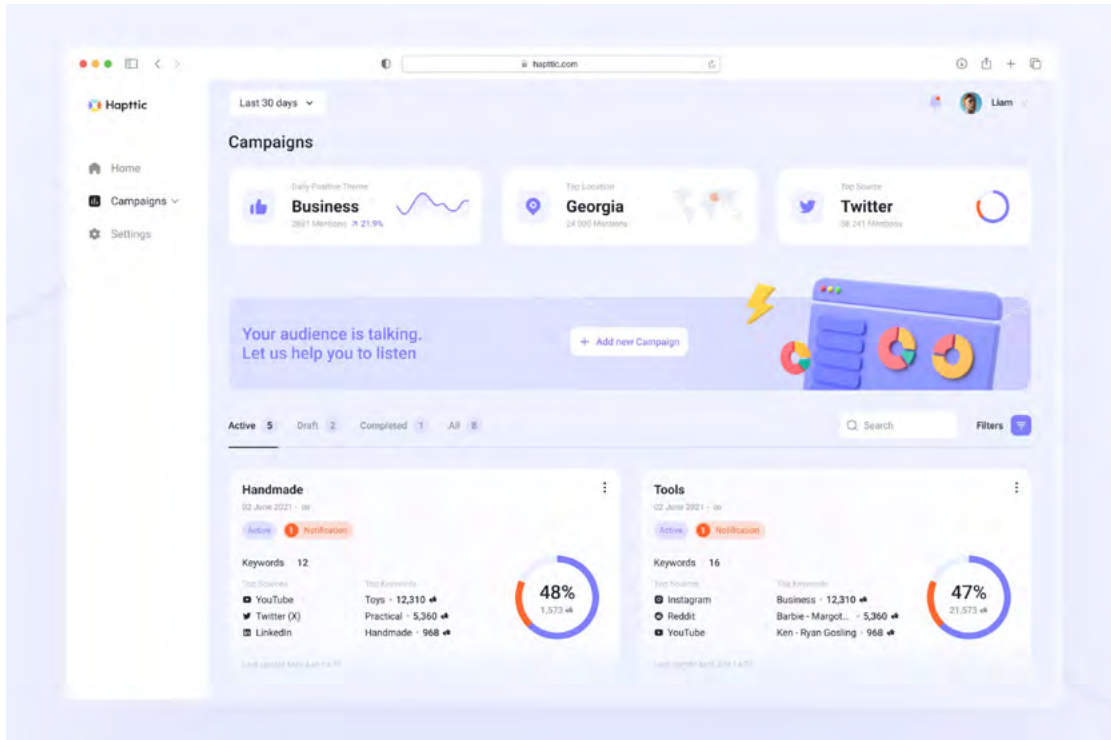
Company:
hager Group

Website:
hager.com

UX
DESIGN
AWARDS
nominated
2025

115

Hager Charge



Hapttic is an advanced internet intelligence platform utilizing AI and machine learning to monitor digital activities in real-time. It equips users with the ability to track online conversations, identify trends, and manage reputational risks, facilitating informed decision-making in an increasingly complex digital landscape.

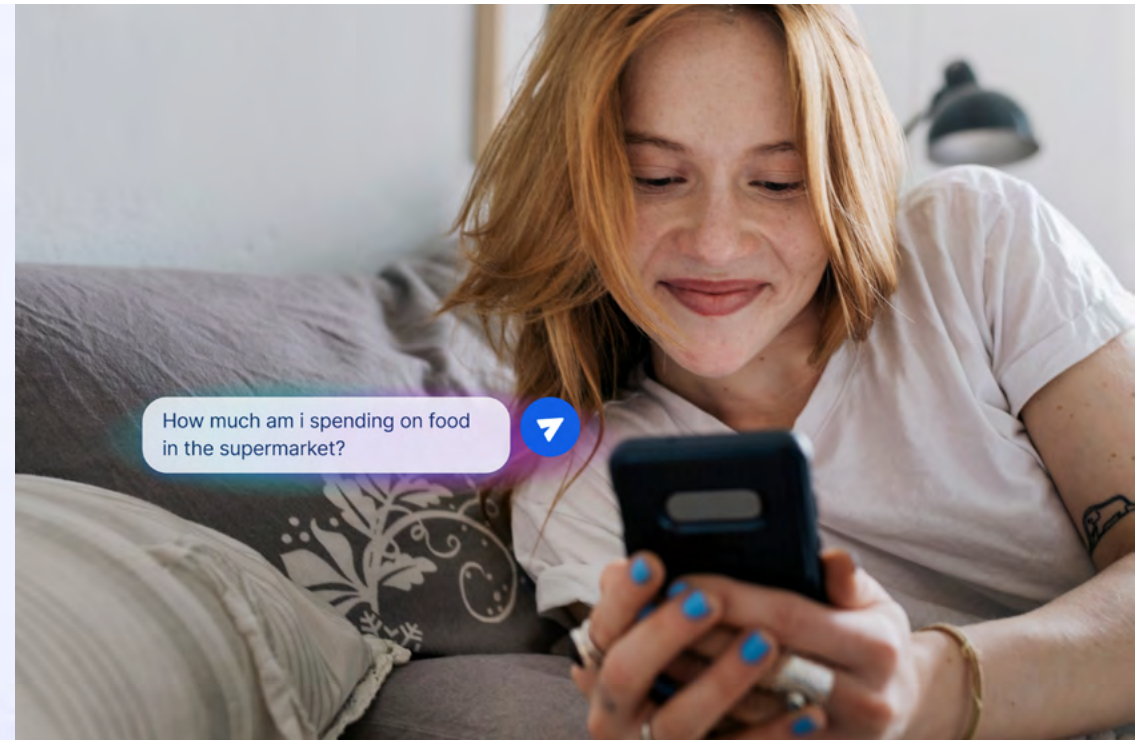
**UX
DESIGN
AWARDS**
nominated
2025

Company:
Hapttic

Website:
hapttic.com

Design Studio/Department:
Noxtton

Design:
Lasha Aptsiauri, Irakli Lolashvili,
Tamara Abramia



Hey George is an AI-powered banking assistant integrated into the app, delivering instant, personalized support. It helps users understand transactions, resolve issues (e.g., lost cards or spending limits), and provides proactive alerts (like fraud detection) – all through a natural chat interface. By learning user's habits, it offers tailored insights and quick solutions without waiting times. The assistant continuously evolves with the user, making everyday banking more intuitive and accessible.

**UX
DESIGN
AWARDS**
nominated
2025

Company:
Erste Group Bank AG

Website:
csas.cz

Design Studio/Department:
George Labs GmbH

Design:
Stefan Ecker



Huaqin *hiqo* OS 2.0 turns the car computer into a “mobile art cockpit”. The homepage adopts “Monet yellow” with geometric lines, and the air-conditioning interface is in the visual style of natural illustrations. The co-pilot screen also integrates rich functions such as AI concerts and 3D games, bringing a rich emotional companionship experience to the co-pilot. The instrument panel, central control screen and co-pilot screen redefine the smart car computer experience with art and technology.

Company:
Huaqin Technology Co., Ltd.

Design Studio/Department:
UED

Website:
huaqin.com

Design:
Cancan Zhao, Zexin Sun, Wei Zhao,
Kangyi Wang, Chenda Duan, Yi Wang

UX
DESIGN
AWARDS
nominated
2025



UX
DESIGN
AWARDS
nominated
2025

The Kärcher *HMI module* stands out due to its strong brand recognition feature, differentiating it from other products. Its unique and attractive design provides a distinct character that enhances brand identity. The customizable display, configurable in multiple languages, ensures accessibility for users globally. Practical, animated assistance and tactile feedback contribute to intuitive operation, delivering a modern and seamless user experience.

Company:
Alfred Kärcher SE & Co.KG

Design Studio/Department:
Design Consumer Products

Website:
kaercher.com

Design:
Waldemar Kunz



Honeywell Forge for Business Aviation (BA Forge) is crucial for Business Aviation as it enhances operational efficiency, safety, and customer experience. By integrating advanced data analytics and real-time monitoring, *BA Forge* optimizes flight operations, reduces costs, and ensures compliance with regulatory standards driving business growth.

Company:
Honeywell

Website:
aerospace.honeywell.com

Design Studio/Department:
Honeywell User Experience

Design:
Mario Alvelaiz, Yamilet Esquivel

UX
DESIGN
AWARDS
nominated
2025



UX
DESIGN
AWARDS
nominated
2025

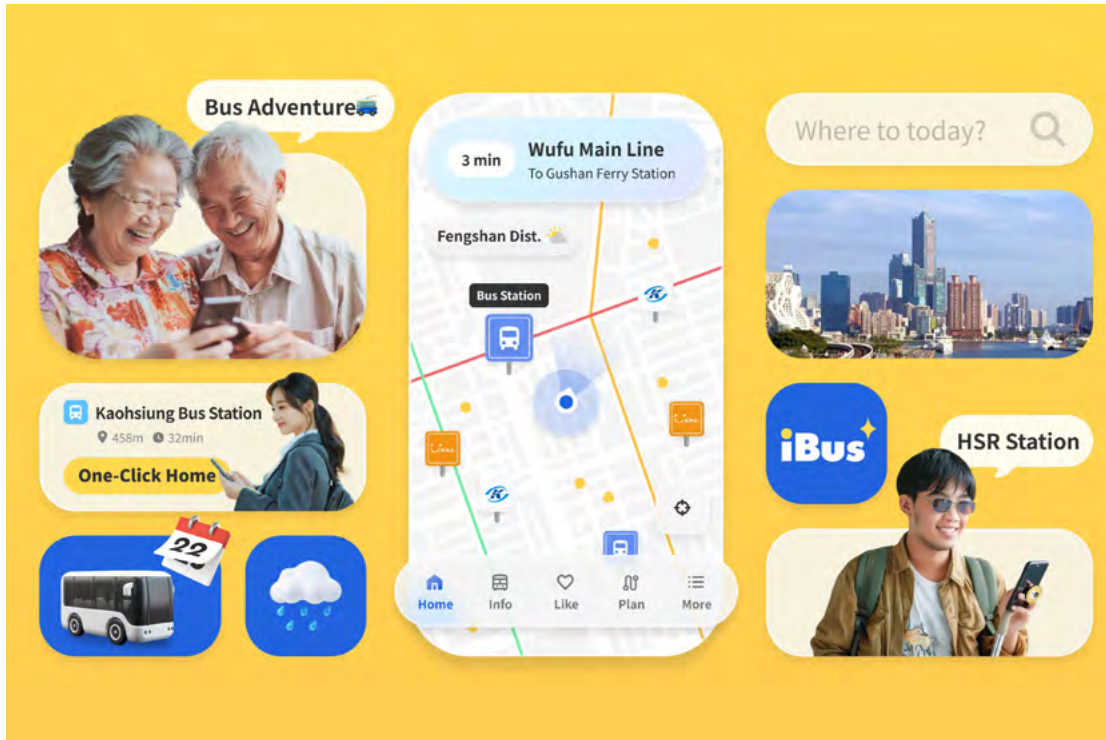
Veneer iconography is one of the software-building tools offered by the *Veneer Design System*. Icons are all over UIs and therefore are a critical aspect of visual design. *Veneer* icons follow the same model the design system it's part of: identify what HP designers need from UI elements, unify the styles, and house them in a centralized library. This model results in icons that are tailored to HP's brand and efficient to implement across many different software and hardware products.

Company:
HP Inc.

Website:
vener.hp.com

Design Studio/Department:
HP Design System, Research and Governance (DSRG)

Design:
Jason Occhipinti, Vivian Yu,
Aaron Schmelzer, Gilson Hoffmeister,
Laura Costa, Daniel Marquez,
Gustavo Callegari, Ivy Yu,
James Rothbart, Lauren Schmidt,
Quyen Nguyen, Anh Huynh,
Sanaz Saadatifar, Andrei Garcia



iBus+ provides accessible and safe public transit for commuters, tourists, and users with special needs, including the elderly and visually impaired. Through stakeholder focus groups and user testing, *iBus+* significantly enhances user experience, improving transit information transparency, reducing waiting anxiety, and building user confidence. *iBus+* promotes sustainable urban mobility, supports smart city goals, and embodies a commitment to transit equity and social inclusion.

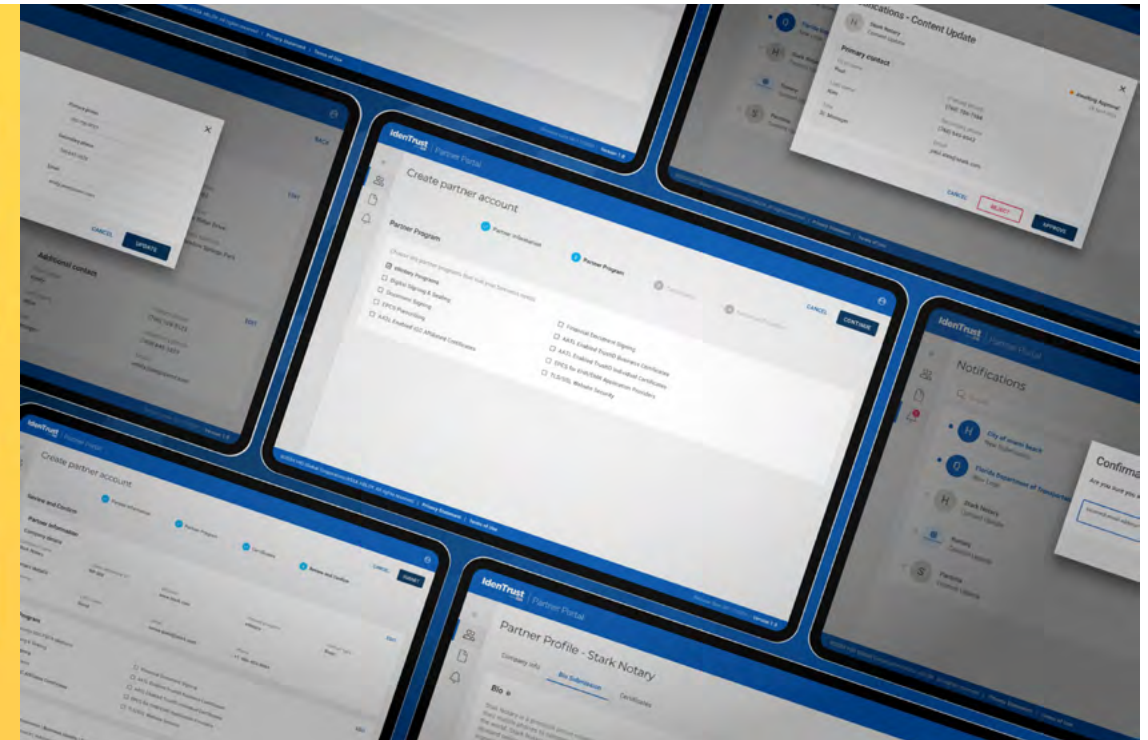
Company:
Hon Hai Precision Industry Co., Ltd.

Website:
ibusplus.tbkc.gov.tw

Design Studio/Department:
Smart City

Design:
Yichun Chou, Hsinyi Huang, Xinyin Yu

UX
DESIGN
AWARDS
nominated
2025



The Partner Management Portal is a scalable, automated web-based system designed for efficient onboarding and management of partners, allowing them to sell and manage digital certificates while ensuring operational efficiency and long-term success.

Company:
HID Global

Website:
hidglobal.com

Design Studio/Department:
UX Team

Design:
Janeesh Kollissery

UX
DESIGN
AWARDS
nominated
2025



Snam's illustration system reflects the company's visual culture with a distinctive style, inspired by its main infrastructural asset: the gas pipeline network. Fluid curves and geometric shapes convey clarity, reliability, and inclusiveness. A Figma library and a dedicated AI tool empower teams to create illustrations autonomously. This approach generates cost efficiencies, improves internal communication, and supports the scalable and accessible expression of corporate values.

Company:
Snam S.p.A

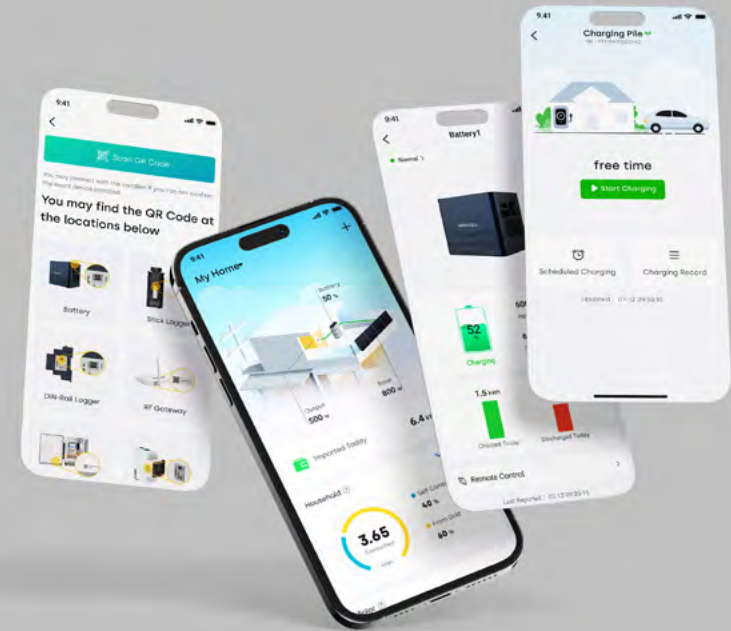
Website:
snam.it

Design Studio/Department:
Accenture S.p.A

Design:
Emanuele Platania, Flora Lovati,
Bormioli Laura, Andrea Neri

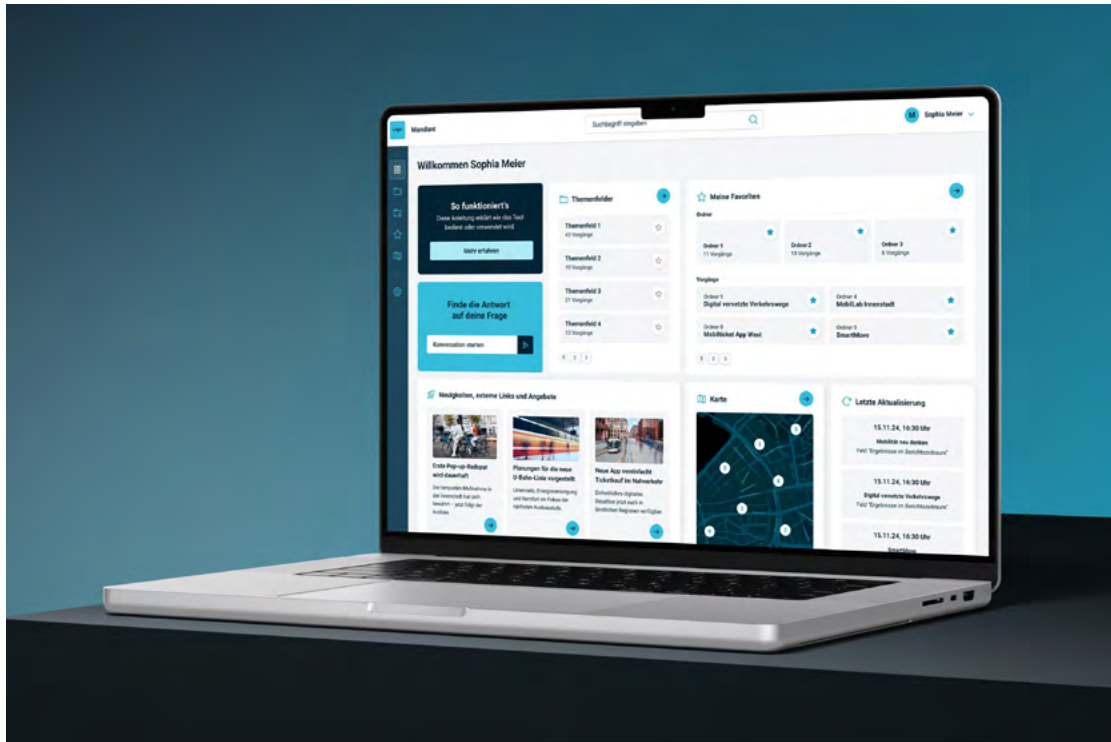
UX
DESIGN
AWARDS
nominated
2025

UX
DESIGN
AWARDS
nominated
2025



The *indevolt* app is a smart energy management platform designed specifically for homes. It combines dynamic electricity pricing with energy management and has the capability to predict electricity consumption as well as photovoltaic power generation. The core objective is to help users manage household energy more effectively through an efficient, intelligent, and user-friendly approach, achieving green, smart, and efficient energy utilization.

Company:
Power Genius GmbH



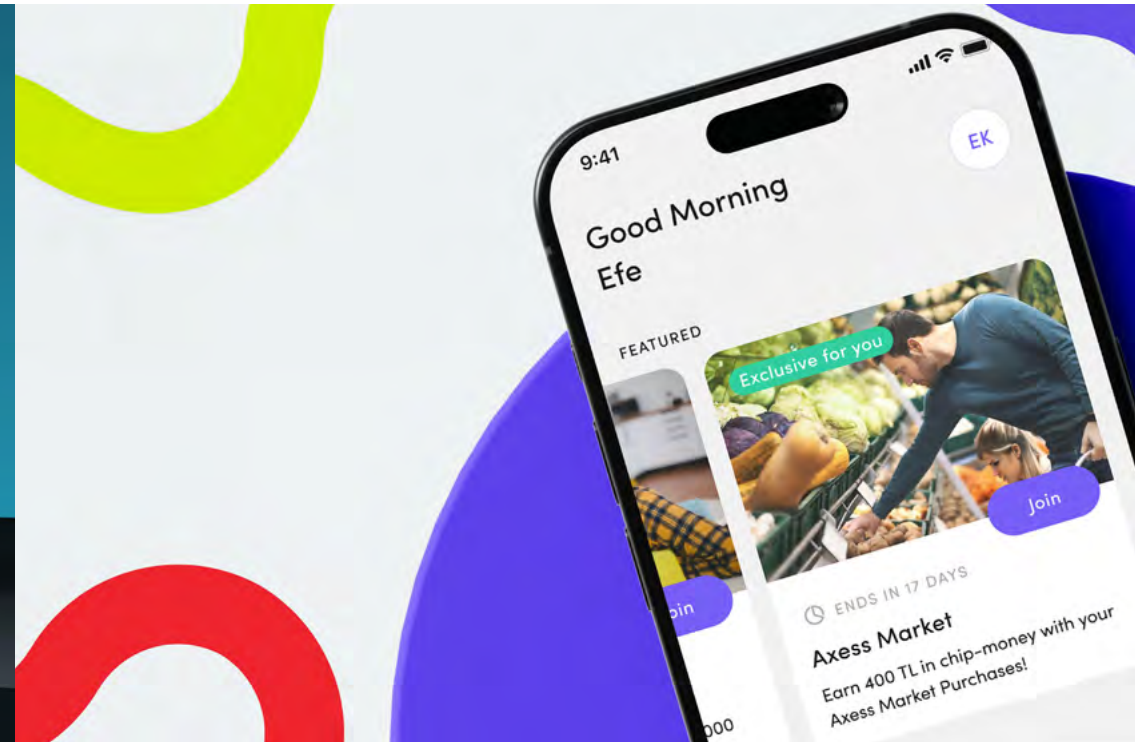
insight+ is an AI-based, cross-organizational portfolio management software. It aggregates project information from different institutions, visualizes it in one place and thus creates transparency, synergies and efficiencies in an otherwise siloed environment. The app addresses project managers, programme managers and executives in public organizations, who often work in isolation, with fragmented information, high coordination effort and little insight into external projects.

Company:
New Mobility Solutions

Design Studio/Department:
Convoy

Website:
convoyinteractive.com

UX
DESIGN
AWARDS
nominated
2025



Juzdan is evolving into a versatile, bank-agnostic digital wallet that empowers users with seamless transactions. Recognizing the need for a holistic solution beyond traditional options, the focus is on redesigning the user experience to meet evolving customer expectations by revamping the app's structure and simplifying transaction flows. The goal is to create a seamless, intuitive experience that provides control and convenience.

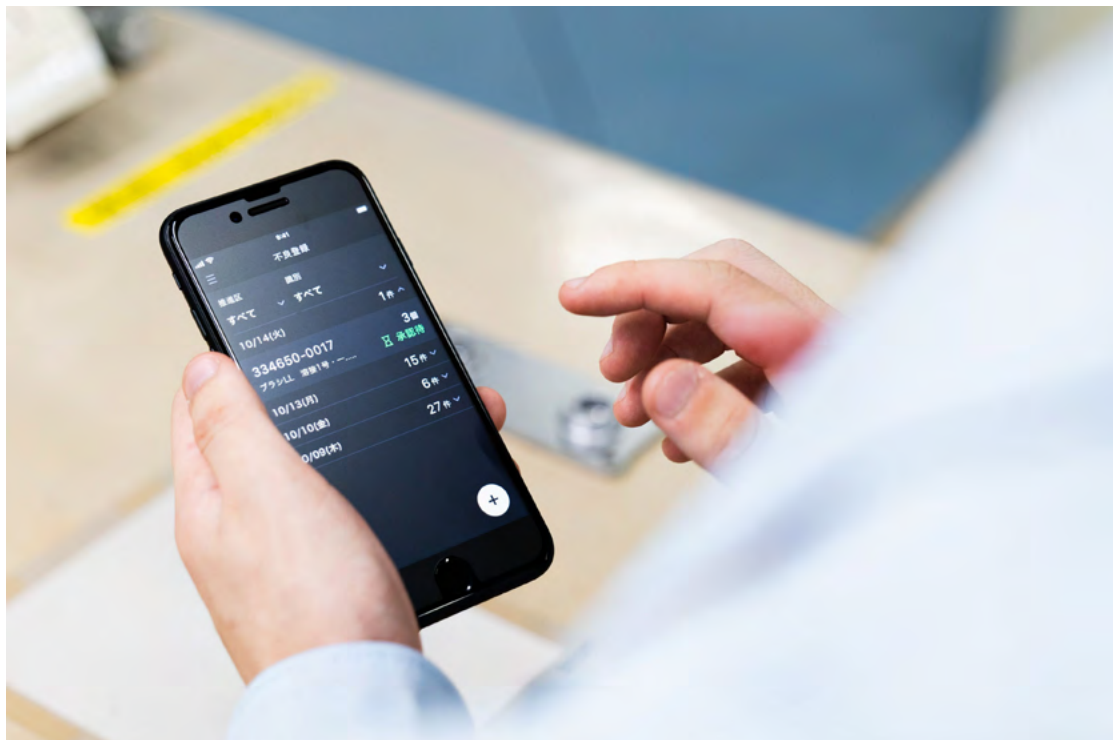
Company:
Akbank T.A.Ş

Design Studio/Department:
Akbank: Digital Design & Innovation

Website:
juzdan.com.tr

Design:
Örsan Berkay Tülüce, Firat Ergon,
Nur Aras, Derya Dilara Doğan,
Ekin Erden, Efe Karasahin, Elif Arslan,
Ozan Atağ, Selim Barokas

UX
DESIGN
AWARDS
nominated
2025



Kinaden Mobile is an internal system for recording defect information occurring in manufacturing plants. Previously, line operators recorded defects by hand, and team leaders tabulated the data, transferring it to paper or PC forms. The mobile app centralizes these tasks, allowing line operators to record data directly. This reduces the burden on team leaders and minimizes input errors. Immediate digitization of defect data enhances overall plant efficiency.

Company:
DENSO CORPORATION

Website:
design.denso.com

Design Studio/Department:
Design Div., DENSO CORPORATION

Design:
Yukihiro Kajita, Keisuke Toda, Keizo Sato,
Satomi Hosokawa, Masaki Nankaku

UX
DESIGN
AWARDS
nominated
2025



The *Fully-Automatic Espresso Machines* disrupt conventional espresso norms, making premium home espresso simple and personalized. It blends usability, one-touch automation, and elegant design with an integrated LCD, emotive lighting, milk-based options, and a removable bean hopper for a user-centric experience. The sleek exterior elevates daily coffee rituals and adheres to principles of inclusivity. KitchenAid's innovation eliminates the barriers between consumers and a tailored coffee experience.

Company:
KitchenAid (Whirlpool Corporation)

Website:
kitchenaid.com

Design Studio/Department:
Whirlpool Design

Design:
Joy Kempic, Liying Peng, Chunxiao Zhu,
Heramb Dandekar, John McConnell,
Ben Shao, Kaito Choy, Zhaoyi Yin,
Andrea Hutchins, Jose Arturo Villarreal,
Rodrigo Colin

UX
DESIGN
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2025



The *KitchenAid Go™ Cordless System* consists of a suite of cordless small appliances, each powered by a common removable battery. The suite includes a top-down chopper, food chopper, hand mixer, hand blenders, personal blender, citrus juicer, blade grinder, and kitchen vacuum.

UX
DESIGN
AWARDS
nominated
2025

Company:
KitchenAid (Whirlpool Corporation)

Website:
kitchenaid.com

Design:
Jack Ruggless, Joy Kempic, Bella Zhu,
Nicholas Schutte, Rex Wilson,
Arturo Villarreal, Dan Page-Wood,
Rodrigo Colin, John McConnell,
Andrea Hutchins



KitchenAid® introduces the brand's first *Grain and Rice Cooker*, featuring innovation that takes care of the measuring and monitoring for users. It automatically senses the amount of grain added, dispenses the correct amount of water, and simmers to perfection. This innovative process comes to life through a unique and user-friendly touchscreen, making cooking mode selection simple and opening the door to culinary possibilities.

UX
DESIGN
AWARDS
nominated
2025

Company:
KitchenAid (Whirlpool Corporation)

Website:
kitchenaid.com

Design Studio/Department:
Whirlpool Design

Design:
Joy Kempic, Liying Peng,
Maira Meneghin, Elena Sara Cagnoni,
Mansour Oursanah, Gabriel Delgado,
Ryan Rutter, Andrea Hutchins,
Heramb K Dandekar, John w McConnell,
Rodrigo Colin



The *KitchenAid Pure Power Blender* is a versatile and powerful kitchen appliance designed to provide users with precise control over blending texture. It features a 10-speed precision speed control knob, and preset functions for smoothies, ice crushing, and cleaning. It can handle hot and cold ingredients, making it ideal for a wide range of culinary creations. The Pure Power Blender embodies the KitchenAid ethos of empowering users to create their recipes, their way.

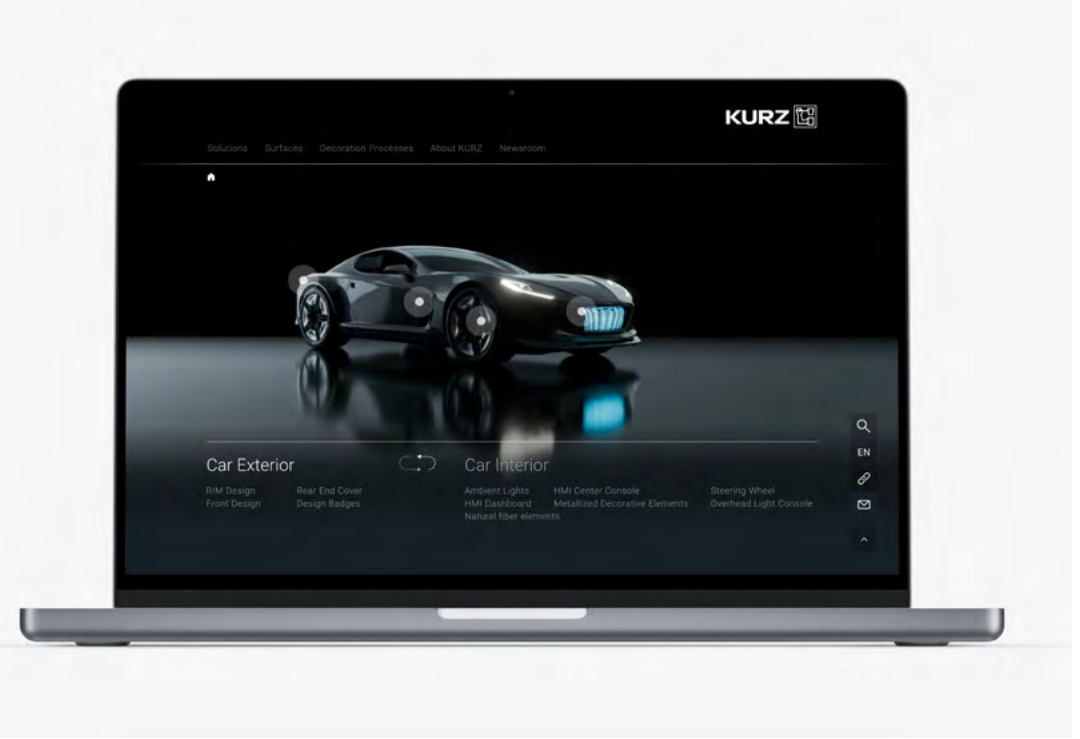
Company:
KitchenAid (Whirlpool Corporation)

Website:
kitchenaid.com

Design Studio/Department:
Whirlpool Design

Design:
Annie Thomas, Nicholas Schutte,
Jenna Hopper, Jose Arturo Villarreal,
Andrea Hutchins, Joy Kempic,
Brandon Mock, Heramb Dandekar,
John McConnell, Rodrigo Colin

UX
DESIGN
AWARDS
nominated
2025



UX
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AWARDS
nominated
2025

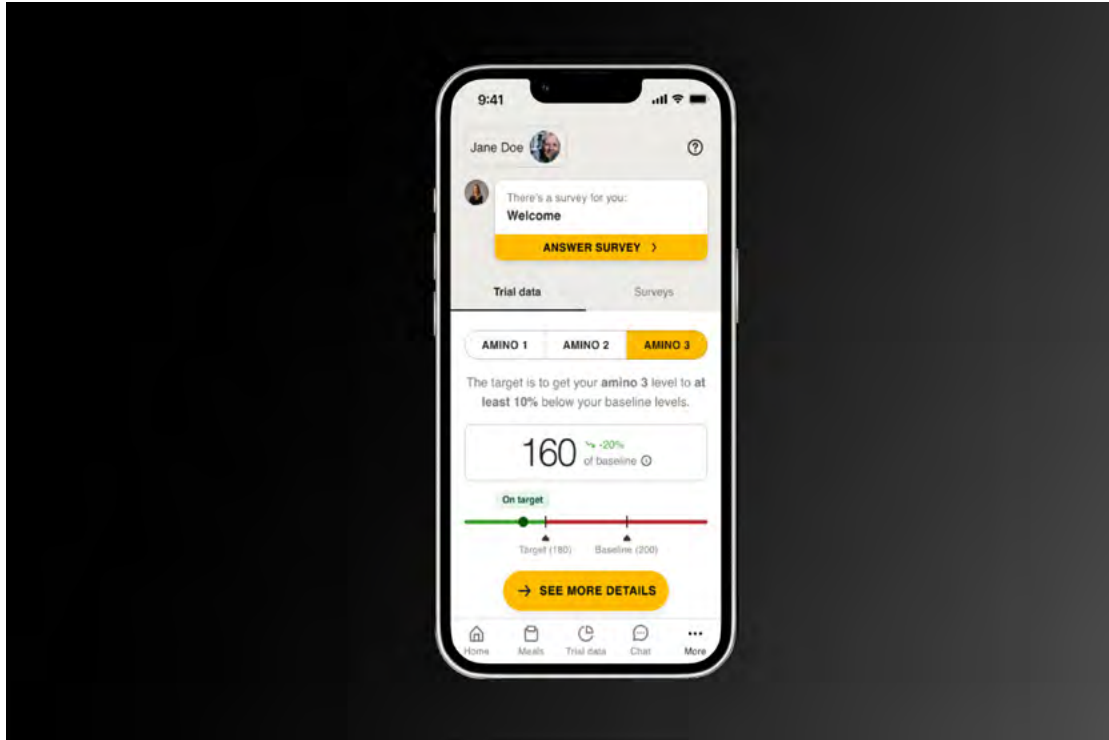
KI-company developed the *KURZ Automotive* website with cutting-edge UX design, seamlessly integrating innovative solutions for sustainable automotive surfaces. It offers an intuitive navigation experience, guiding users through advanced technologies and eco-friendly materials. The site effectively communicates KURZ's commitment to reducing CO₂ emissions and enhancing vehicle interiors and exteriors, providing a comprehensive resource for industry professionals and enthusiasts alike.

Company:
LEONHARD KURZ STIFTUNG & Co. KG

Website:
kurz-automotive.com

Design Studio/Department:
KI,company ag

Design:
ASTRAL kreativ GmbH,
Johannes Auffermann



Faeth believes that the use of metabolism will be a foundational treatment for cancer. Faeth offers a web and mobile app for the clinical trial participants where they can answer surveys, view their lab results, chat with their coach, choose their meals, and take trainings. Encora redesigned the lab results visualization in the Faeth app with focus on data storytelling with empathy to enhance the experience of cancer patients in clinical trials.

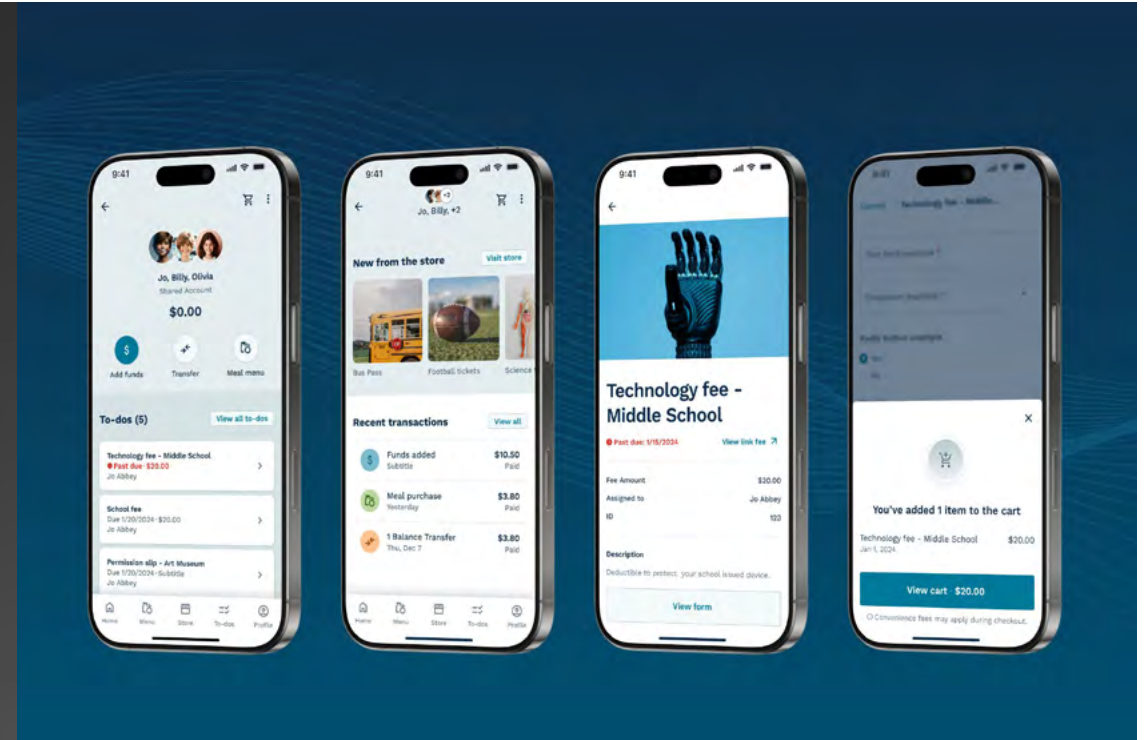
Company:
Encora and Faeth Therapeutics

Design Studio/Department:
Encora Digital Experience

Website:
encora.com

UX
DESIGN
AWARDS
nominated
2025

UX
DESIGN
AWARDS
nominated
2025



The *LINQ Connect* mobile app redesign by Momentum Design Lab, an HTEC company, was developed with the HTEC engineering team to enhance K-12 school payment and meal management for parents through an intuitive onboarding and customizable experience. This scalable solution adapts for future integrations and addresses parent and administrator challenges, supporting engagement and operational ease. The app empowers users to manage tasks efficiently for smoother, less stressful school weeks.

Company:
Momentum Design Lab,
an HTEC company

Design Studio/Department:
Momentum Design Lab Product
Designers | HTEC Engineering Team

Website:
momentumdesignlab.com



Livia is a personalized AI companion offering emotional support through memory-driven interactions. Unlike traditional tools, it emulates the warmth of a close friend, remembering conversations, preferences, and emotions. Addressing loneliness and mental health gaps, *Livia* becomes a lifelong confidante. Its intuitive interface and personalized interactions encourage users to share openly without judgment, creating a unique, empathetic digital companionship.

UX
DESIGN
AWARDS
nominated
2025

UX
DESIGN
AWARDS
nominated
2025

MeowJot is Thailand's first automated cross-bank expense tracking app, addressing the challenge of isolated payment data across banks. Previously, manual recording was the only option, but many found it difficult to maintain. *MeowJot* automates data collection, making financial awareness more accessible. Designed for simplicity, the app provides a minimalist user experience, distinguishing itself from traditional expense tracking apps that are often complex and geared toward advanced users.

Company:
Livia

Design Studio/Department:
Xianghan Wang, Jing Yao, Rui Xi

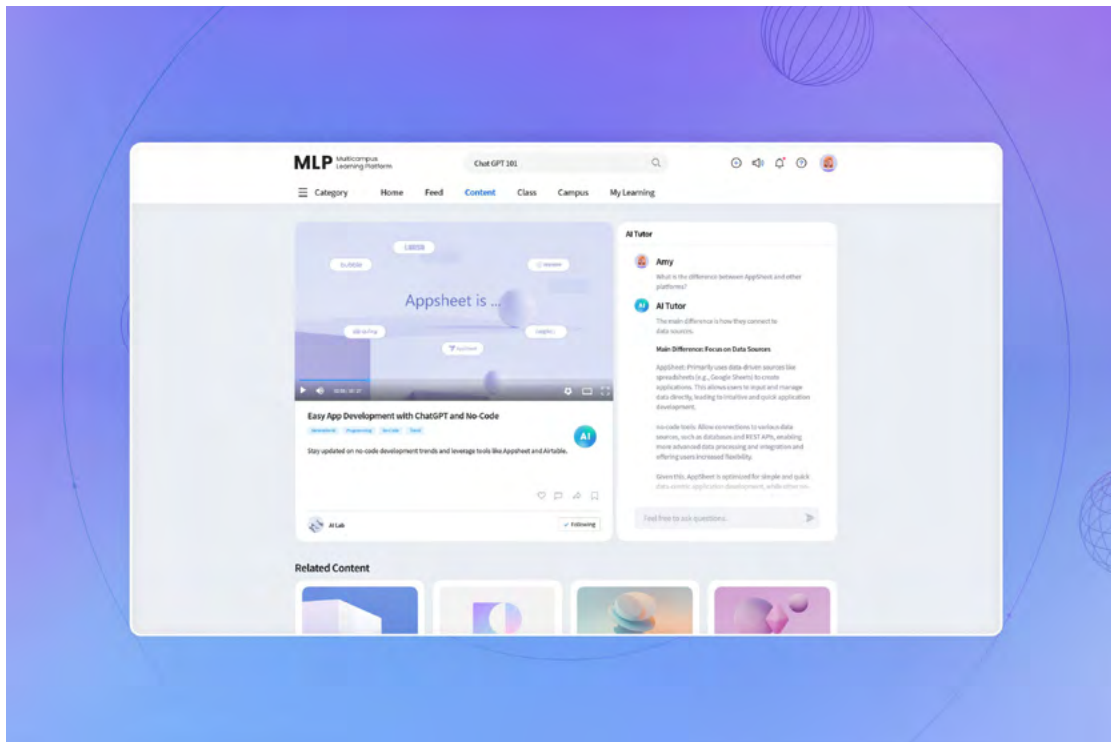
Website:
hi-livia.com

Company:
KASIKORN X Co., Ltd.

Design Studio/Department:
Beacon Interface Co., Ltd.

Website:
meowjot.com

Design:
Suppachai Suwanwatcharachai,
Thanawit Prasongpongchai,
Pattranand Kathintong,
Pattaradanai Pakdee,
Kanranat Pongtananop,
Sasicha Thongkhaoon,
Watcharapong Treerattanaphan



Multicampus' Generative Learning Platform (GLP) is South Korea's leading corporate training solution, leveraging AI to personalize learning. With over 20 years of experience, 26,000 clients, and insights from 19 million learners, it creates tailored training paths. *GLP's* AI-driven curation and interactive tutors promote collaboration and deliver measurable outcomes. In today's rapidly changing business environment, *GLP* is crucial for achieving sustainable growth.

Company:
Multicampus

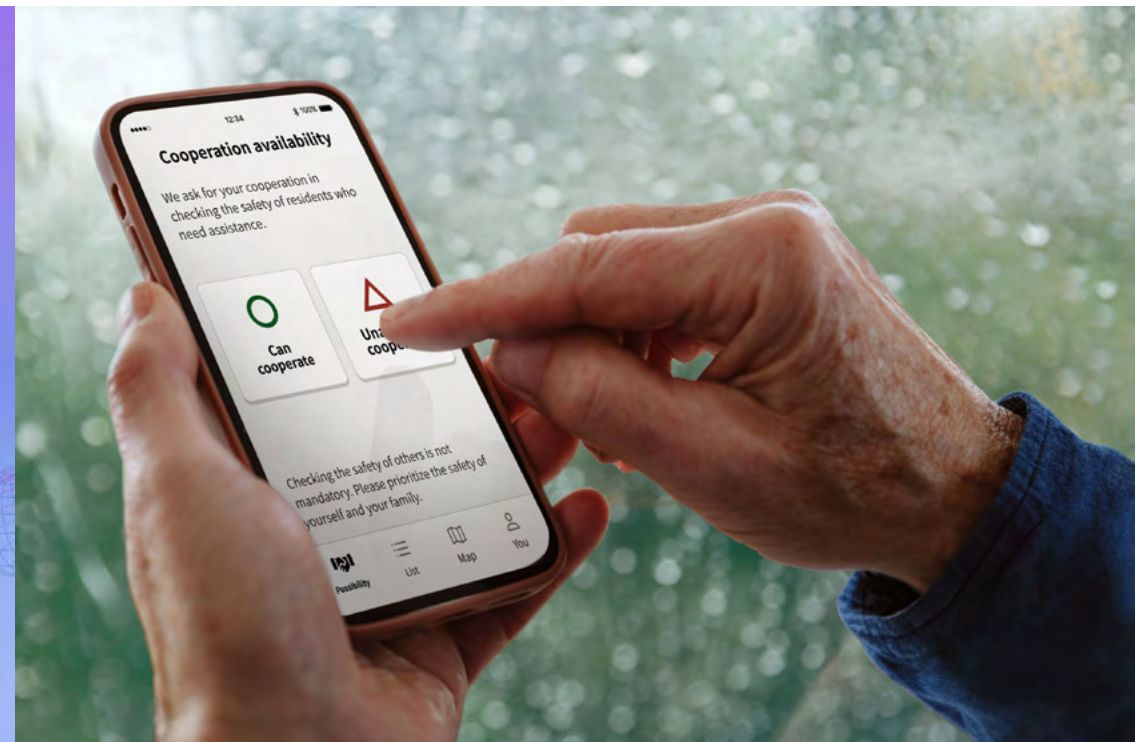
Website:
multicampus.com

Design Studio/Department:
CX Team

Design:
Sora Kim, Bohyun Baik,
Jieun Kim, Yeonju Kim

UX
DESIGN
AWARDS

nominated
2025



The *Mutual Aid Evacuation Support Service* is a digital service that facilitates coordination between local governments and communities in emergencies, helping confirm residents' safety and support evacuations. Diligently applying input from on-site tests, it is designed to facilitate adoption and operation by municipalities and provide intuitive operation for residents, leading to greater reassurance in the event of a disaster.

Company:
NEC Corporation

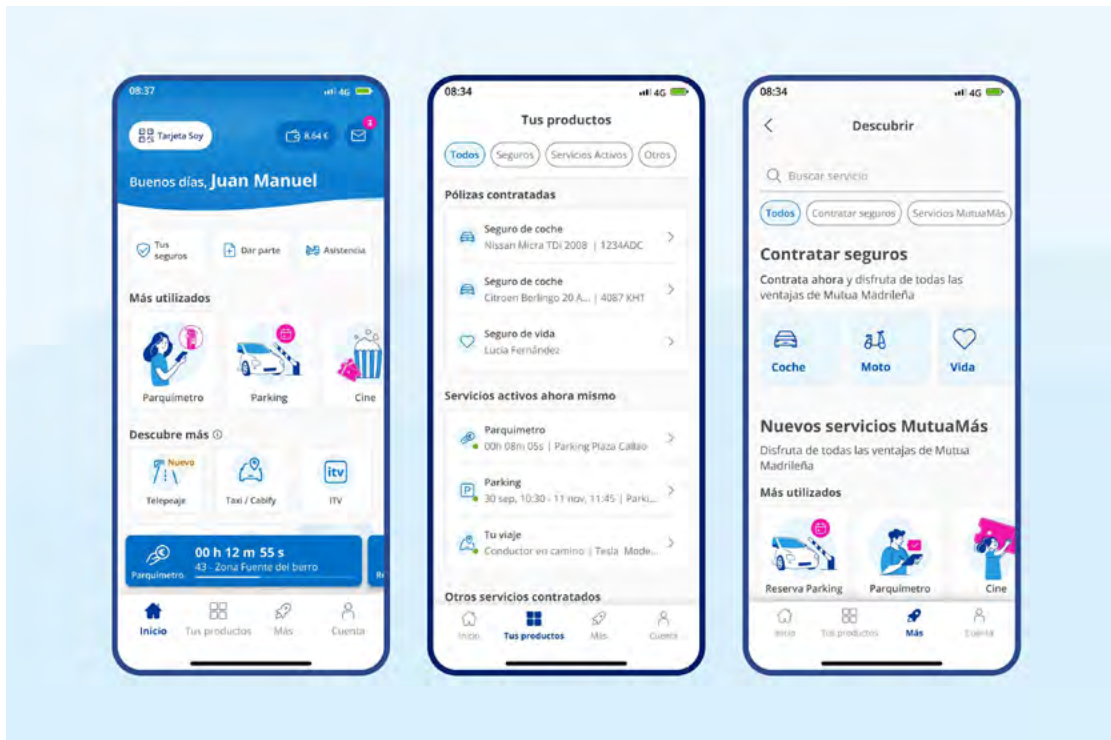
Website:
nec.com

Design Studio/Department:
Corporate Design Department

Design:
NEC Corporation: Yoshiteru Tomooka,
Naomi Shinada | Loop Design Inc.:
Yasuhisa Tawa, Yuzuki Tamai, Keita Imai

UX
DESIGN
AWARDS

nominated
2025



MutuaMás is a new application through which policyholders can carry out all the procedures they need. It serves as a single platform from which multiple procedures can be completed. The application also allows access to exclusive advantages in various areas, including the general public. Its intuitive interface, along with real-time notifications, facilitates access to vital information and transforms *MutuaMás* into an integral channel for customer acquisition and loyalty.

Company:
Mutua Madrileña

Website:
mutua.es

Design Studio/Department:
Transformación y Proyectos

Design:
Rafa Martín, Ángeles Bocharán,
Marta Maroto, Mariana Conte, Ana Nieto

UX
DESIGN
AWARDS
nominated
2025



NET Scan is a cutting-edge app that accelerates fiber optic network construction by providing real-time, precise 3D scanning and seamless documentation. Designed for field workers with minimal technical expertise, it simplifies the documentation process, reducing errors and improving efficiency. By integrating with existing systems, *NET Scan* enhances fiber network planning, maintenance, and expansion, while contributing to sustainability by reducing CO₂ emissions and downtime.

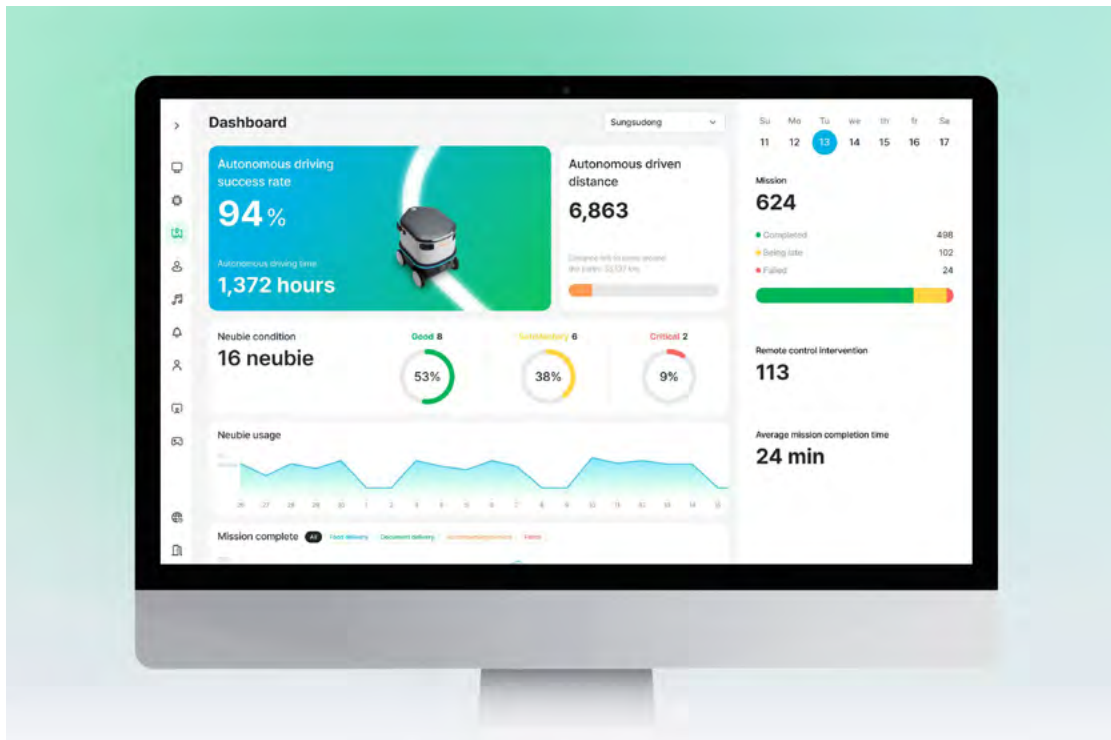
Company:
TKI mbH

Website:
net-scan.io

Design Studio/Department:
TKI mbH – UX/UI/Marketing

Design:
Stefanie Oertel, Marcus Kaufmann,
Iliia Kuznetsov

UX
DESIGN
AWARDS
nominated
2025



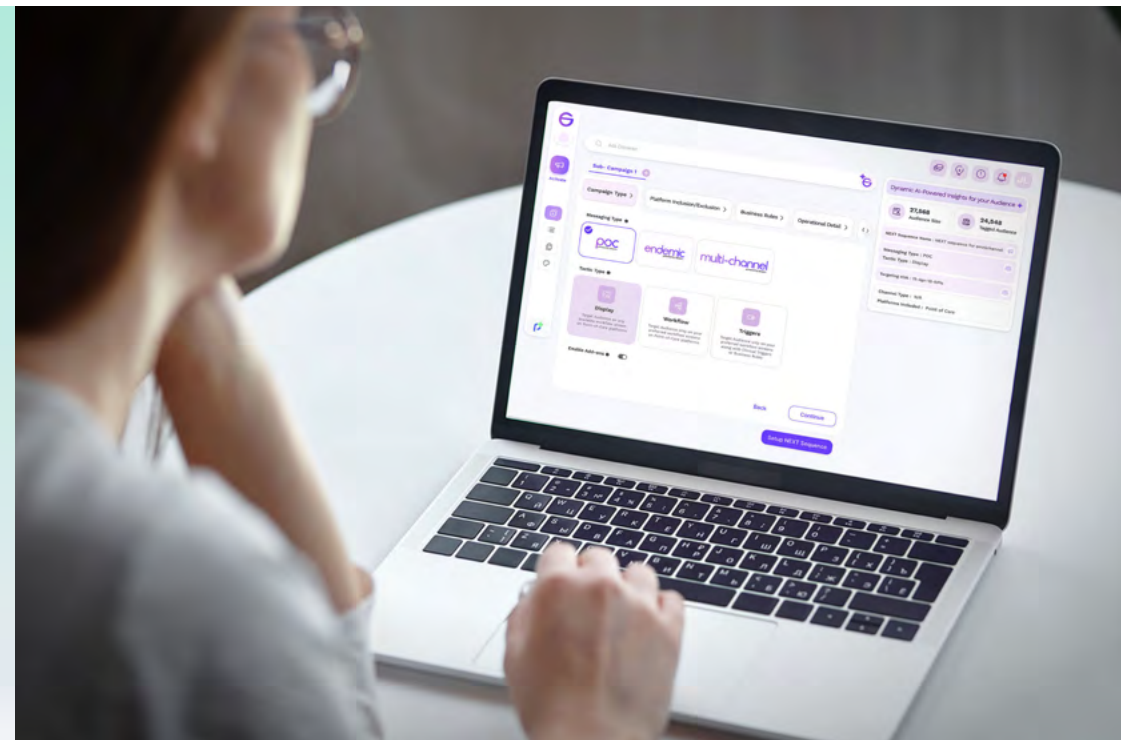
Previous robot systems required separate tools for mapping and control, often demanding expert training and limiting accessibility. *Neubiego* integrates real-time monitoring, map creation, and dashboard into a single platform, enabling route tracking, task assignment, and path editing in one interface. As a result, map creation time was reduced by 93%, analysis time by 95%, and operator efficiency improved by 194%, supporting automation in logistics and unmanned services.

Company:
Neubility

Design:
Yujin Lee, Seyoung Park

Website:
neubility.co.kr

UX
DESIGN
AWARDS
nominated
2025



NEXT is an intelligent, omnichannel orchestration platform for healthcare marketing built to automate sequential messaging across point-of-care, trigger-based email, and programmatic display ads. With drag-and-drop logic, Bento Grid interface, and behaviour-driven automation, *NEXT* empowers non-technical users to build cross-channel campaigns in minutes. It's GDPR & HIPAA compliant, designed using Material Design principles, and offers Atomic + Bento design systems for scalability and clarity.

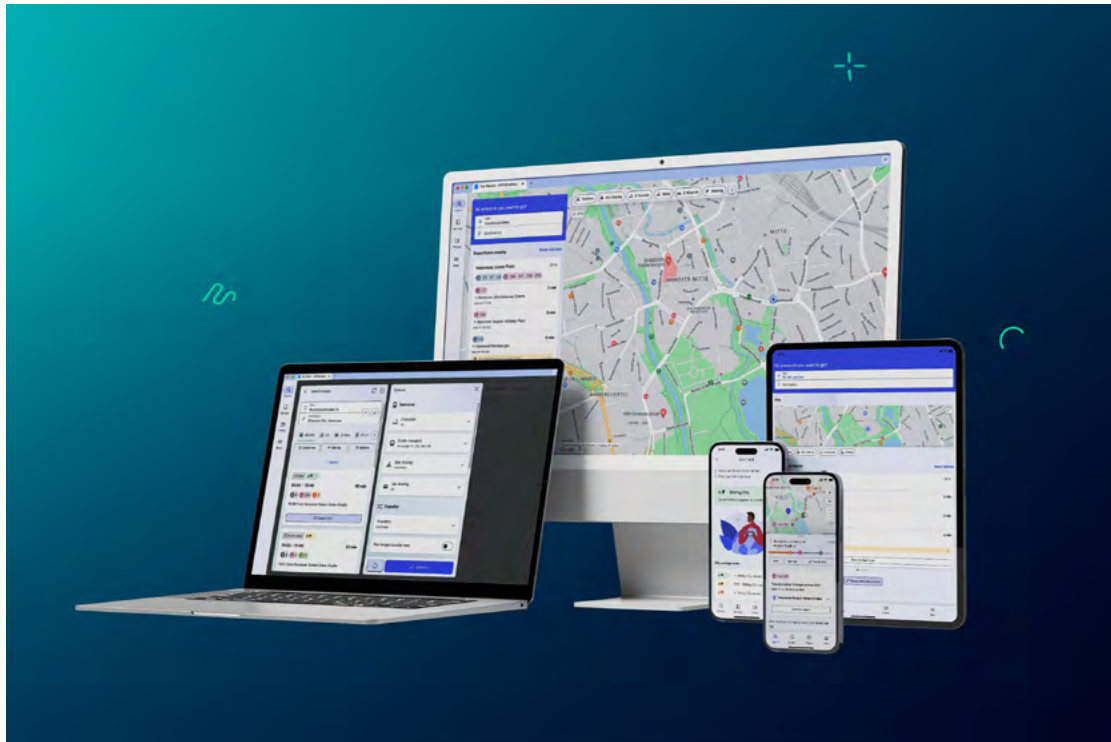
Company:
Doceree

Design Studio/Department:
Product Design

Website:
doceree.com

Design:
Abhishek Nishad, Ankit Sanklesha,
Mohit Pradhan, Aanchal Bhardwaj

UX
DESIGN
AWARDS
nominated
2025



Siemens Mobility Software's *NextGen mobility app service* reimagines white-label mobility apps as a flexible, accessible, and ever-evolving service. Built on insights from 300+ user tests, it offers adaptability through a rich add-on catalogue and a design system able to reflect diverse corporate identities. Innovations like a customizable dashboard and real-time live navigation for public transport, ensure user-centricity is core to every passenger's unique travel experience.

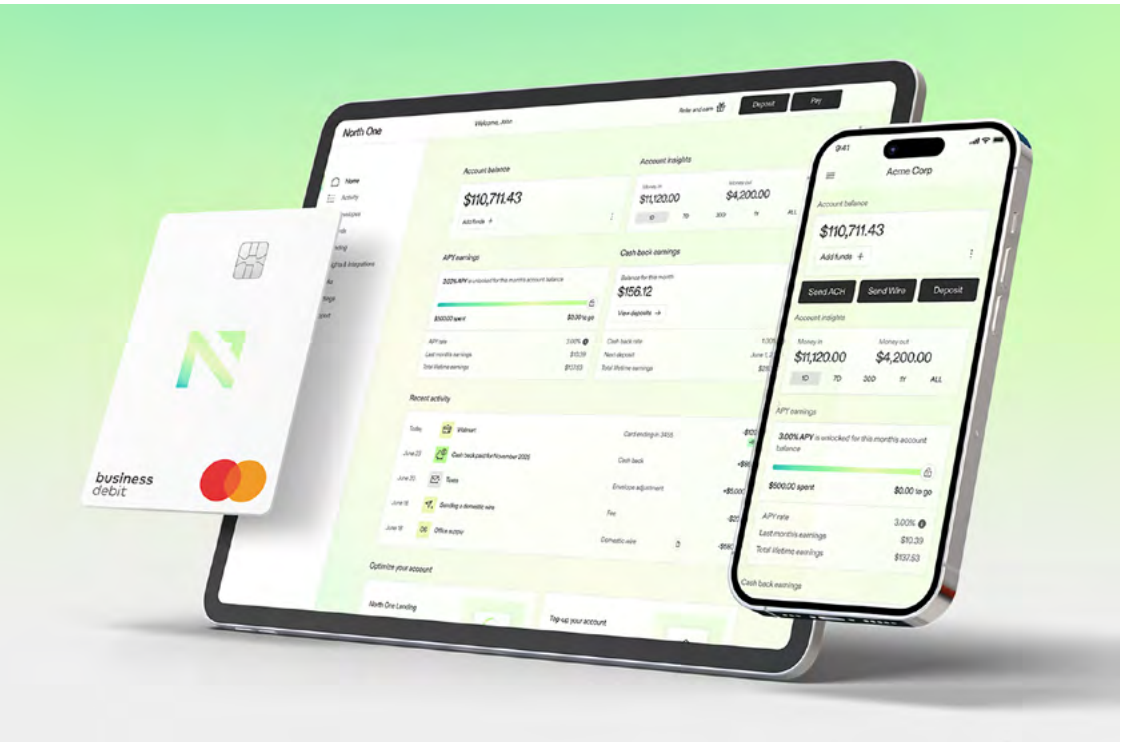
Company:
Siemens AG

Website:
mobility.siemens.com

Design Studio/Department:
Hacon Ingenieurgesellschaft mbH

Design:
Vincent Riess, Lucie Wagner,
Wolfgang Voigt, Elmar Kirchner,
Beatrice Behnecke, Corinna Behrens,
Finja Krinke, Julia Kraft,
Leonie Döhrmann, Marcel Fassonge,
Nadine Zitzmann, Abdulaziz Coscun,
Marius Hemme, Philipp Tute-Kalkening,
Franziska Dolak, Michael Gabor,
Philip-Arno Veldten, Tobias Keinath,
Mareike Röncke

UX
DESIGN
AWARDS
nominated
2025



North One offers one of the highest APYs (Annual Percentage Yield), cash back rewards, without hidden fees. Beyond fees and rewards, *North One* allows businesses to have instant deposit access to money earned via Stripe, PayPal, Shopify, and more. The *North One* platform provides tools like built in budgeting, revenue analytics, and free automated bill pay, so businesses can schedule payments in advance to ensure that finances stay organized and on track.

Company:
NorthOne Inc

Website:
northone.com

Design Studio/Department:
Product & Marketing

Design:
Jacob Lang, Jordan Anderson,
Page Heller, Mike Zurek

UX
DESIGN
AWARDS
nominated
2025



Launched on January 4, 2025, the *ON Mobile* Revamp project enhances user experience through a personalized interface that prioritizes key features and provides tailored financial offers. The app includes asset tracking and a cloud-based, modular architecture that allows quick integration of new functionalities, supporting a seamless and efficient digital banking journey.

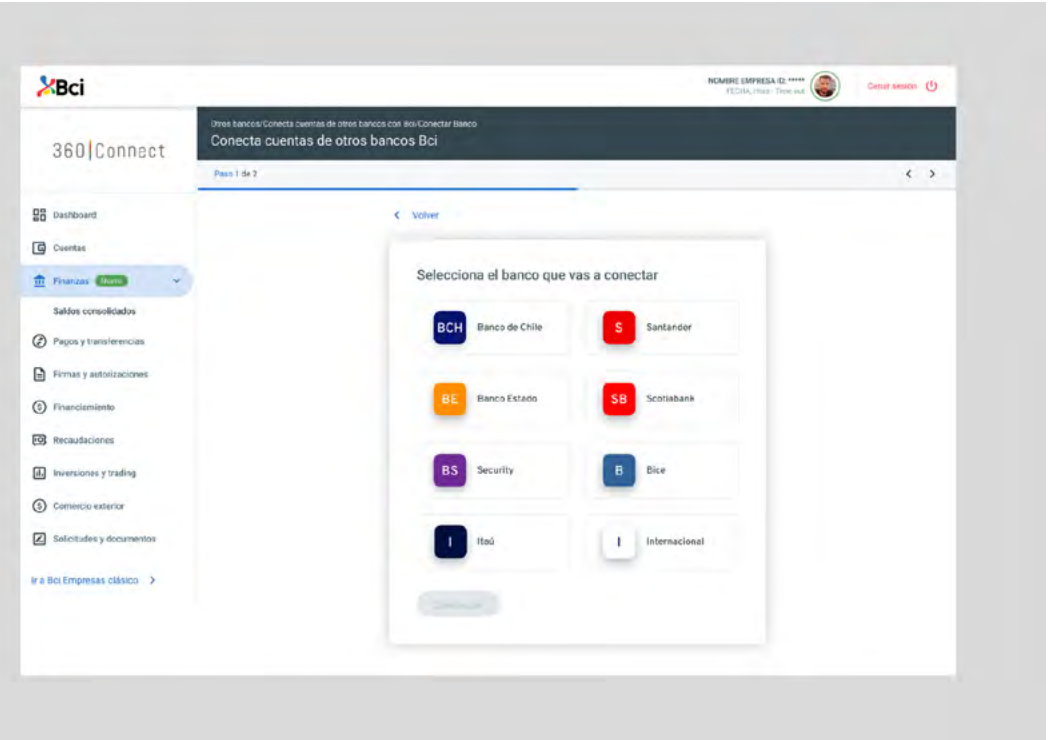
**UX
DESIGN
AWARDS**
nominated
2025

Company:
Commencis

Website:
on.com.tr

Design Studio/Department:
Commencis Design Team

Design:
Belgüzar Kayfeci, Dilan Can Yıldırım,
Dilge Arslançan, Ebru Boyacı,
Ebru Namaldı, Ezgi Gök, Imge Akbulut,
Onur Kurt, Sertan Arıç, Sinem Kartal,
Tayfun Doğan, Yaprak Kaynar



Open Banking is an initiative that will allow clients to connect the financial information from their other business bank accounts (balances and transactions) with 360|Connect to simplify daily reconciliation processes.

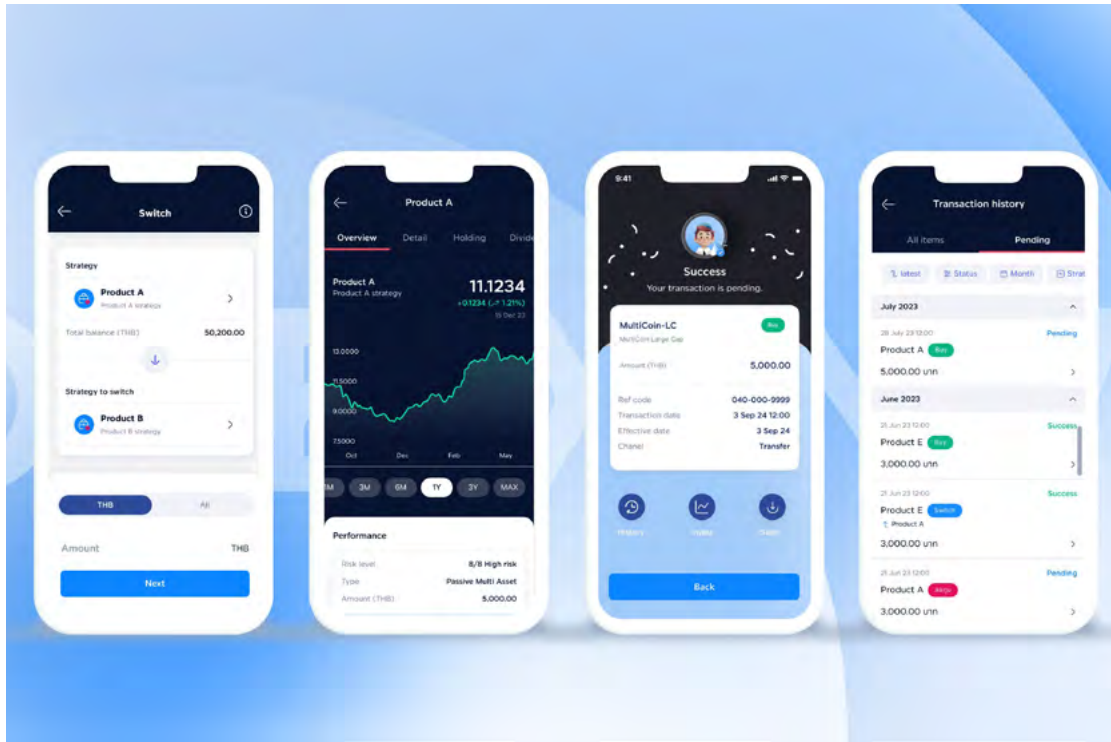
**UX
DESIGN
AWARDS**
nominated
2025

Company:
Banco de Crédito e Inversiones

Website:
bci.cl

Design Studio/Department:
Experience Design

Design:
Francisca Prieto, Mónica Bravo



Orbix INVEST is a mobile banking platform for investors trading both digital and traditional assets. In Thailand, the lack of clear regulations to protect investors is a major concern. The platform focuses on three key areas: expert-led investment management, educational insights, and wealth-building trust. *Orbix INVEST* aims to support investors and regulators by offering seamless, flexible digital services backed by bank-grade security.

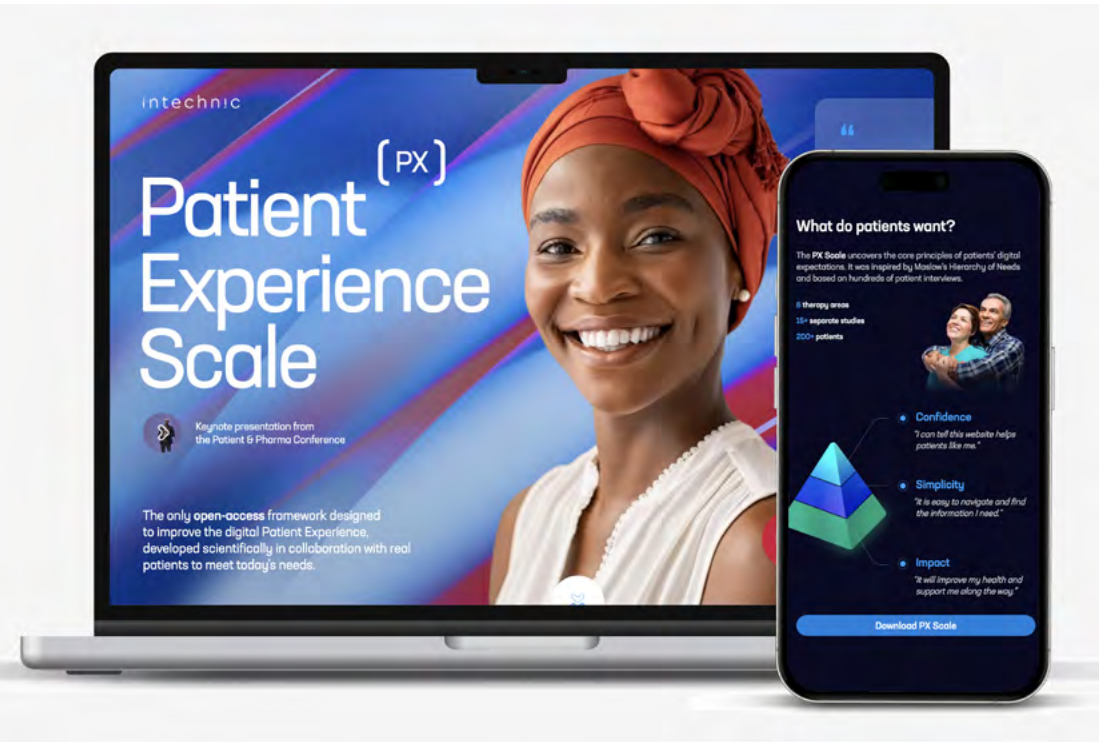
UX
DESIGN
AWARDS
nominated
2025

Company:
Orbix Invest Company Limited

Website:
orbixinvest.com

Design Studio/Department:
Orbix invest

Design:
Thadarad Chaveanghong,
Auriya Paphim,
Suwaporn Wongchana



UX
DESIGN
AWARDS
nominated
2025

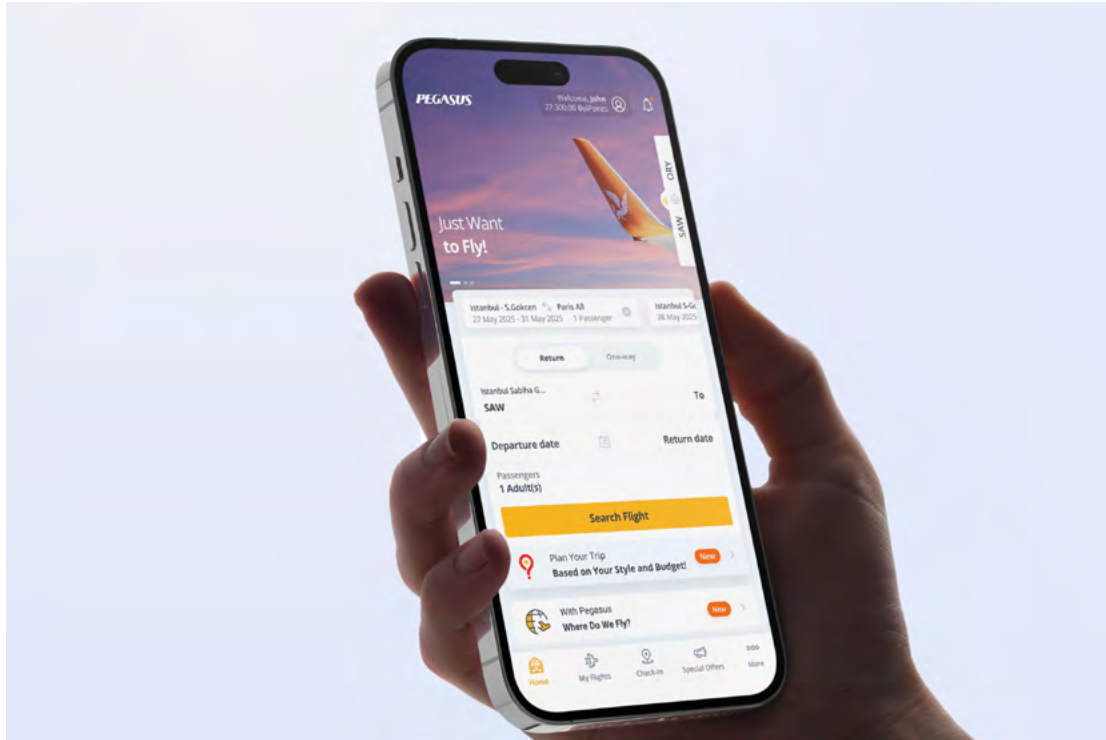
The *Patient Experience (PX) Scale* is a pioneering open-access framework for measuring and improving digital patient experience. Developed through extensive research with real patients, it provides a scientifically-backed toolkit for evaluating and enhancing healthcare websites, apps, or portals. The *PX Scale* includes a questionnaire, scoring instructions, and implementation guidance, empowering organizations to create more patient-centric digital experiences that improve health outcomes.

Company:
Intechnic

Website:
intechnic.com

Design Studio/Department:
Patient Experience

Design:
Andrew Kucheriavy, Emma Wigdahl,
Caroline Ma, Paola Molina Razo,
Alla Zarifyan, Meghan Kocian,
Vitaliy Radchenko



The *Pegasus Mobile Application* enhances passenger journeys by digitizing travel processes. It provides real-time notifications, mobile boarding passes, and a gamified loyalty program. The app improves operational efficiency, customer experience, commercial performance, and sustainability.

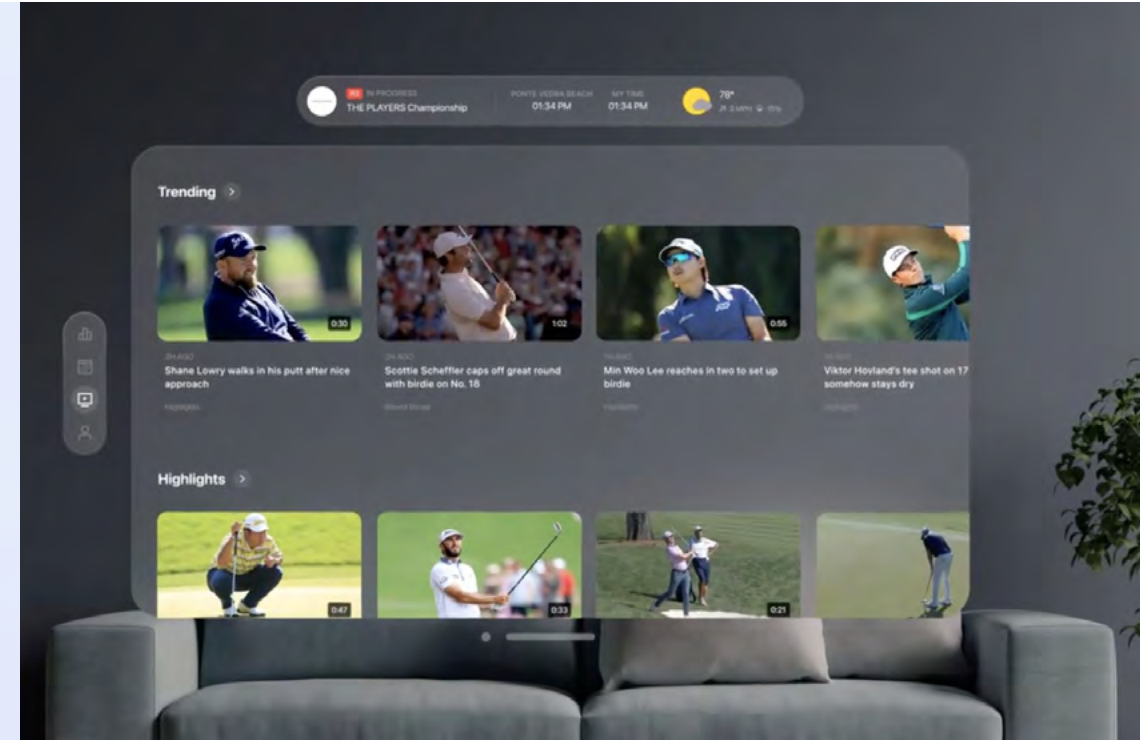
Company:
Commencis

Website:
flypgs.com

Design Studio/Department:
Commencis Design Department

Design:
Belguzar Kayfeci, Dina Akcay,
Ebru Boyaci, Hazal Akan, Kutay Celikkol,
Merve Ozturk, Nagihan Ozkar,
Nilay Taskin, Yagmur Ayan

UX
DESIGN
AWARDS
nominated
2025



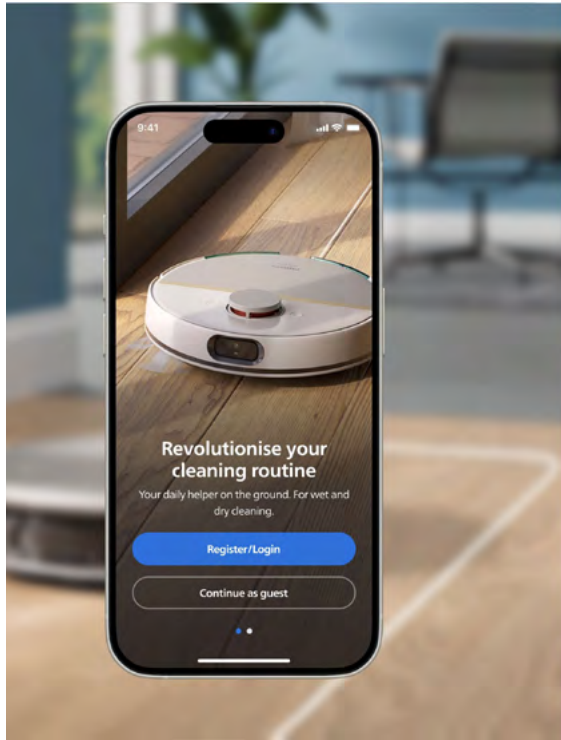
PGA TOUR Vision, launched in 2024 exclusively for Apple Vision Pro is a first of its kind app that changes how fans experience golf – but also importantly, lays the groundwork for how fans will experience sports in the future. The experience enables 2D windows, 3D hole models and immersive hole views to follow live tournaments. Powered by visionOS, a user's eyes, hands and voice are in control with intuitive gestures such as moving their eyes, tapping fingers, or using a virtual keyboard.

Company:
PGA TOUR

Website:
pgatour.com

Design Studio/Department:
Work & Co

UX
DESIGN
AWARDS
nominated
2025



HomeRun integrates two smart devices: a robot vacuum cleaner for indoors and a robot lawn mower for outdoors, users manage both through a single app. It facilitates seamless transitions between tasks with a consistent design, ensuring clean floors and well-maintained gardens and it adapts cleaning approaches according to personal needs and local environment; moreover, it has safety features like real-time location tracking and animal protection modes for effective home and garden care.

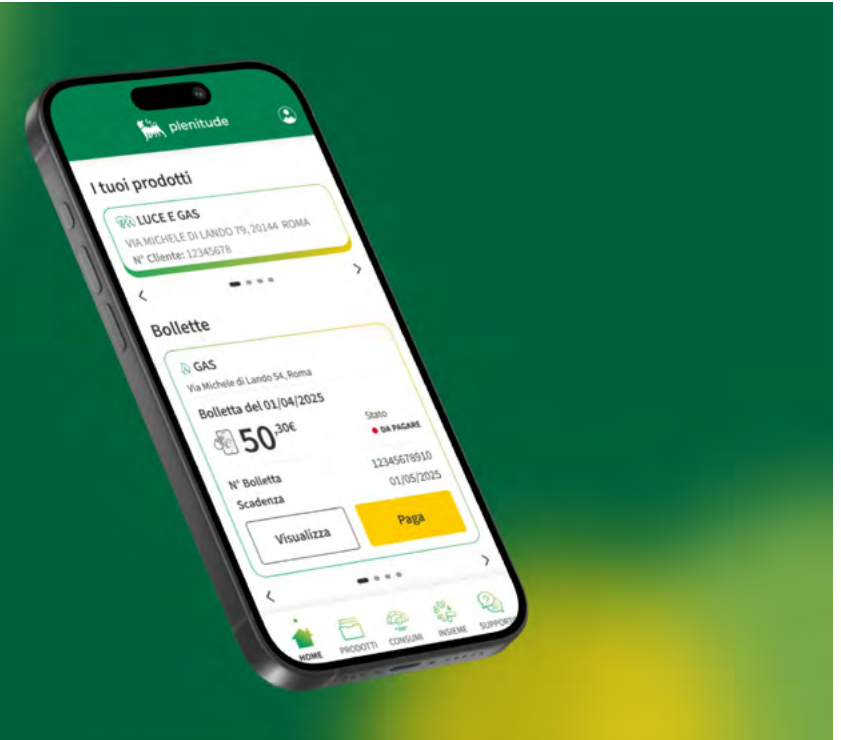
Company:
Versuni

Design Studio/Department:
Versuni Experience Design

Website:
apple.com/philips-homerun-robot-app

UX
DESIGN
AWARDS
nominated
2025

UX
DESIGN
AWARDS
nominated
2025



As a Benefit Corporation in the energy sector, *Plenitude* believes that only an equitable transition can create future-proof change. *Plenitude* helps people and companies improve energy awareness and achieve carbon neutrality. The *Plenitude App* lets users manage utilities, pay bills, and monitor consumption independently, with a simple and transparent digital experience.

Company:
Plenitude

Design Studio/Department:
EY MC SAATCHI EUROPE

Website:
eniplenitude.com



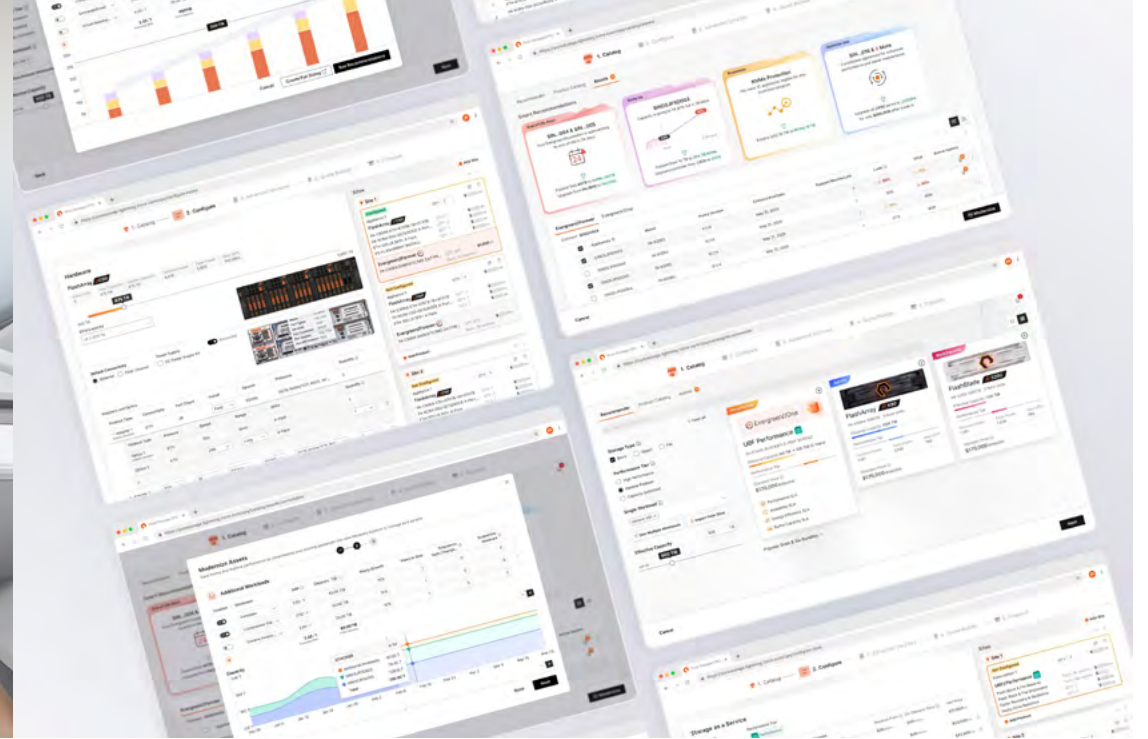
Sharge revolutionizes the EV charging landscape by transforming private charging piles into shared community resources. It enhances accessibility, convenience, and affordability in the EV ecosystem. By addressing the challenges of limited public charging and high costs, *Sharge* allows hosts to earn extra income and enhances the charging experience for drivers. This innovation promotes sustainability and supports the shift towards a greener future.

Company:
Next Interface Wave

Website:
fang-xu-design.webflow.io

Design:
Fang Xu, Xuan Shen, Yongwen Dai,
Jincheng (Shawn) Wang, Zehao Yu,
Shengjie (Moses) Wan

UX
DESIGN
AWARDS
nominated
2025



Pure CPQ redefines how data storage solutions are quoted – turning a slow, expert-driven process into an intuitive, accessible experience. It empowers both sellers and customers to explore, configure, and quote solutions with confidence. By simplifying complexity without sacrificing control, *Pure CPQ* shortens decision making cycles, standardizes processes, and brings transparency to a traditionally opaque industry.

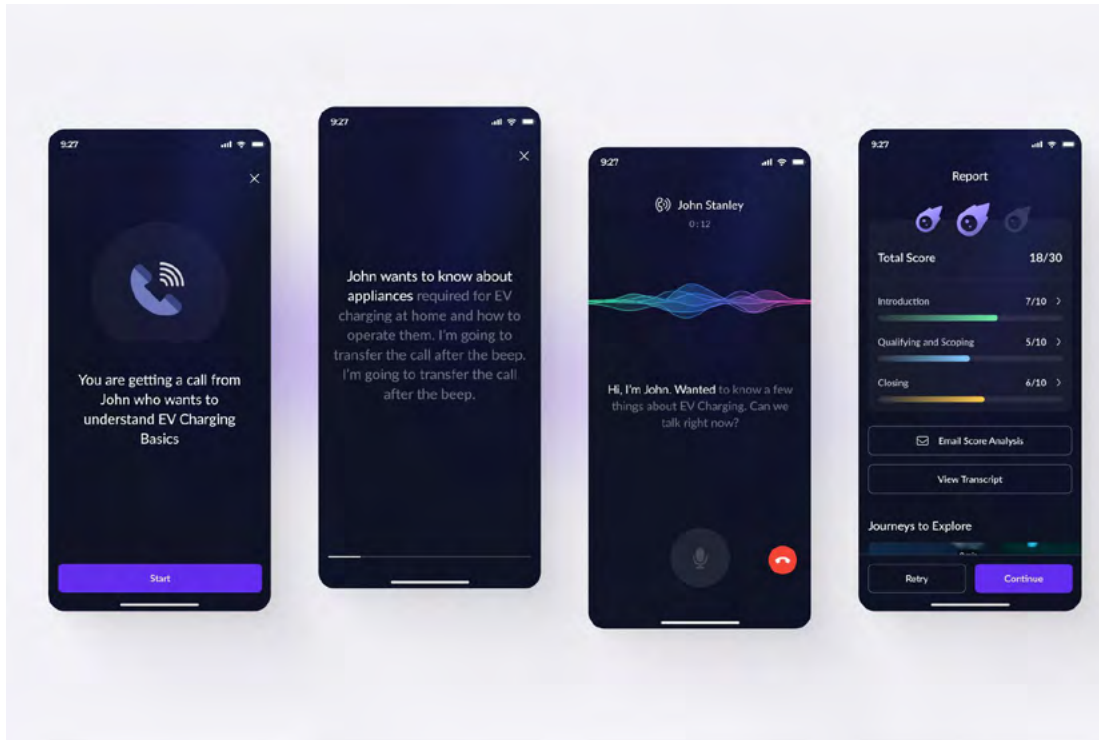
Company:
Pure Storage, Inc.

Website:
uyue.me

Design Studio/Department:
Digital Transformation Group
Product Team

Design:
Yue Wu, Jing Han

UX
DESIGN
AWARDS
nominated
2025



AI Roleplay on RockED is an interactive learning experience where users engage in job-relevant simulated scenarios to deepen their understanding and application of key concepts. *AI Roleplays* go beyond traditional testing by immersing learners in common dealership pitfalls, helping them identify mistakes, reflect on their actions, and improve real-world performance through contextual practice.

Company:
The RockED Company

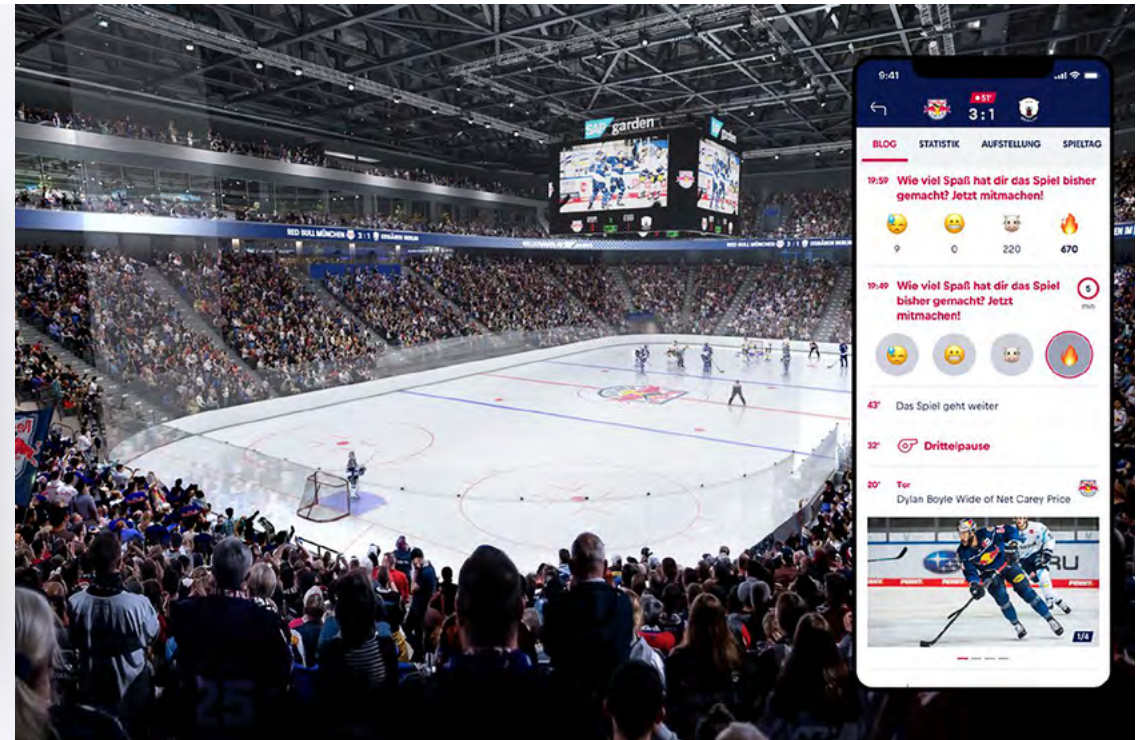
Website:
rocked.us

Design Studio/Department:
Pen on Paper Technologies

Design:
Deepika Agarwal, Poorva Mankad,
Ishan Singh

UX
DESIGN
AWARDS
nominated
2025

UX
DESIGN
AWARDS
nominated
2025



SAP Garden is a multifunctional sports arena in Munich designed to merge physical and digital fan experiences. The project delivered a unified digital ecosystem (web & app) with features such as visitor onboarding, live stats, and in-venue services, enabling seamless interaction across basketball, ice hockey, and other events while enhancing engagement and accessibility by using a standardized design system.

Company:
Red Bull Stadion München GmbH

Website:
sapgarden.com

Design Studio/Department:
Futurice



Sapien is Darwinbox's game-changing HRMS app that brings the future of work to users' fingertips. Its intuitive UX seamlessly blends with proactive AI, empowering millions of deskless workers with personalized insights, effortless productivity, and engagement.

Company:
Darwinbox Digital Solutions
Private Limited

Website:
darwinbox.com

Design Studio/Department:
Product Design

Design:
Roshan Kove, Mohit Tewari,
Senthil Kumar M, Chaitanya Peddi

UX
DESIGN
AWARDS
nominated
2025



SCOPE UI is a modular design system for air picture control systems in complex operational environments. It enhances situational awareness and coordination through consistent, reusable components tailored to varying control centers. Designed to reduce complexity and support rapid feature deployment, it improves usability under high cognitive load. The system integrates accessibility and data visualization to strengthen collaboration and streamline implementation.

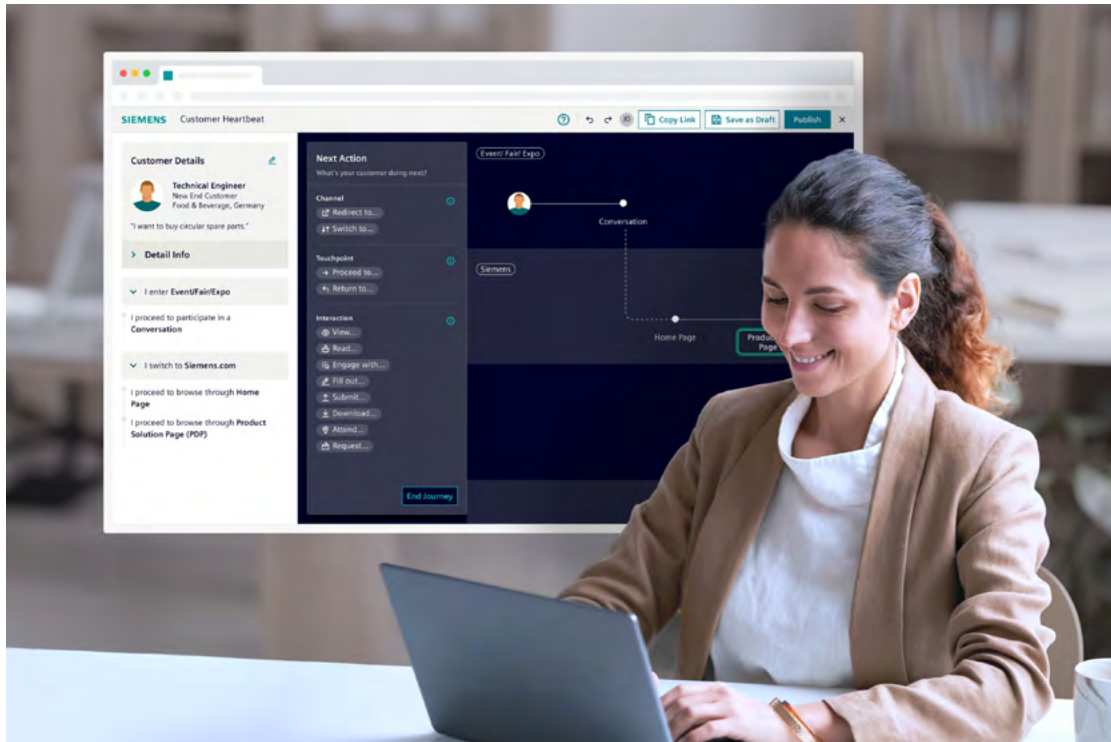
Company:
ASELSAN INC.

Website:
zeroheight.com

Design Studio/Department:
UX/UI Design

Design:
Gülce Gümüşdere Yavuz,
Beyza Karakoyunlu, Nur Altuntaş,
Melisa Nur Kart

UX
DESIGN
AWARDS
nominated
2025



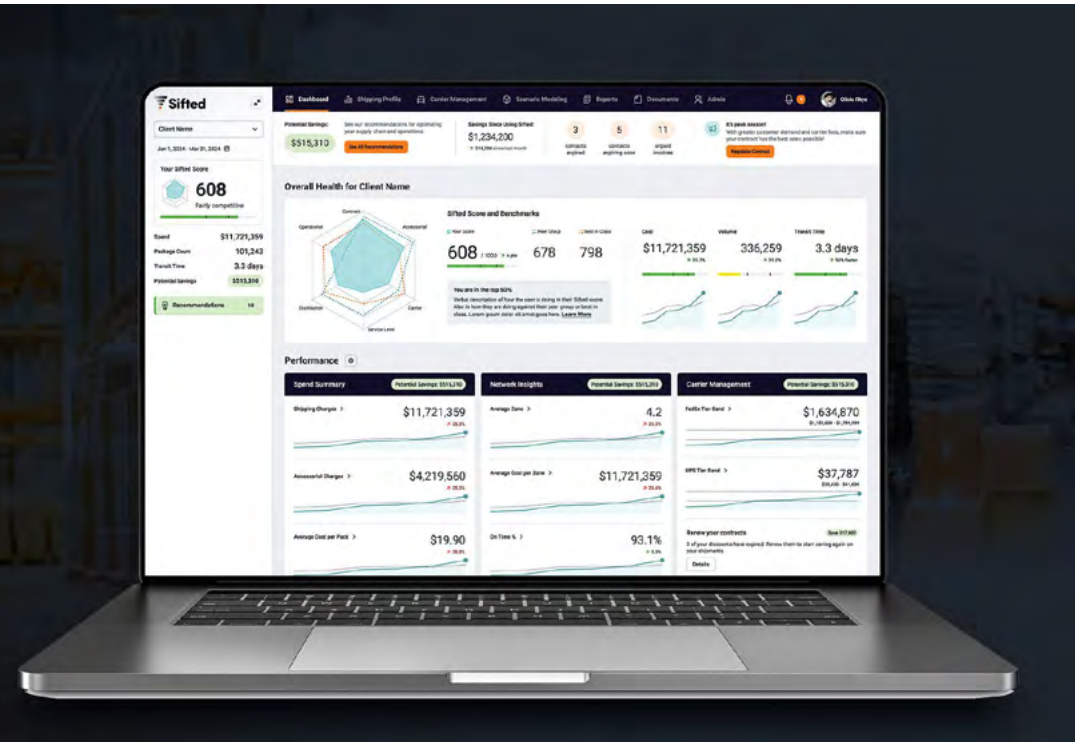
Siemens empowers customers in their digital and sustainability transformation, driving long-term growth by staying connected to customer needs. *Siemens Customer Heartbeat* crowdsources insights, fostering transparency and breaking down silos. This tool enables employees to prioritise customer centricity and enhance experiences. By addressing complex, multi-touchpoint journeys, Siemens aims to deliver seamless digital interactions that meet evolving expectations.

Company:
Siemens AG

Website:
siemens.com

Design Studio/Department:
Digital Experience

Design:
Molly Ann Williams, Caro Gläser,
Sarah Bracher, Martina Burger,
Marta Kushnir, Angela Bode,
Alberto Viseras



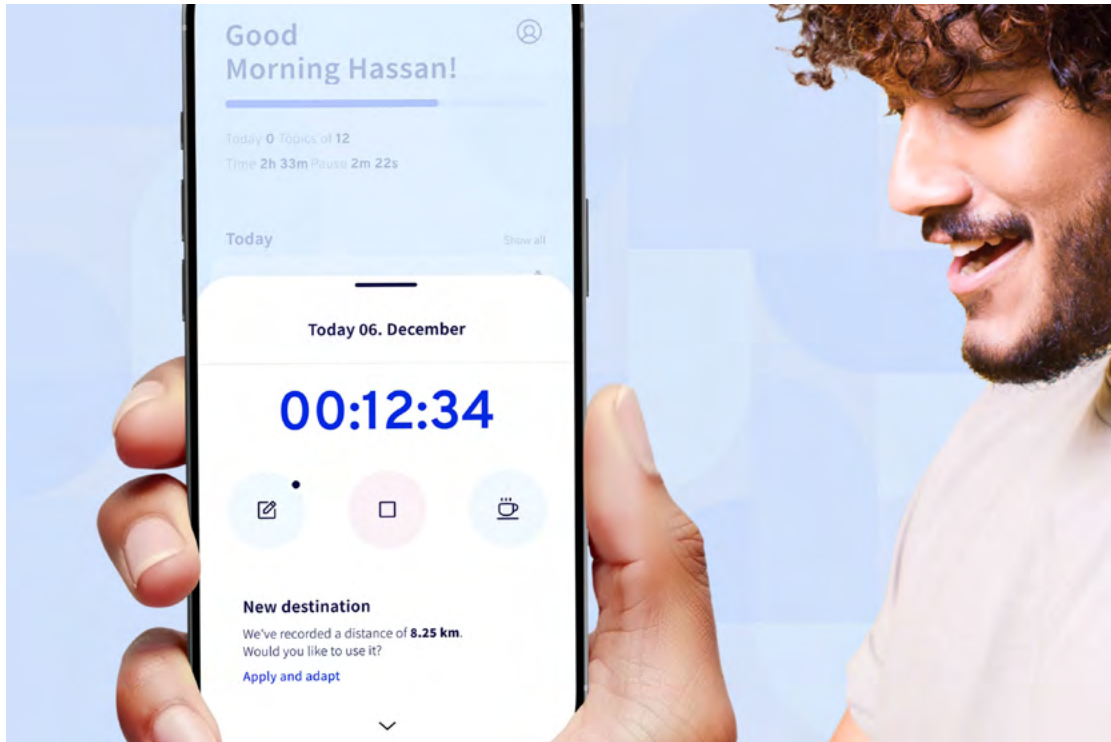
Sifted, a SaaS company utilizing AI and predictive analytics, helps shippers optimize their supply chain operations. Despite its robust capabilities, the platform required a better user experience. A collaboration with Momentum Design Lab, an HTEC company, identified key pain points and opportunities, resulting in a redesign that empowers users to make faster, data-driven decisions to optimize their spend, carriers, and contracts – reducing inefficiencies and costs.

Company:
Momentum Design Lab,
an HTEC company

Website:
momentumdesignlab.com

Design Studio/Department:
Momentum Design Lab
Product Designers





Fortytools Mobile is built for cleaners, caregivers, and property managers who often face time pressure, limited digital experience, and fragmented workflows. The app optimizes time tracking with an intuitive one-tap solution that minimizes payroll errors, reduces administrative workload, and works offline. There is no training required as it integrates seamlessly into daily routines, making time tracking fast, simple, and efficient.

Company:
fortytools gmbh

Website:
fortytools.com

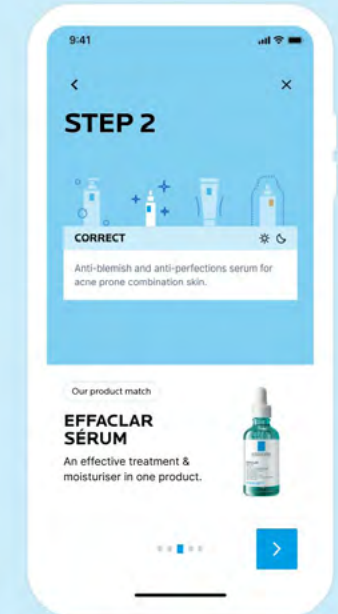
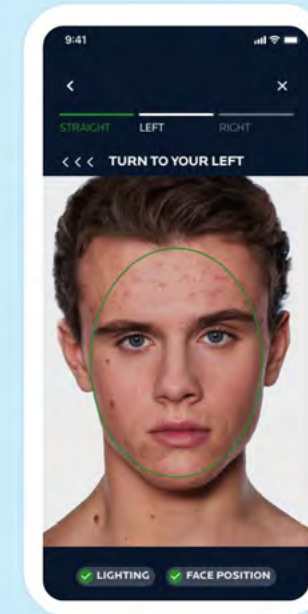
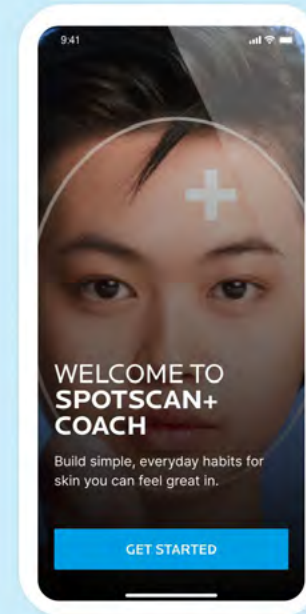
Design Studio/Department:
Hans Albu Sanmiguel GmbH

Design:
Hans Albu Sanmiguel,
Michael Castán López

Smart Time & Staff Management
for Cleaning Ops

UX
DESIGN
AWARDS
nominated
2025

162



Spotscan+ Coach is a personalized digital experience with dermatology-backed skincare advice and daily support to help people manage their acne, boost confidence, and develop healthy habits. It leverages the AI-driven skin analysis tool *Spotscan+* to provide personalized skincare routines, sets users up for success with a motivating coaching challenge, and keeps users engaged with a library of multimedia content by dermatologists and influencers to demystify acne and provide trustworthy guidance.

Company:
L'Oréal – Beauty Tech Services

Website:
ustwo.com

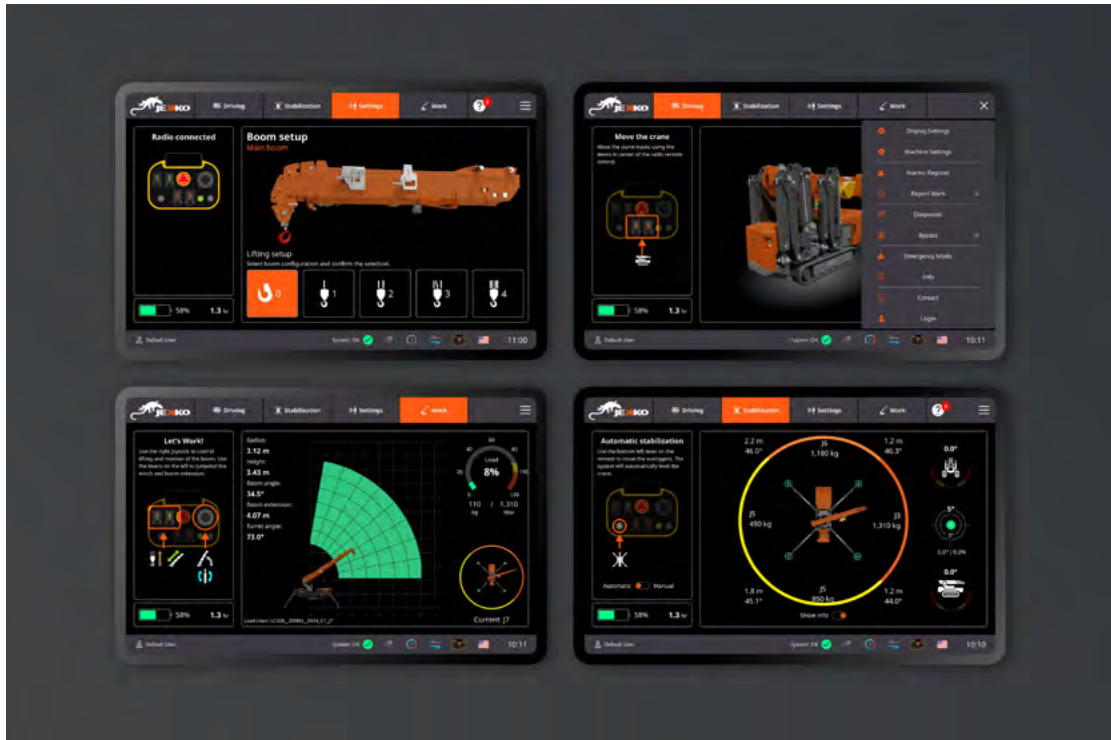
Design Studio/Department:
ustwo

Design:
Kin Yeung, Rachel Jones, Ana Oliveira,
Dani Barnetche, Grant Liddall,
Scott Eggertsen, Joe McGuinness,
Nick Hegarty, Greig Robinson

UX
DESIGN
AWARDS
nominated
2025

163

Spotscan+ Coach

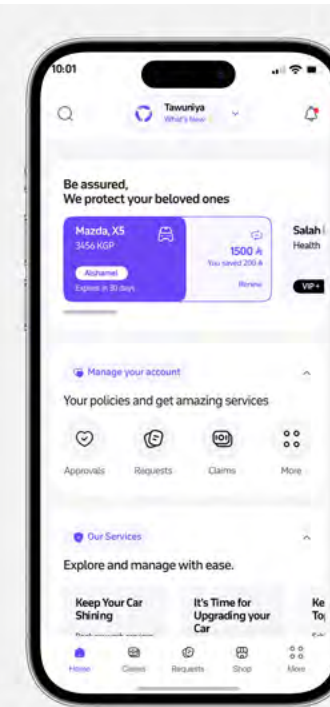


The SPX328 interface is installed on mini cranes intended for rental use, combining digital and physical controls to support non-expert users in complex environments. A mirrored layout reflects analog levers, enhancing clarity and control. The system includes visual guides, video tutorials, and context-sensitive feedback. Designed through co-design, it reduces training time, supports safe operation, and allows flexible switching to manual control.

Company:
Jekko S.r.l.

Design Studio/Department:
Emo design

Website:
jekko-cranes.com

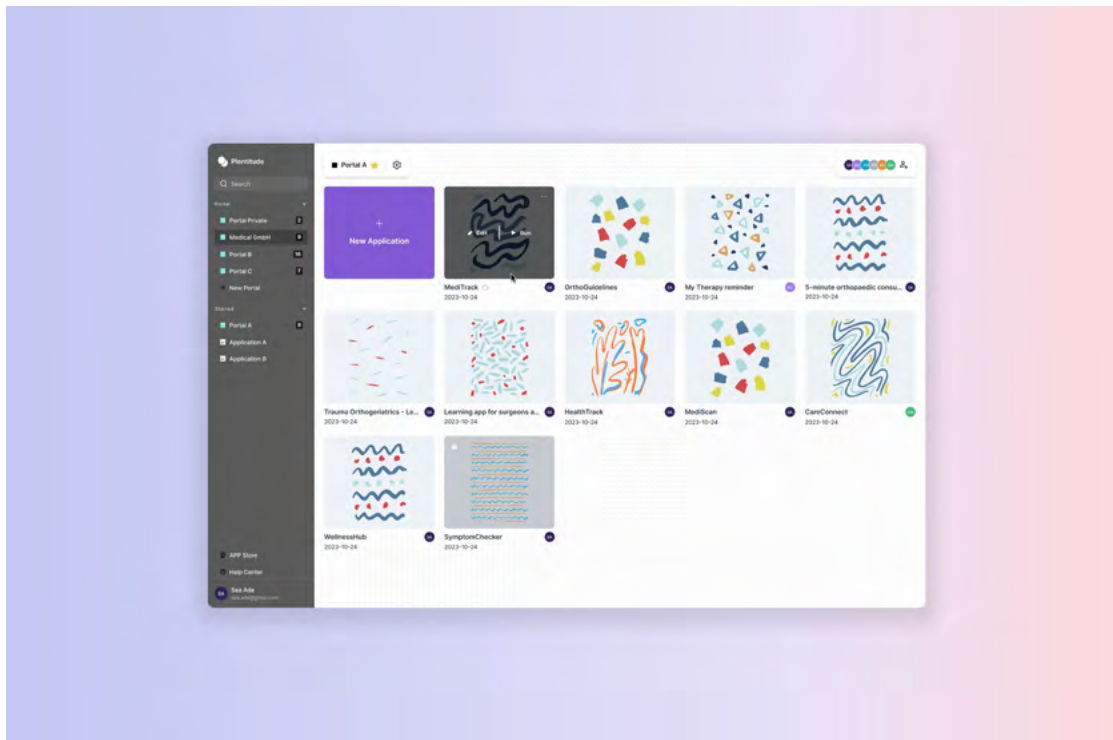


Tawuniya's *Super App* is a fully digital insurance platform that centralizes health, motor, life, and property coverage within a single application. It supports real-time claims, policy management, and telemedicine services. The app leverages AI to streamline tasks and serves +3 million users, enhancing efficiency and accessibility in the insurance journey.

Company:
Tawuniya

Design Studio/Department:
Digital Hub, Tawuniya

Website:
tawuniya.com



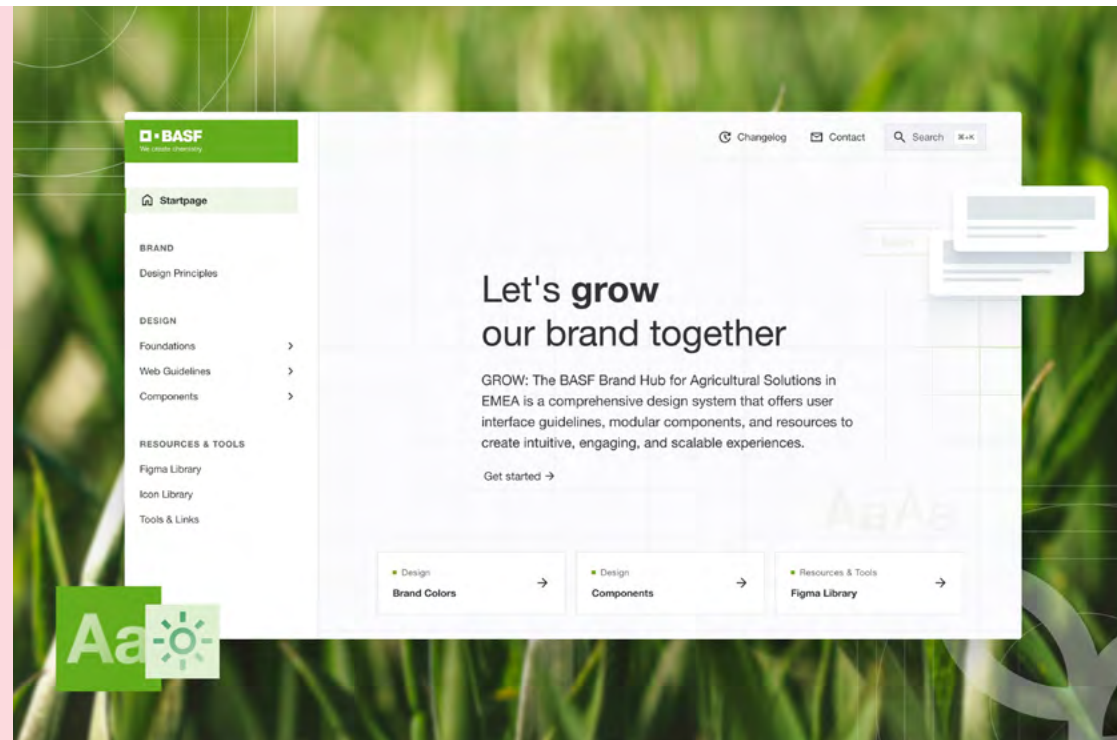
Tenum is a next-gen AI-native low-code platform that unifies front-end, back-end, and DevOps in one canvas. Developers and autonomous agents ship full-stack apps with a single language; *Tenum* generates infrastructure, scaling, and pipelines automatically, cutting setup time and cost so teams focus purely on product logic, delivering better software faster.

Company:
Tenum.AI

Website:
tenum.ai

Design Studio/Department:
UX Department

UX
DESIGN
AWARDS
nominated
2025



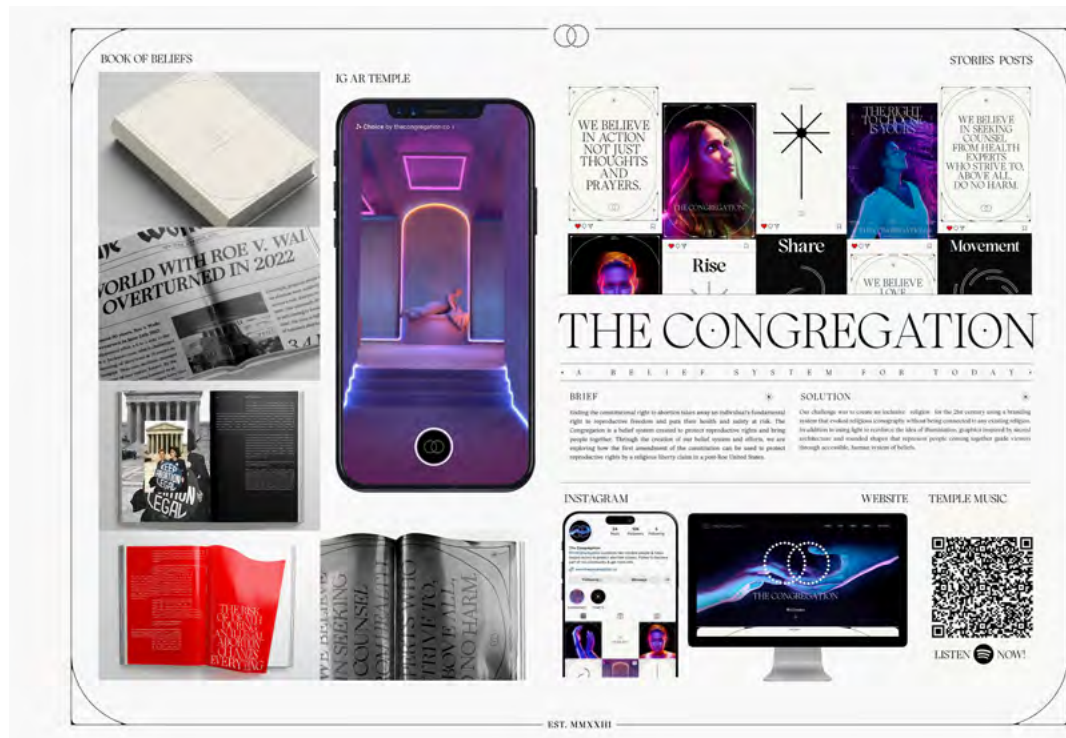
Powered by the *GROW Design System*, the *BASF Brand Hub for Agricultural Solutions in EMEA* enables consistent, scalable, and sustainable brand development. It centralizes guidelines, assets, and templates for seamless collaboration between teams and partners. The *GROW Design System* offers reusable UI components, WCAG 2.1 accessibility standards, and a headless CMS for efficient digital product creation, simplifying workflows and setting a benchmark for eco-conscious brand management.

Company:
BASF SE

Website:
grow-brandhub.agro.basf.com

Design Studio/Department:
21TORR GmbH

Design:
Kai Erne, Katharina Seidel, Robin Bork,
Stefanie Braun, Isabell Höffner



When the US Supreme Court removed essential reproductive rights by overturning *Roe v. Wade*, *The Congregation* was created as a belief system to protect these rights by reframing them as a First Amendment-protected religious freedom. The platform provides legal support, mental health services, and advocacy tools through a user-focused website to navigate access to valuable resources. The community-centered approach creates a safe space that makes advocacy accessible and impactful.

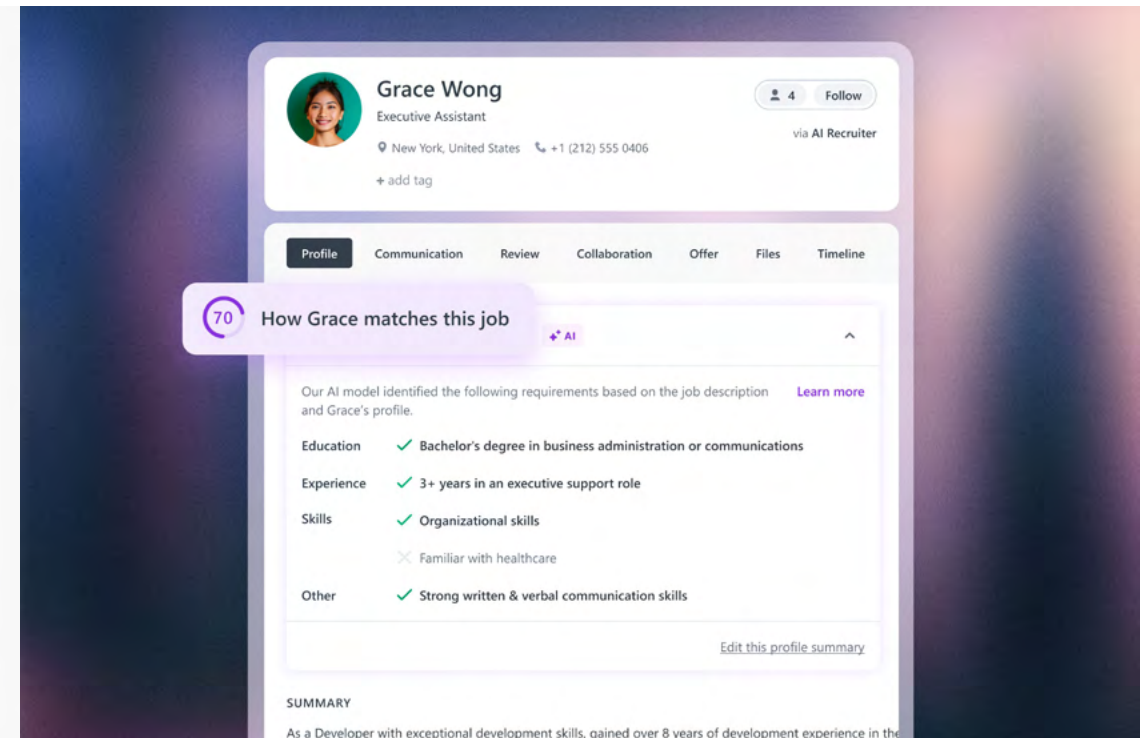
Company:
Klick Health

Design Studio/Department:
UX Team

Design:
Rich Levy, Bernardo Romero,
Amy Fortunato, Andrea Bistany,
Michael Bonilla, Dana Panzone,
Julia Agard, Travis Borgess,
Kristine Brown, Kate Maldjian,
Carl Turner, Dave Loughheed,
Liza Kazyuk, Yan Esteves,
Leonardo Claret, Mariana Borgia

UX
DESIGN
AWARDS
nominated
2025

168



UX
DESIGN
AWARDS
nominated
2025

169

The AI-powered Applicant Tracking System streamlines hiring with tools for candidate evaluation, collaboration, and automation. It simplifies applicant organization, ensures fair evaluations, and enhances team collaboration through integrated communication and scheduling features. Automation tools and analytics save time, while integrations with leading platforms support a seamless hiring process. This comprehensive solution is tailored to modern recruitment needs.

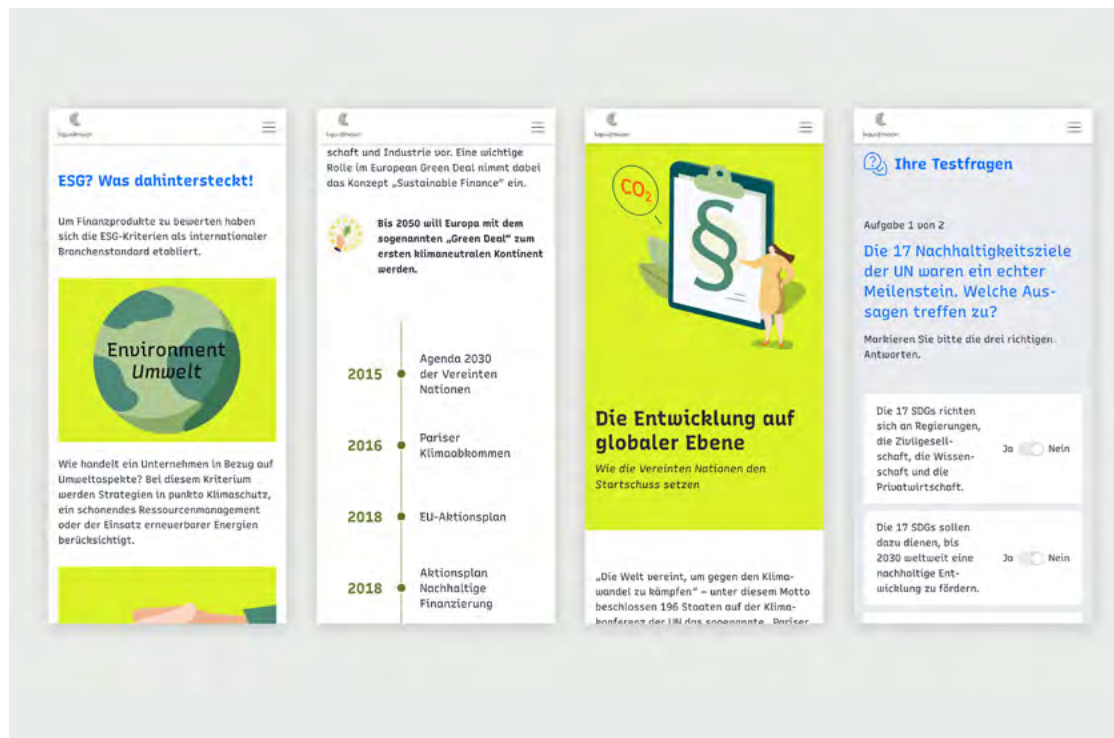
Company:
Workable

Design:
Stefania Kouzeli, Marios Natsos,
Margarita Skiada, Roxani Skiada,
Stelios Xenakis, Constantina Stratoudaki,
Matt McCrory, Argyris Michaletos

Website:
workable.com

The Future of Hiring: AI in Recruitment

The Congregation



Sustainability is becoming increasingly important in the finance sector. It is crucial to create a solid knowledge foundation on this subject for all bank employees. For this reason, a fully responsive tutorial and web-based training have been devised.

**UX
DESIGN
AWARDS**
nominated
2025

Company:
liquidmoon GmbH

Website:
liquidmoon.de

Design:
Barbara König, Peter Glaab,
Adrian Brehme, Ulli Neutzling



U+tv Next simplifies content discovery through personalized recommendations, intuitive navigation, and immersive visual design. Adaptive Canvas sets the tone based on genre and emotion, while a multi-turn voice agent supports natural interaction. Users can compare viewing options side by side and enjoy a seamless journey across live TV, detail, and purchase screens.

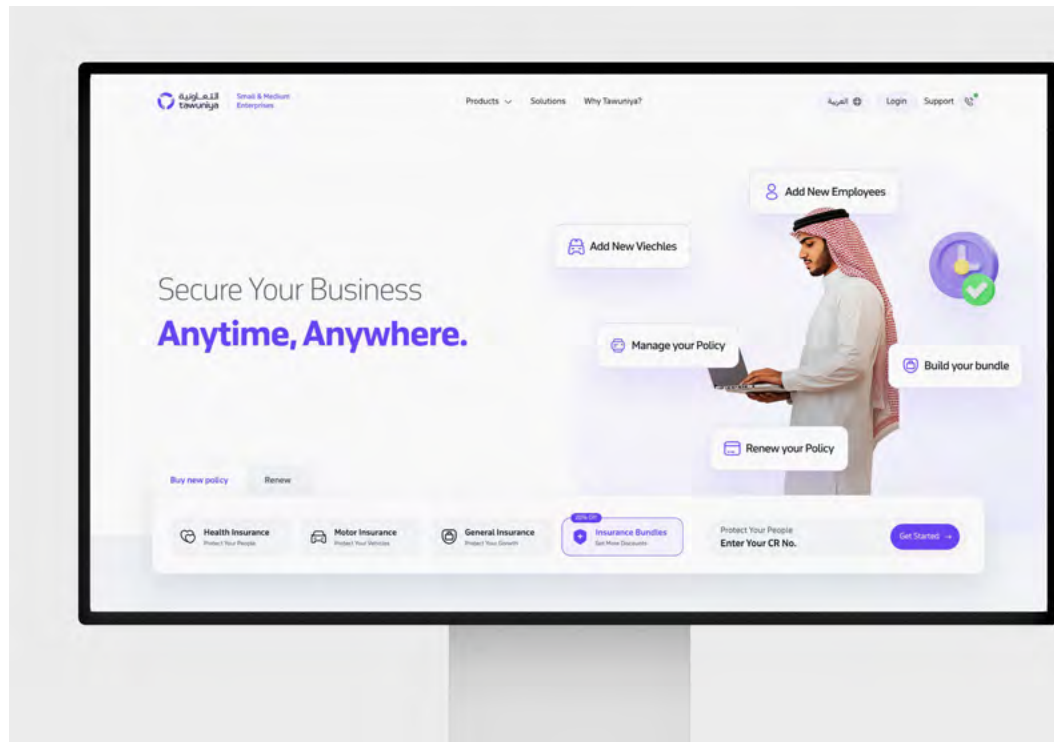
**UX
DESIGN
AWARDS**
nominated
2025

Company:
LG U+

Website:
lguplus.com

Design Studio/Department:
LG U+ ameoba

Design:
Hye Ju Koh, Jin Hee Lee, Ju Hyun Kim,
Yoon Seok Yang, Yeon Su Yoon,
Eun Hye Jeong, Eun Eui Son,
Kyung Sook Lee, Dae Hoon Kang



Tawuniya's *Unified MSME Portal* is a digital insurance platform for businesses of all sizes – Micro, Small, and Medium Enterprises. It enables users to compare, buy, manage, and renew policies like Health, Motor, and P&C through one interface. With automation via bots and APIs, it offers real-time issuance and digital claims. In under a year, it generated SAR 150M in GWP, cut processing time by 60%, and supports 430+ services to boost economic access.

Company:
Tawuniya

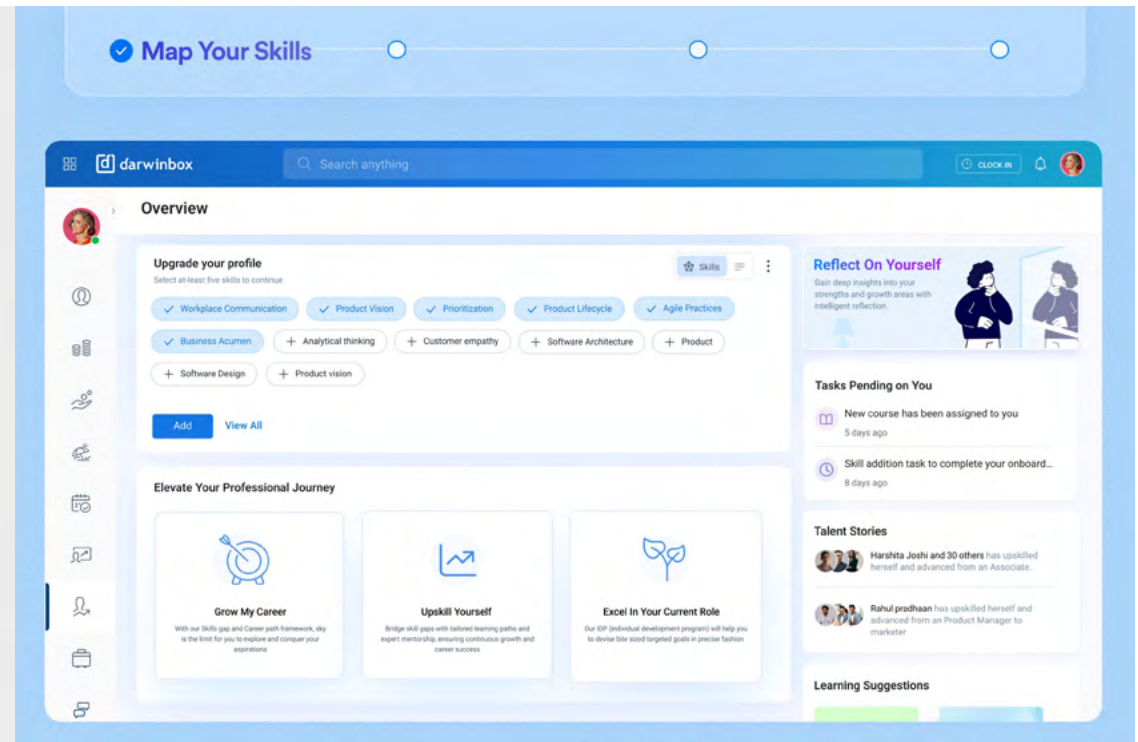
Design Studio/Department:
Digital Hub, Tawuniya

Website:
tawuniya.com

UX
DESIGN
AWARDS
nominated
2025

Unified MSME Portal –
The One of Its Kind Globally

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Uplyft is a talent offering that reimagines career growth to feel less like a system and more like a guide. For the first time ever, it puts employees in control with AI-powered workflows, personalised growth plans, and real-time skill insights that are intuitive to navigate and easy to adopt. It transforms career growth into a self-driven, seamless experience – scaling effortlessly from up-skilling to succession planning, making talent development more future-ready, yet user first!

Company:
Darwinbox pvt ltd

Design Studio/Department:
Product Design

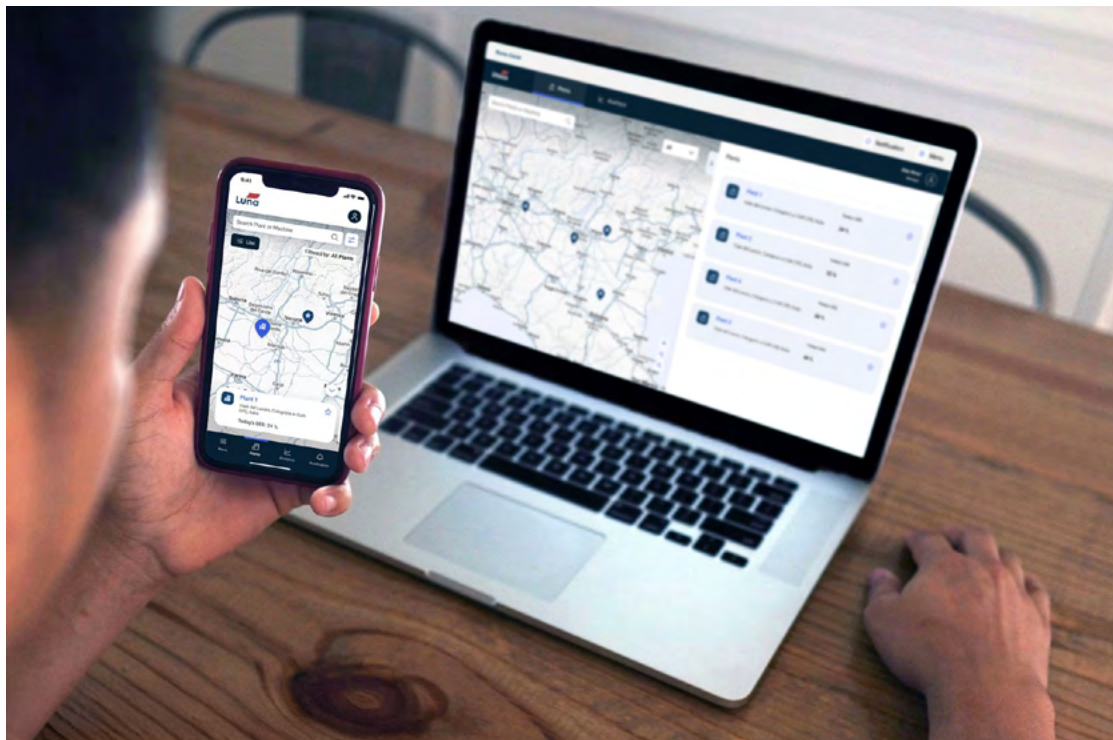
Website:
darwinbox.com

Design:
Dinesh yadav, Ananya Pandey,
Nikita Ware, Senthil Kumar M,
Chaitanya peddi

UX
DESIGN
AWARDS
nominated
2025

Uplyft – Fueling Growth,
Elevating Talent.

173



The *IoT Ecosystem* project was born from the need to improve the user experience in all interactions with a Uteco press. After an in-depth analysis, the operational flow of the HMI was remapped to create a simple and intuitive interface for machine operators. Subsequently, work was conducted on the external communication of machine data through a platform dedicated to the production manager, also connecting all machines with each other through optimized scheduling.

Company:
Uteco Converting S.p.A.

Website:
uteco.com

Design Studio/Department:
Tangity

Design:
Francesca Castioni, Tania Bricalli,
Anna Laura Sacchetto,
Eleonora Cavenaghi

UX
DESIGN
AWARDS
nominated
2025



The *Powerverse* app is designed to simplify and optimize the home charging experience for EV owners. In a growing EV market, there is a recognized need for a user-centric charging app that provides efficient and flexible charging options while aligning with user priorities, such as sustainability, cost-effectiveness, and ease of use. The app serves as a digital assistant, enabling users to manage their charging needs effortlessly, from scheduling optimal charging times to setting up personalized notifications.

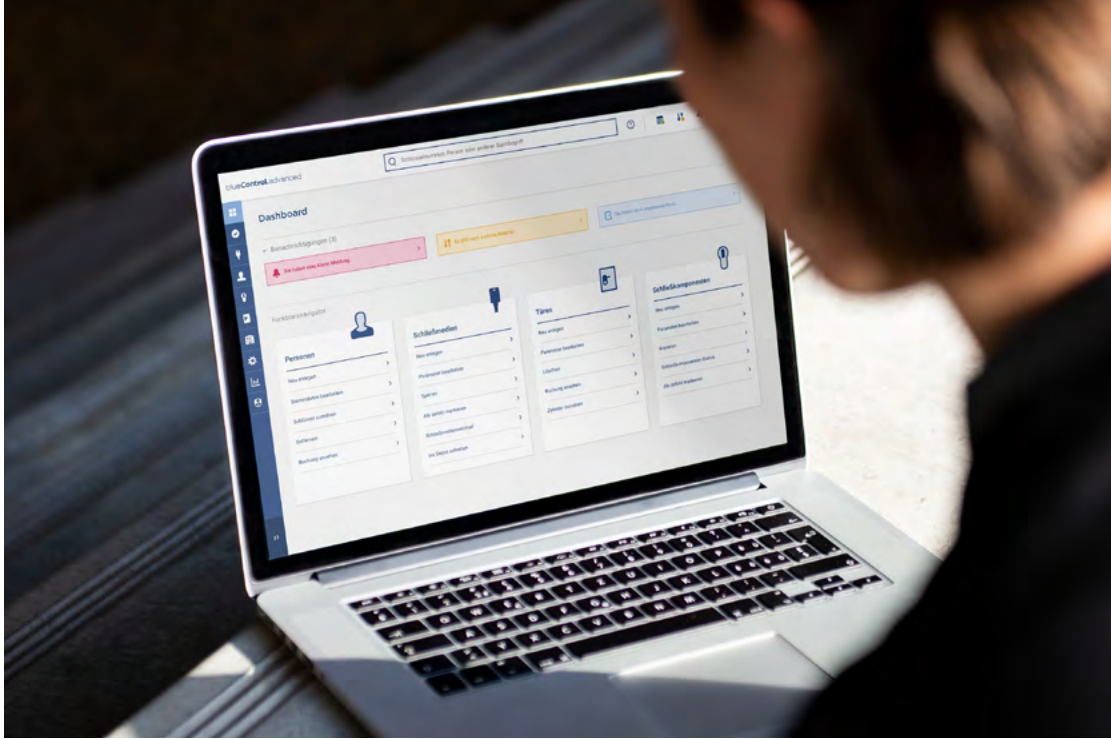
Company:
Powerverse

Website:
powerverse.com

Design Studio/Department:
Product team

Design:
Fragkiskos Larozas

UX
DESIGN
AWARDS
nominated
2025



Winkhaus BE blueControl is a browser-based platform for managing access rights in complex environments. It combines central administration, real-time updates, mobile readiness, and system integration. Features include a powerful rights matrix, identity media management, smart dialogs, and viral blocking. The platform is secure and scalable by design.

**UX
DESIGN
AWARDS**
nominated
2025

Company:
Aug. Winkhaus SE & Co. KG

Website:
convoyinteractive.com

Design Studio/Department:
Convoy

Design:
Malwin Faber, Marc Antosch,
Felix Schultze



The *Yello App* transforms complex energy data into clear, actionable insights that simplify energy management. As energy becomes more central to life, *Yello* guides its customers toward a more sustainable lifestyle, assisting them in optimizing consumption and avoiding additional costs. With a goal of becoming the market leader in digital experience, engagement, and digital services, *Yello* is paving the way for an app-first era that makes sustainable practices intuitive, impactful, and accessible.

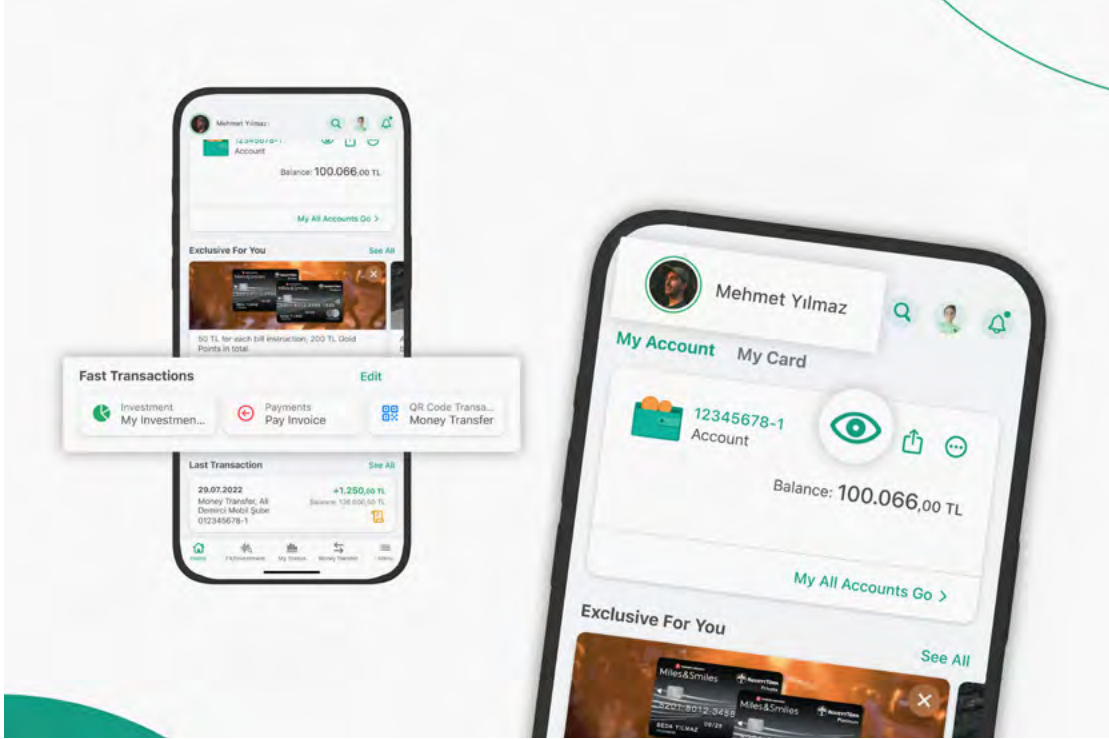
**UX
DESIGN
AWARDS**
nominated
2025

Company:
Yello Strom GmbH

Website:
dumbo.design

Design Studio/Department:
DUMBO

Design:
Robert Goesch, Felix Kasiske,
Julia Lee, Phillip Berg, Lukas Rütten



Kuveyt Türk has redesigned its mobile banking app dashboard to deliver a more user-centric experience, validated through advanced neuromarketing techniques. By analyzing real customer emotional and cognitive responses, the new interface optimizes usability, accessibility, and engagement across key banking journeys. The introduction of new customizable features not only provides ease of use for customers but also enhances their sense of belonging.

Company:
Kuveyt Turk Participation Banking

Design Studio/Department:
Digital Design & Innovation

Website:
kuveytturk.com.tr

UX
DESIGN
AWARDS
nominated
2025



Award Category Concept

“This is a great honour, it’s not just about recognition, it’s much more meaningful because we knew of this award for such a long time. This award proves that human-centered design matters and it’s really good encouragement. It helps us be more confident and pushes us to make those impactful-driven designs.”

— Shuting Jiang, Co-founder at QIMU Design & Senior Product Designer at Madhive, Concept Award Winner 2025



This year, the judges nominated 45 submissions to compete in the Concept category. This category is open to short- and long-term foresight projects, such as test projects, MVPs, prototypes, service concepts, research projects and advanced design studies.

Among the 45 nominees, the juries bestowed four Concept Awards.

Congratulations to all winners and nominees in the Concept category!

The *Bedtime AI Storymaker* is a uniquely designed wooden toy that combines the powers of ChatGPT and ElevenLabs, offering families a way to create personalized bedtime stories. Equipped with NFC sensors and AI-driven storytelling capabilities, this toy lets users collaborate live, changing characters, settings, and storylines on the spot to produce endless narrative possibilities.

Company:
SpecialGuestX

Website:
specialguestx.com

Design Studio/Department:
SpecialGuestX | 1stAveMachine

Design:
Sam Penfield, Miguel Espada,
Daniel Romero, Laura Fajardo,
Alvaro Gordo, Francesca Palau



“This toy concept blends physical and digital design to enhance storytelling, promoting creativity, literacy, and parent-child bonding. It integrates GenAI for story generation, text-to-speech, and NFC technology, offering an intuitive, screen-free experience with a high-quality wooden design. The modular system allows children to personalize stories, fostering engagement. While AI-generated storytelling may limit story quality and author roles, and biases remain unaddressed, the concept’s thoughtful use of technology and focus on meaningful interactions make it highly relevant and commendable.”

— UX Design Awards Jury 2025



UX Design Award | Concept

Bedtime AI Storymaker

Poggenpohl introduces *Gravity of Light*, bringing smart lighting scenarios to the luxury kitchen segment. With the new Poggenpohl app, lighting moods and music can be individually tailored – from romantic dinners to Sunday brunches and summer parties. This intelligent system creates an atmosphere that is matched to any occasion, combining intuitive operation with modern design for a multisensory experience. The kitchen becomes the heart of life, transforming into a space for enjoyment.

Company:
Poggenpohl Manufacturing GmbH

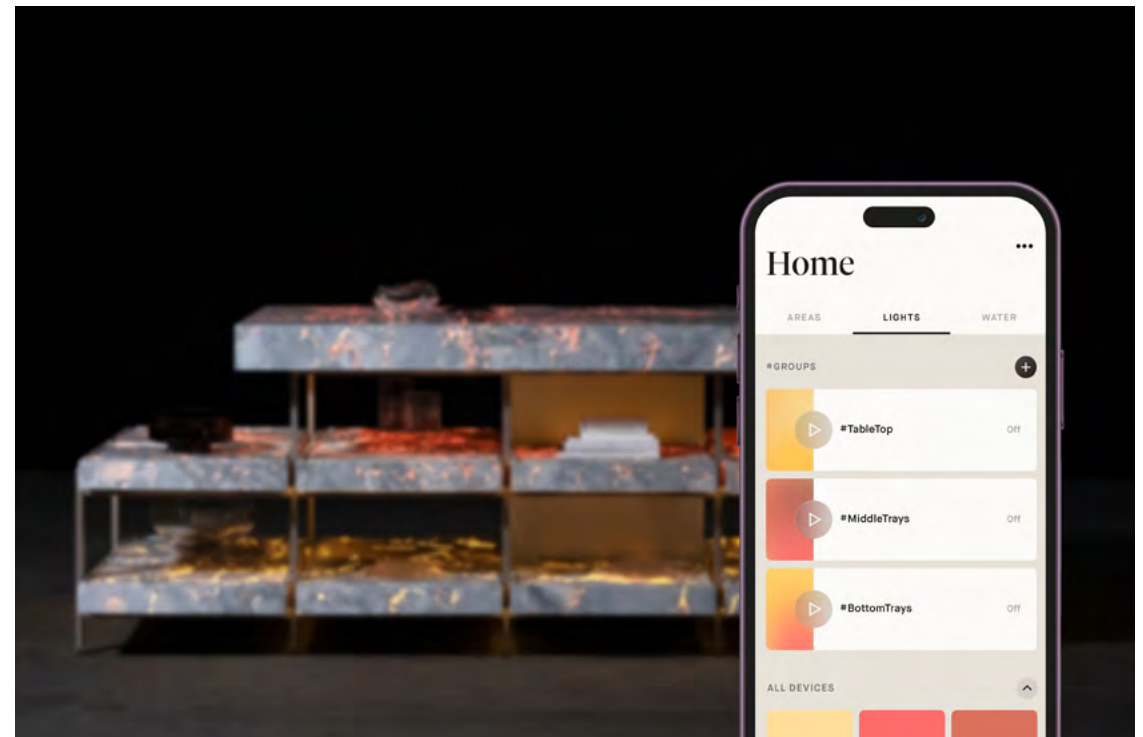
Website:
poggenpohl.com

Design:
Muya Hong, Lea Hausch, Michael Pinz,
Patrick Vollmer-Verheyen,
Pensi Design Studio



"*Gravity of Light* impressed the jury with its innovative combination of natural materials and technology, creating a visually striking, immersive experience in the luxury kitchen product segment. Its market differentiation is clear, and its simplicity is natural yet intriguing. However, the lack of integration into the kitchen context and the disconnect between the product and the app in aesthetics and interaction limit its potential. With a strong focus on emotional impact, it could be strengthened by improved user research documentation."

— UX Design Awards Jury 2025



Sprout is a locally founded EdTech platform connecting rural Phuket students with global mentors through character-guided, kitchen-themed learning. Blending storytelling with Canva-powered career lessons and English conversation, *Sprout* bridges digital literacy gaps while making virtual mentorship joyful, safe, and human. So far, *Sprout* has impacted two schools with its lean MVP and character-first UX.

Company:
Tiny Sprout Education

Website:
tinysprout.org

Design Studio/Department:
MIUX Studio

Design:
Nara Vajaphattana, Kenzie Fraker,
Ashlyn Luo

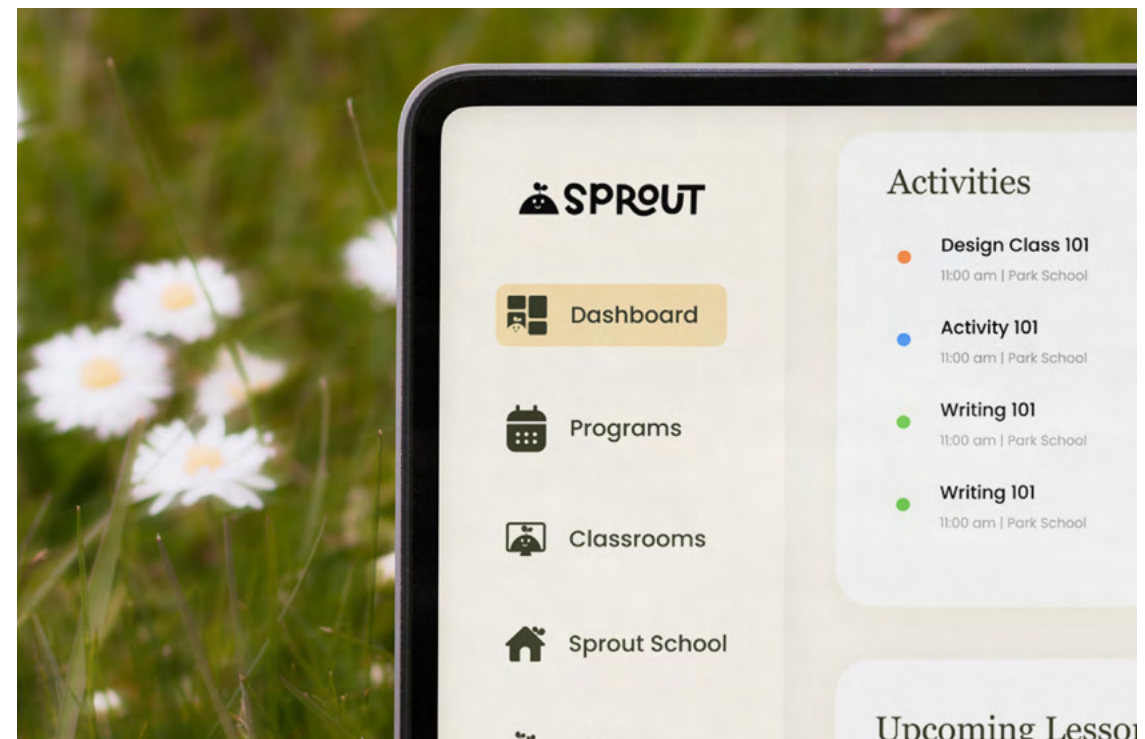


"Sprout bridges the digital literacy gap by providing a joyful, safe, and human approach to virtual mentorship. It tackles real educational needs for underserved youth, with measurable and sustainable pilot success. Research-driven improvements have transformed passive designs into culturally resonant and emotionally engaging figures. With its scalable, user-centered design model and seamless mentor onboarding process, Sprout enables fun, creative, and impactful learning experiences. In a world where equitable access to education remains challenging, Sprout stands out as a beacon of possibility, reimagining mentorship as a joyful, culturally sensitive, design-powered exchange."

— UX Design Awards Jury 2025

UX Design Award | Concept

**Sprout – Storytelling Driven
Platform for Global Mentorship**



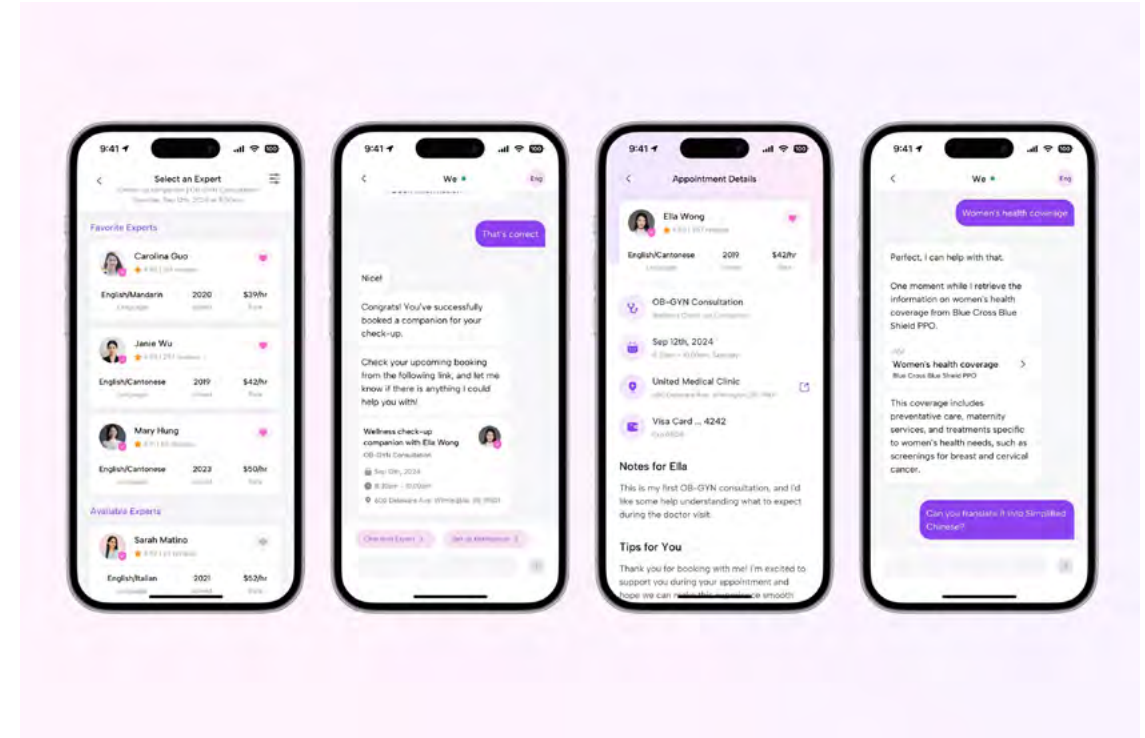
This concept assists immigrant women in navigating healthcare systems by providing real-time, culturally aware AI support during medical visits and fostering a supportive community. Users benefit from AI-powered translations, clear insurance guidance in their preferred language, and a forum for sharing experiences. By breaking down language, cultural, and systemic barriers, the organization empowers women to manage their health with confidence and access care more easily.



Company:
QIMU Design

Design:
Shuting Jiang, Tianyue Wu

Website:
wewomenhealth.com

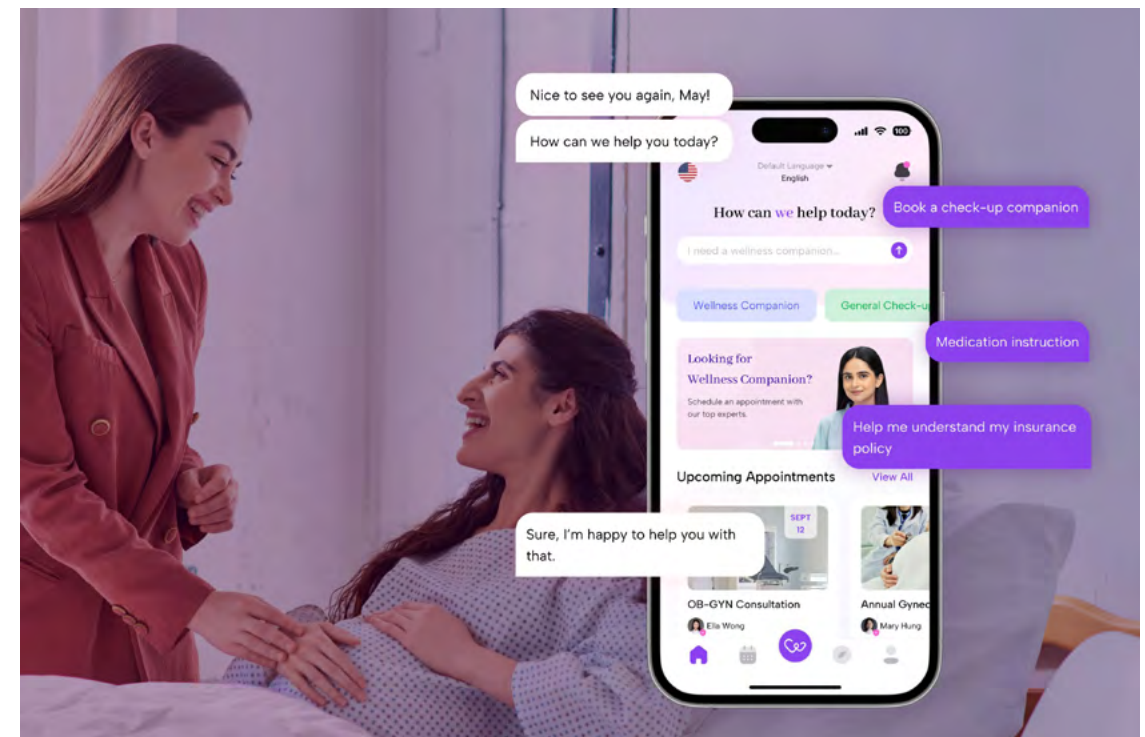


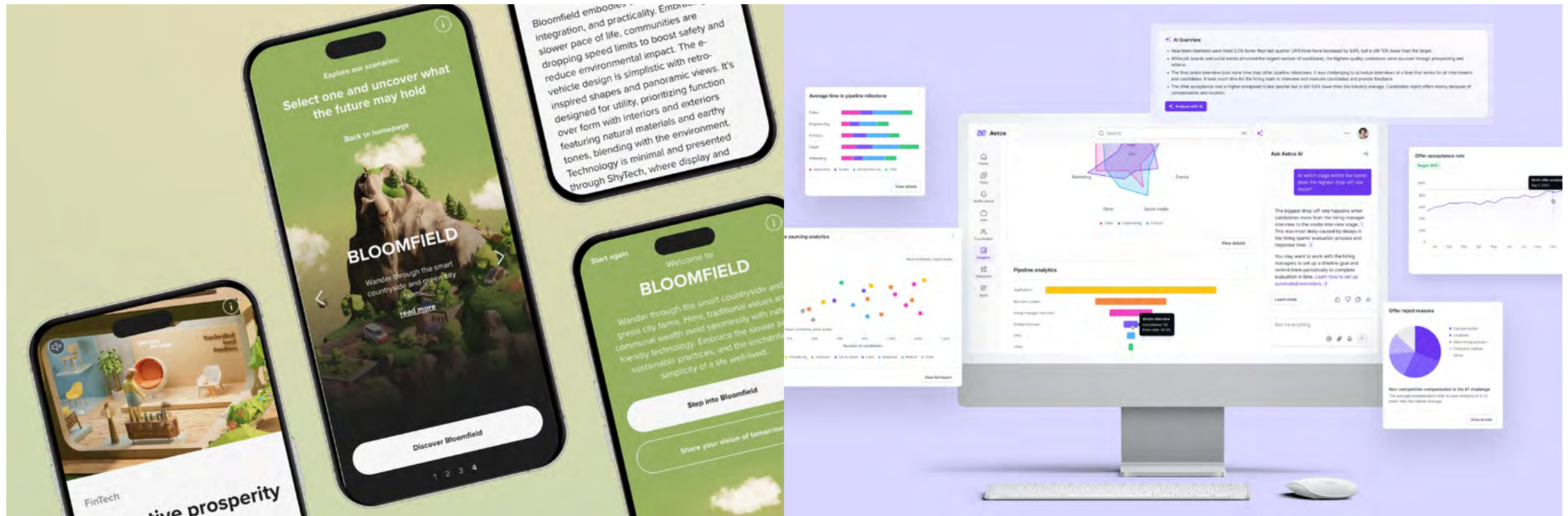
"Enabling healthcare access for everyone should be a goal for both society and healthcare providers. *WE* tackled this challenge with an app, reducing barriers for non-native speaking women to access healthcare. Its simple, user-friendly design suits its target audience, enabling effective navigation through complex healthcare systems. A wide range of functions including translation, insurance guidance, articles, chat, and advice offer holistic support. The relevance and thoughtful design make *WE* a compelling and impactful concept."

— UX Design Awards Jury 2025

UX Design Award | Concept

**WE: Wellness Support for
Non-Native Speaking Women**





Explore the year 2034 with Star's *10Forward*. Dive into four distinct worlds – Ecolysium, Bloomfield, Wastelandia, and Neotropia – each crafted by examining the interplay between technological innovation and prosperity, the two fundamental drivers of societal change. This interactive and profoundly reflective journey uncovers how innovations in healthcare, automotive, and financial services can drive progress or provoke backlash. The goal is to inspire the community to take an active role in shaping the future.

Company:
Star

Website:
10forward.star.global

Design:
Isabella Düe, Anatolii Kozhukhar,
Yaroslava Yoshchenko,
Alexander Tadlock, Ivan Akinin

UX
DESIGN
AWARDS

nominated
2025

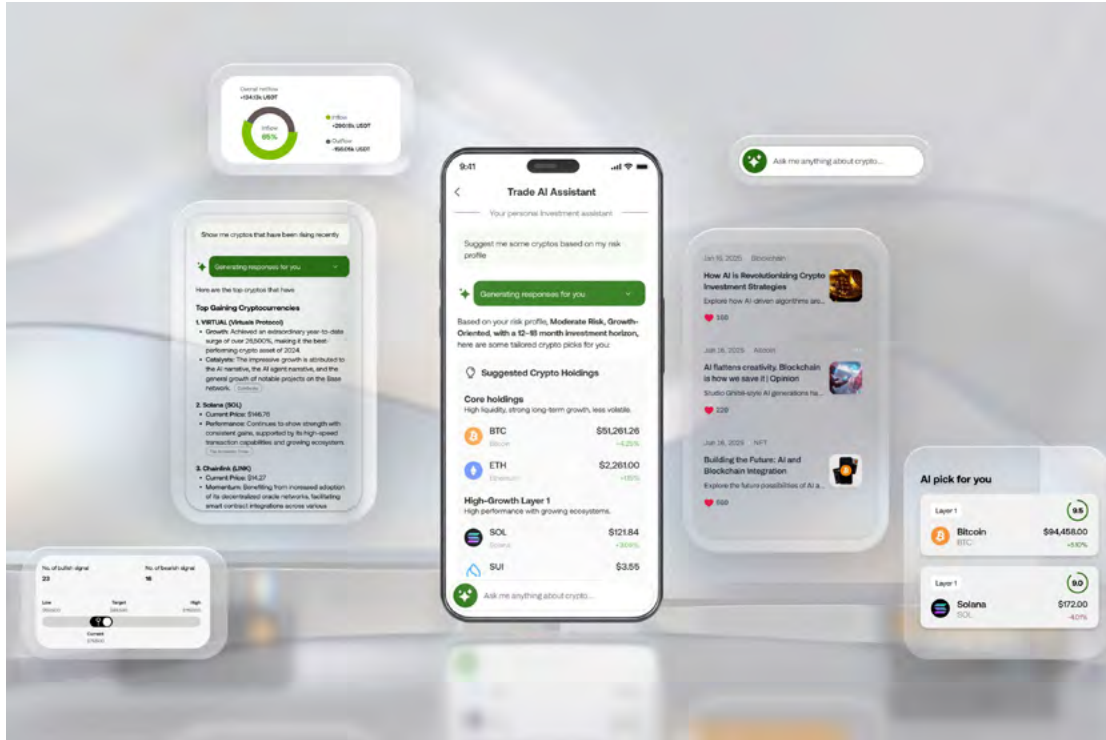
UX
DESIGN
AWARDS

nominated
2025

Aetco is an AI-powered SaaS web application designed to help businesses recruit top talent faster, easier, and smarter. As an all-in-one recruiting platform, it leverages generative AI to boost productivity and minimize effort, costs, and risks at every stage of hiring – from job posting and talent sourcing to applicant tracking, interview scheduling, offers, analytics, and more.

Website:
aetco.co

Design:
Yuqi Cao

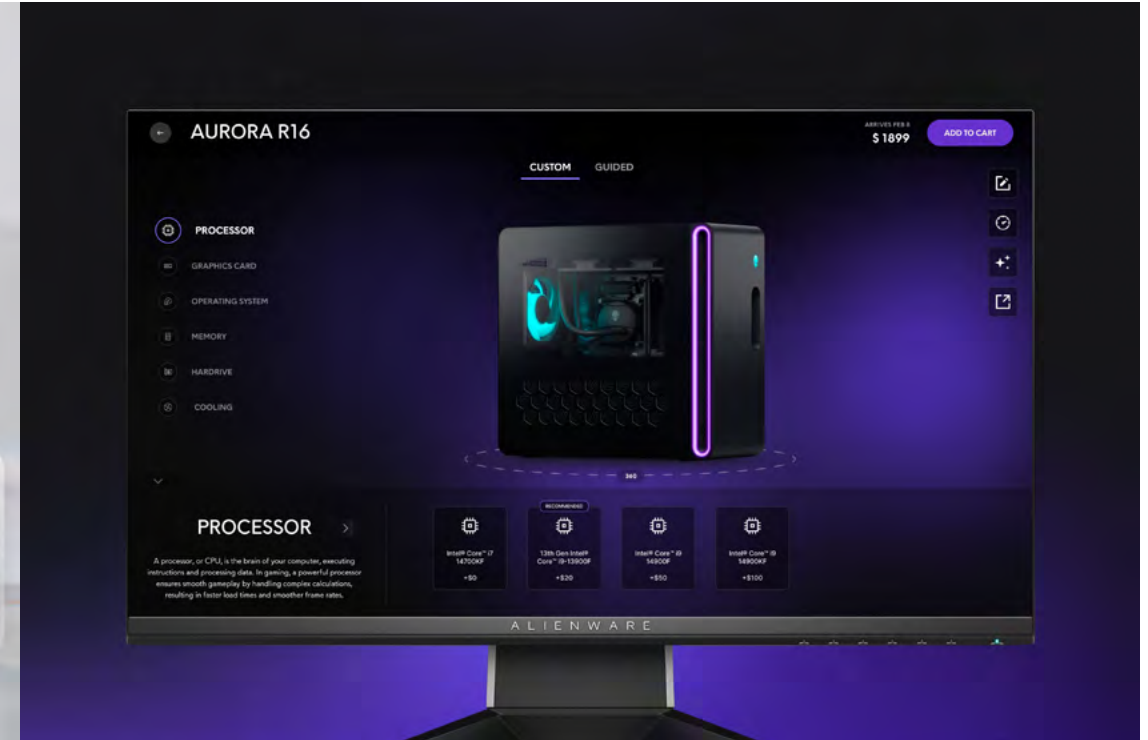


This *AI-powered investing* experience simplifies crypto decision-making for all users. It analyzes real-time market signals, social sentiment, and on-chain data to generate personalized insights, risk profiles, and actionable suggestions. Integrated with a conversational assistant and interactive visualizations, it helps users trade with confidence, learn continuously, and make informed investment choices – all within an intuitive, user-centric interface.

Website:
bzhangdesign.com

Design:
Bei Zhang

UX
DESIGN
AWARDS
nominated
2025



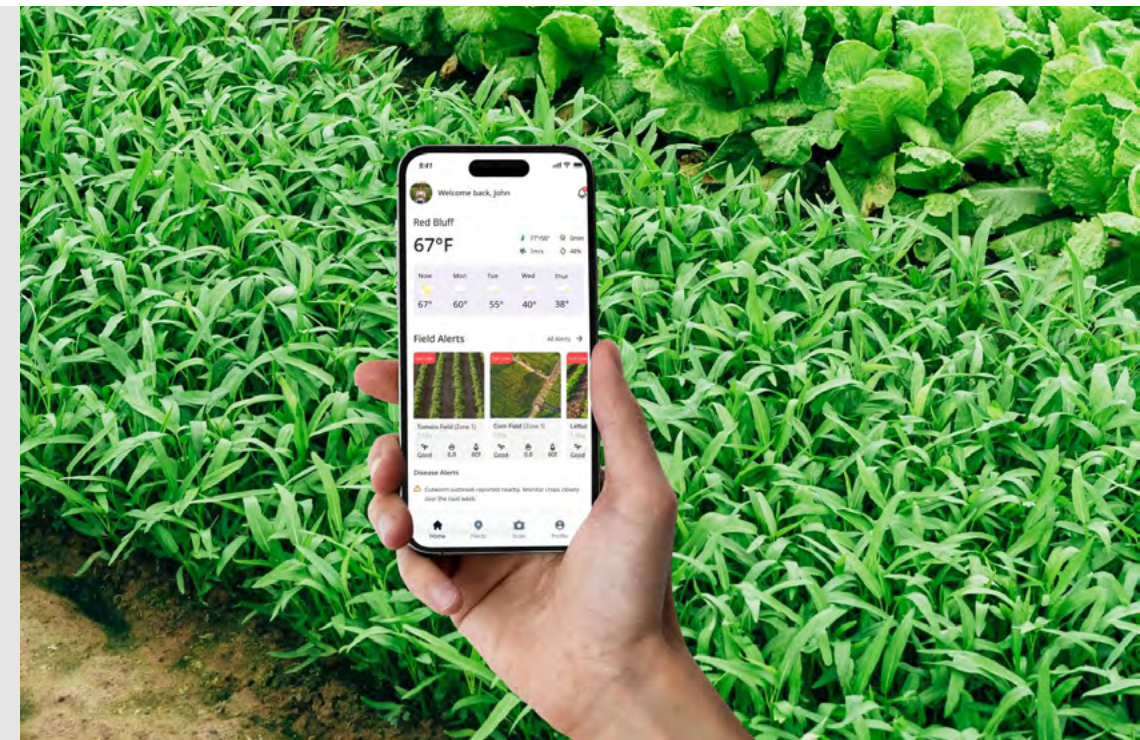
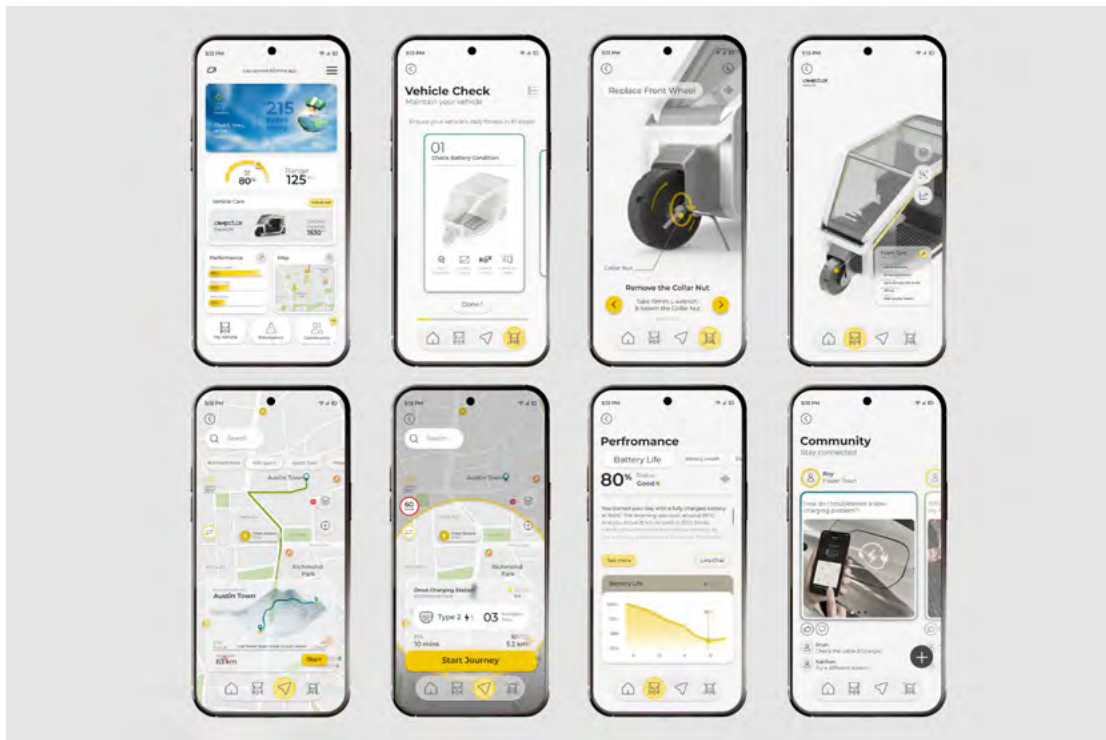
Alienware's Configurator Experience is crafted specifically for gamers, offering a detailed and tailored journey that allows users to fine-tune their systems to suit their playstyle. The platform is intuitive, offering flexibility in customizing everything from performance components to aesthetic features, ensuring each gaming rig meets individual customer needs while remaining easy to navigate.

Company:
Dell Technologies

Design Studio/Department:
Experience Design Group,
Dell Technologies

Design:
Nick Rudock, Winston Toy,
Akshay Mogral, Michael LoCoco,
Alexa Kroin, Joao Perin

UX
DESIGN
AWARDS
nominated
2025



Alle is a mobile app designed by Ampstar (fictional company) for three-wheeler EV drivers in India. It provides insights on battery health, range, and performance, offers self-service guides with a 3D model, and features smart navigation for nearby charging stations. Alle empowers drivers to independently manage and maintain their vehicles safely and efficiently.

**UX
DESIGN
AWARDS**
nominated
2025

**UX
DESIGN
AWARDS**
nominated
2025

This app empowers farmers with real-time crop health insights, weather alerts, and pest and disease identification tools. It allows users to monitor soil moisture, nutrients, and field conditions through clear data visuals. Issues can be diagnosed using symptom-based or image recognition features, with tailored solutions to protect and enhance crop health. With actionable insights to optimize irrigation, prepare for weather changes, and address pests, this tool helps farmers maximize yields and efficiency.

Company:
HCLTech

Design Studio/Department:
STRIDE

Design:
Athira E, Sagar Chirankar,
Pooja Vv, Darshan Chavhan,
Karthikeyan Sabapathy

Website:
xuesng.com

Design:
Xue Song



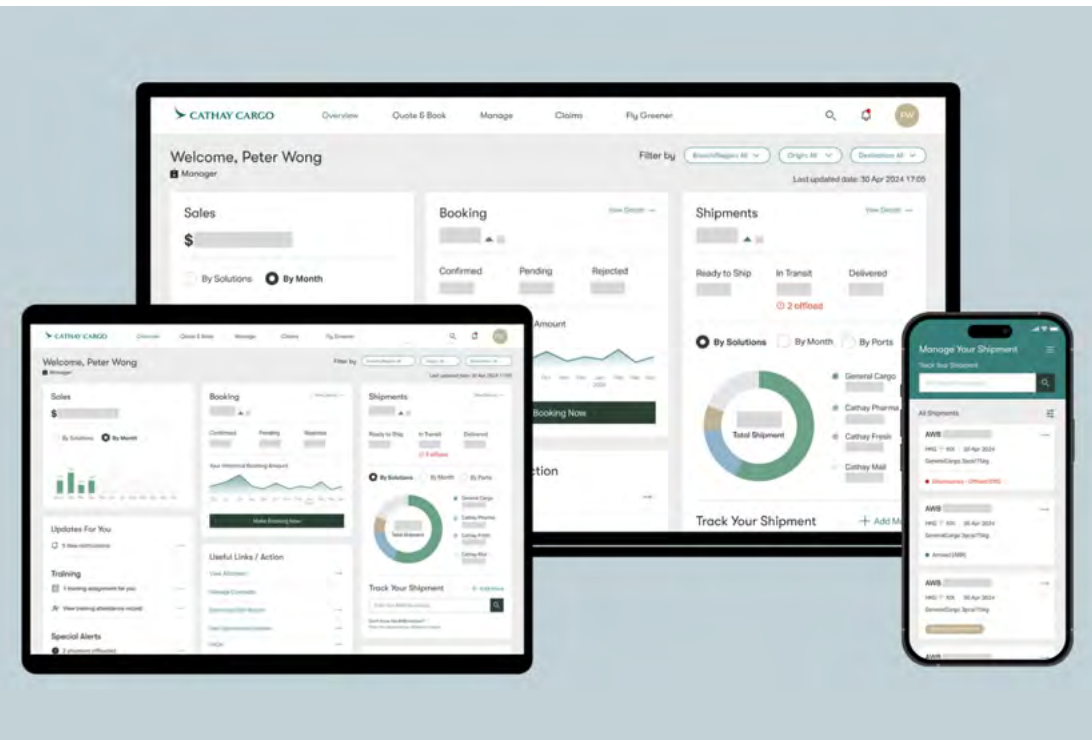
Lifestyle 4.8 is designed to achieve high recognition from customers, as evidenced by a target app store score of 4.8. The aims are to extend *Asia Miles* beyond travel, integrating it into everyday lifestyle spending such as dining, shopping, wellness, payment and more. The new app serves as a discovery companion, helping Cathay members to maximize their miles earning and burning for lifestyle expenses. It enhances *Asia Miles*' status as a sought-after currency in Hong Kong and beyond.

Company:
Cathay Pacific Airlines

Website:
cathaypacific.com

Design Studio/Department:
Digital Experience

Design:
Brenda Wong, Ronnie Choi, Pauline Pung,
Ashley Cheuk, Eddie Cheung,
Catherine Wong, Ralph Cheng,
Adam McMillen, Ernest Hui, Lowene Chan



Cathay Cargo Digital Hub is a one-stop platform that actively engages and empowers customers to search, quote, book, manage, and track their cargo shipments. It is designed to provide a bespoke, personalized experience for freight forwarding customers of varying scales around the globe. Users can efficiently conduct daily transactions on the Hub, automating various manual operations that remain common in the logistics industry today.

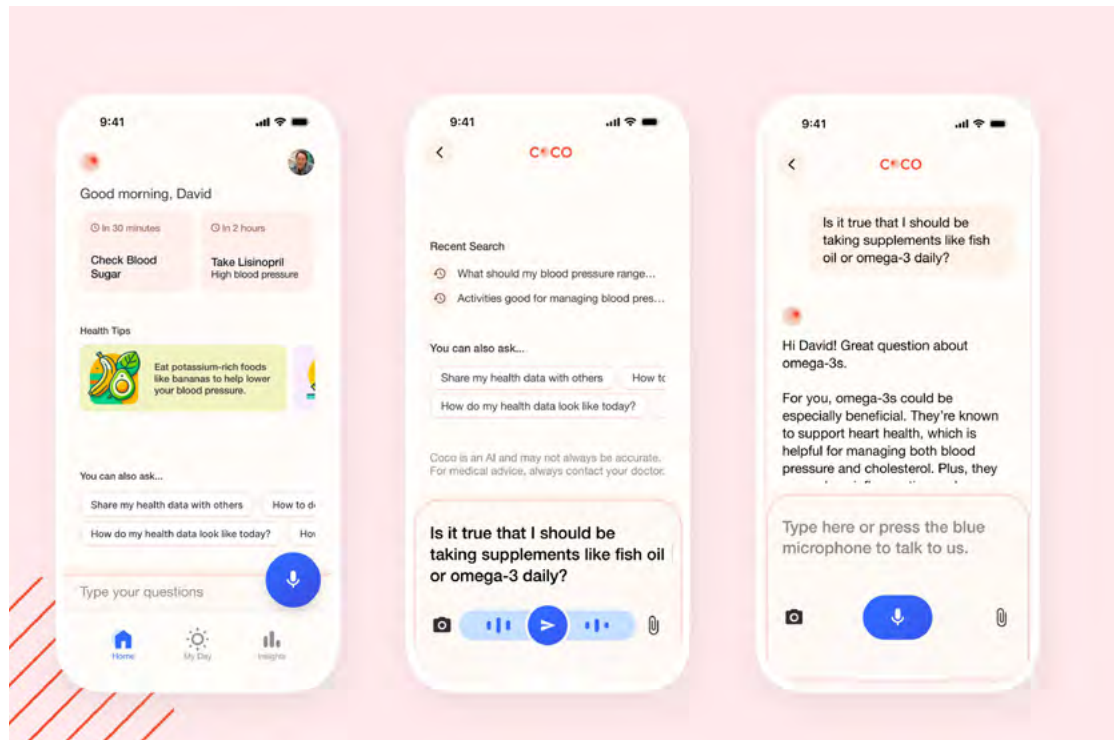
Company:
Cathay Pacific Airways Limited

Website:
cathaycargo.com

Design Studio/Department:
Digital Experience (DEX)

Design:
Digital Experience: Adam McMillen,
Amy Wong, Claudia Cheah, Doris Cheng,
Ernest Hui, Fiona Mok, Hin Yip, Ivy Hong,
Joey Ho, Karina Lam, Kenneth Law,
Ming Lo | IBM iX: Ada Tang, Gautama Hou,
Paul Lee, Philip Schurings, Ronald Lee,
Sony Angel Han





COCO is an AI health assistant app for adults aged 50+ to manage their health confidently and independently. It streamlines daily tasks – tracking vitals, medication, and insights – into one easy-to-use platform. Tailored to each user's needs, COCO cuts through information overload with condition-specific advice and verified guidance. By empowering users to stay proactive, COCO reduces stress and enhances quality of life, helping them embrace wellness and enjoy retirement to the fullest.

Design Studio/Department:
UX Design

Design:
Hanhui Li, Zhiqi Lin

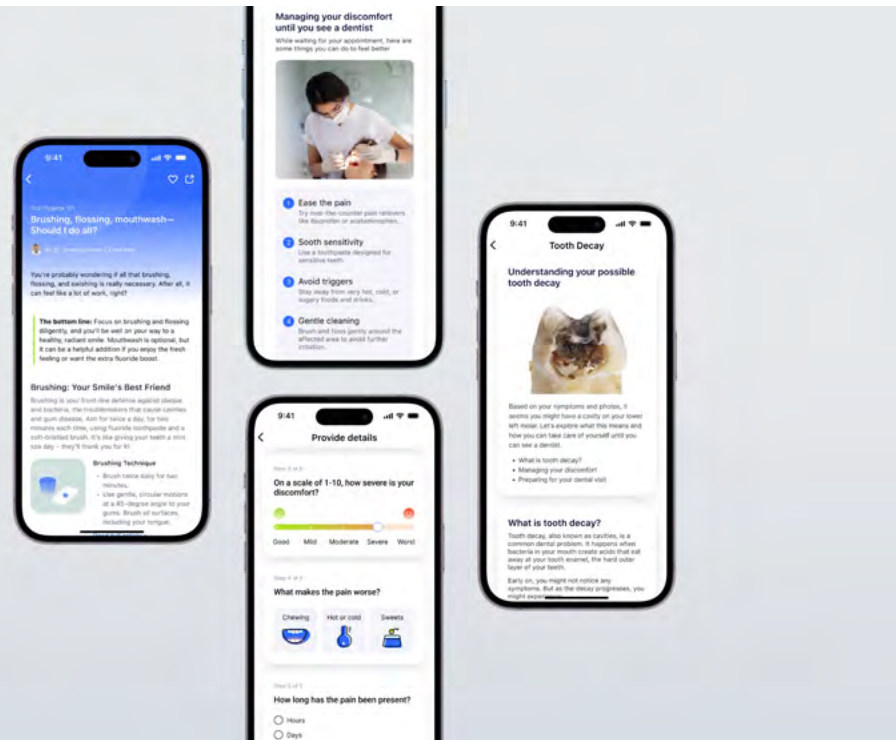
COCO – Your Personal Health AI Assistant

UX
DESIGN
AWARDS
nominated
2025

198

UX
DESIGN
AWARDS
nominated
2025

199



DentaPal is an AI-powered digital solution that simplifies the dental care journey. From symptom evaluation to personalized insights, DentaPal empowers users to understand their dental health concerns and take proactive steps. The app connects users with empathetic dentists, streamlining the process from initial assessment to appointment booking. DentaPal aims to make dental care more accessible and less intimidating, ultimately improving oral health outcomes for millions of individuals.

Website:
dentalpal.designwork.framer.website

Design:
Huchong Jin, Kaidi Fan, Szu-Chin Wang,
Xinyuan Zhang, Zhaodi Chen, Zhixian Xu

DentaPal: Your Guide to Navigating Dental Care



The *Light Feedback System* enables operators to access advanced digital assistance information directly through peripheral visual perception while focusing on the tool outside the cabin. This provides improved awareness and reduces dependencies on display-based interfaces that are often perceived as too complex and difficult to understand. The product enables more intuitive and easy-to-use access to digital data to improve user experience, acceptance, and use of digital innovations.

Company:
TU Dresden, TD

Website:
theia-xr.eu

Design:
Sebastian Lorenz, Richard Morgenstern,
Tim Breitbarth, Volker Waurich

UX
DESIGN
AWARDS
nominated
2025

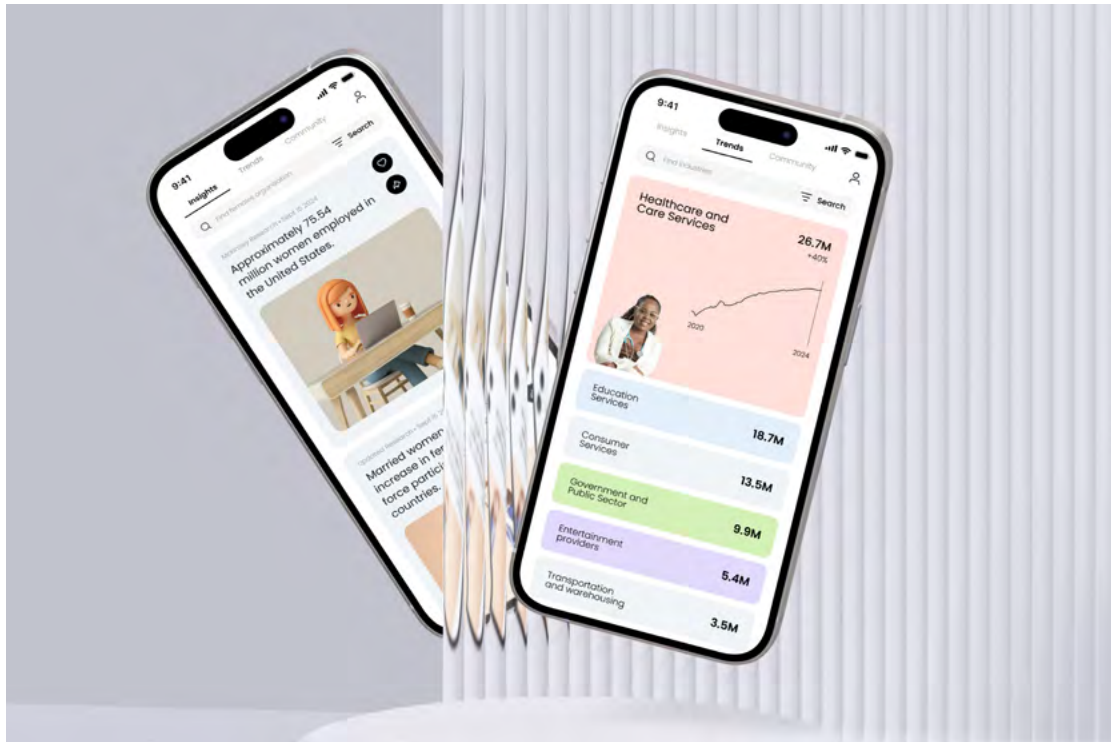


FitPal is a wellness app designed to help people build healthy habits through teamwork and mutual support. Users can team up with like-minded friends to tackle health challenges and track daily progress together. *FitPal* introduces a layer of enjoyment by encouraging real-time supportive interactions between teammates. From physical activity to mental well-being challenges, *FitPal* celebrates every progress, transforming an individual's wellness journey from a solitary struggle into a shared victory.

Company:
FitPal Studio

Website:
jing-qiang.com

Design:
Jing Qiang, Wenguang Peng

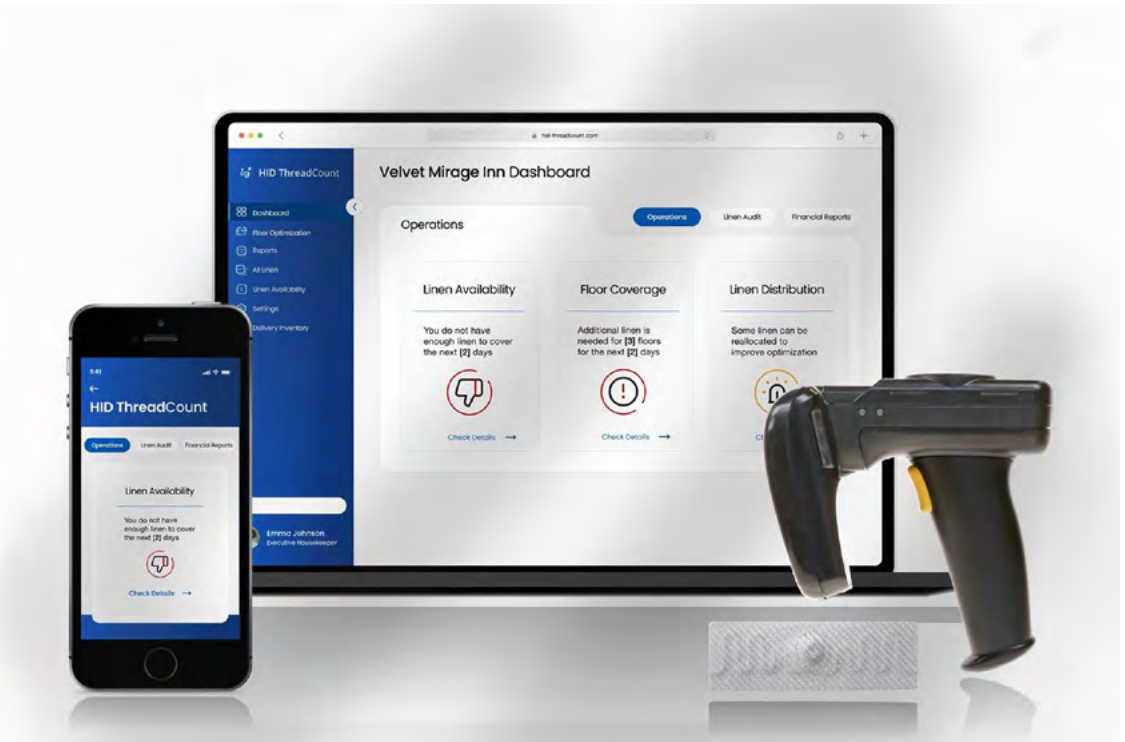


Girls Find Girls is a mobile app for teenage girls and professional women to understand female presence across industries. The lack of female representation is one of the reasons women may not choose certain industries, even if they are passionate about them. It requires deep knowledge and a significant amount of time to extract female-centered career insights from traditional reports. This app leverages data and insights to quantify female presence across all industries.

Company:
OYYX Design Studio

Design:
Yingxiao Ouyang

UX
DESIGN
AWARDS
nominated
2025



Supporting hotel housekeepers – who are under constant pressure to ensure sufficient clean linen despite often not knowing where items are (a lack of visibility that leads to tough decisions about overbuying and quietly drives up costs) – and General Managers seeking cost reduction, *HID Textile Services* streamlines linen management with RFID insights. It offers real-time visibility, actionable insights, and greater control over linen operations, which can account for up to 80% of operational expenses.

Company:
HID Global

Website:
hidglobal.com

Design Studio/Department:
User Experience

Design:
Lynn Chien, Monika Rataj, Mylene Gort,
Aleksandra Nepelska, Chad Harlan,
Stefania Mereu

UX
DESIGN
AWARDS
nominated
2025



Traditional high-altitude welding exposes workers to falls, toxic fumes, and extreme heat. *Infinity X* revolutionizes industrial welding by enhancing safety, efficiency, and sustainability, especially in high-risk environments like construction sites. *Infinity X* is an innovative welding system that uses AI-powered path planning, real-time parameter adjustments, and drone technology to streamline operations.

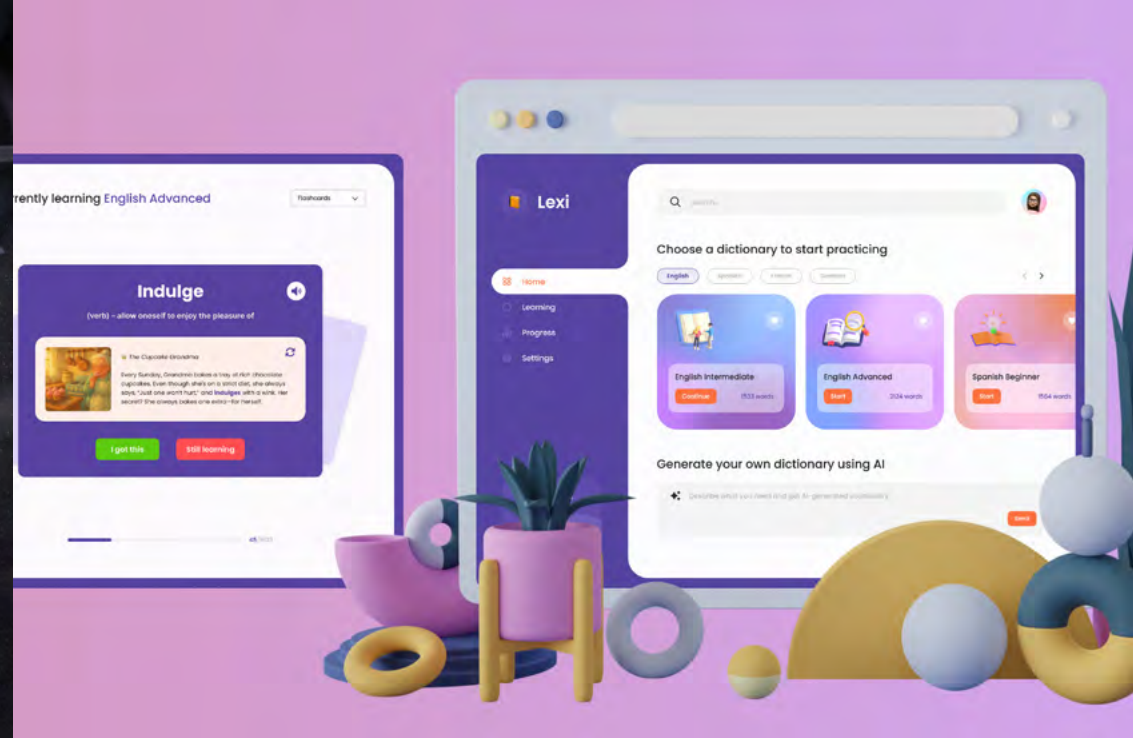
Company:
ArtCenter College of Design

Website:
hailewu.com

Design:
Haile Wu, Yuke Yang

UX
DESIGN
AWARDS

nominated
2025



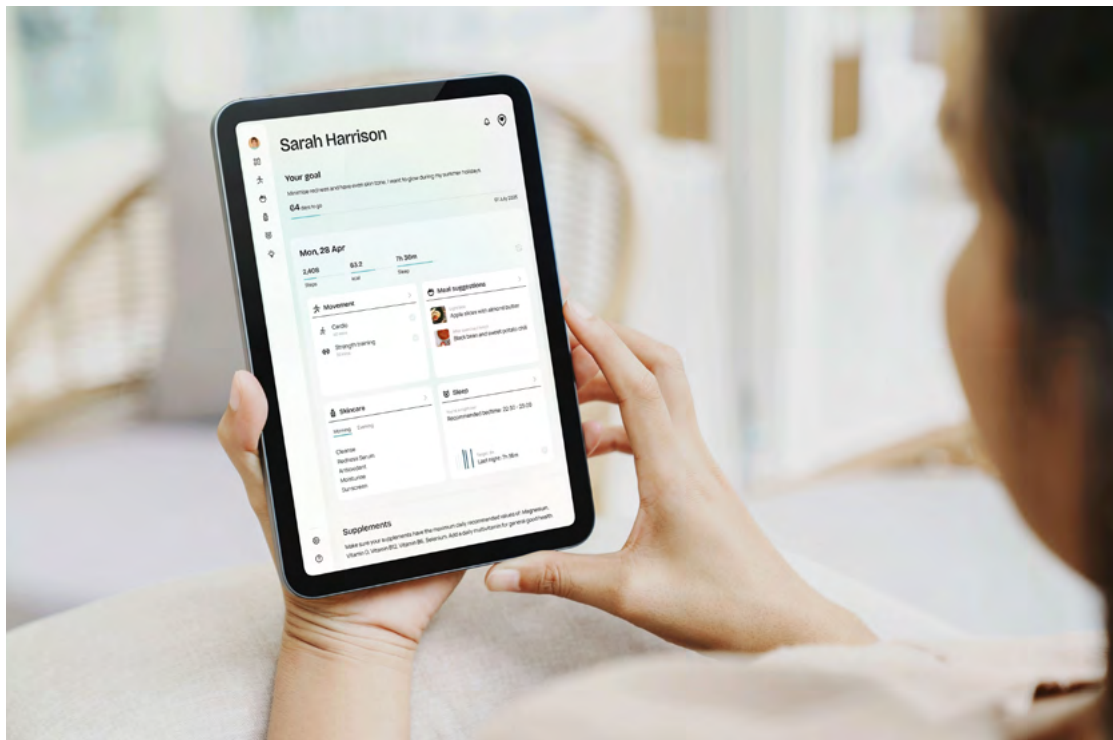
Lexi makes vocabulary learning fun and effortless. Each flashcard features quirky AI-generated stories and vivid images tailored to users interests – so new words stick fast. With *Lexi*, users can improve their writing with real-time feedback and learn how to use each word in context, in an engaging experience.

Website:
trylexi.app

Design:
Ye (Yolanda) Tian

UX
DESIGN
AWARDS

nominated
2025



MAP Health is a health-tech startup on a mission to help people look and feel their best through personalized, data-driven wellness plans. It is the first platform to combine DNA insights, blood biomarkers, continuous glucose monitoring (CGM), and lifestyle behaviors to create tailored action plans aligned with patients' aesthetic and health goals. Spinning Fox partnered with MAP Health at an early stage to bring this complex vision to life.

Company:
MAP Health

Website:
spinningfox.com

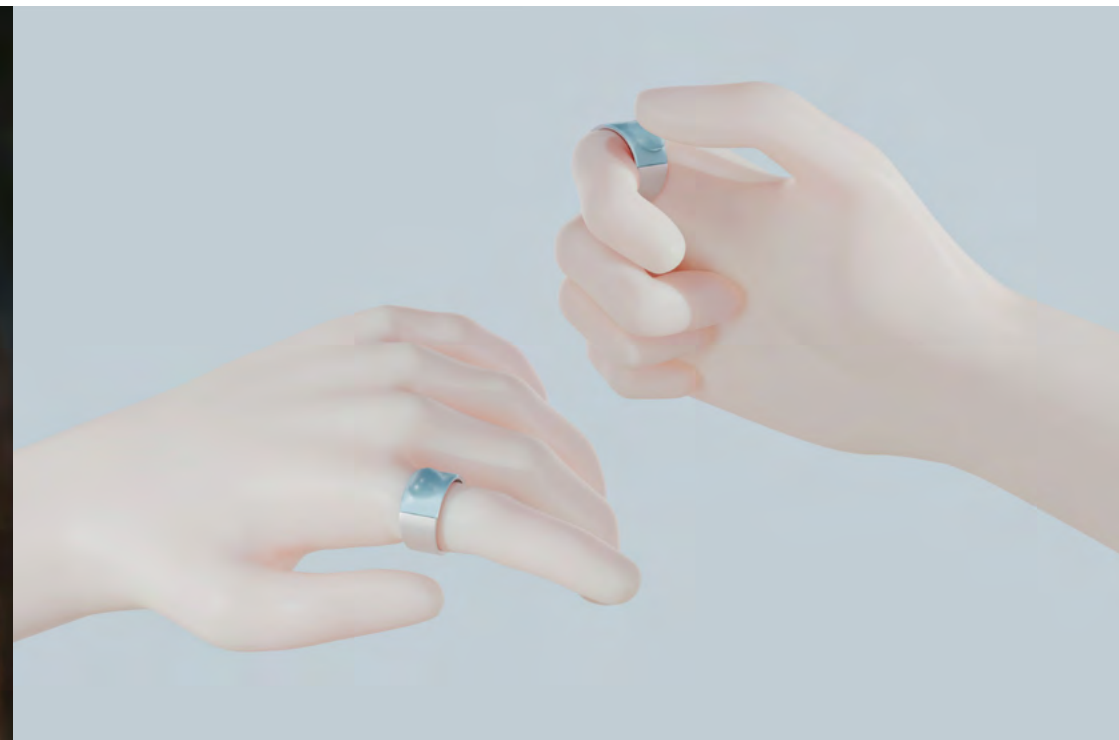
Design Studio/Department:
Spinning Fox

Design:
Nicolle Moore, Matt Boyle

UX
DESIGN
AWARDS
nominated
2025

206

MAP Health: Personalised wellness,
powered by data



UX
DESIGN
AWARDS
nominated
2025

207

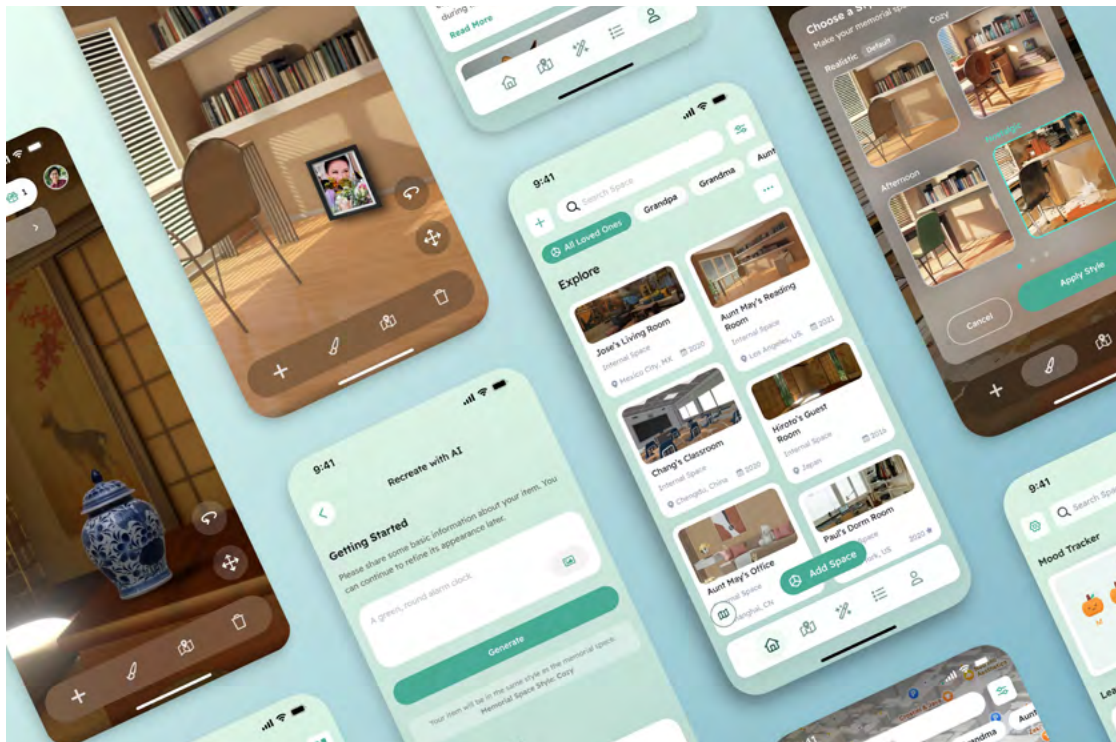
The *MELO Bubble Ring*, inspired by fidget toys, is a smart ring designed to detect and alleviate anxiety discreetly through tactile interaction. Paired with the *MELO* app, it tracks emotional well-being using characters that represent five mood states. Combining real-time data, mood tracking, and personalized activity recommendations, the ring and app foster mindfulness in a playful, user-friendly format, guiding users toward a deeper understanding of their mental well-being.

Company:
QIMU Design

Website:
melobubbling.com

Design:
Shuting Jiang, Tianyue Wu,
Xuanchen Li

MELO Bubble Ring:
Discreet Stress Relief Solution



Throughout history and across cultures, humans have relied on mourning rituals such as funerals and ancestor worship to make peace with losing loved ones. In today's globalized and changing world, it can be challenging to attend rituals tied to specific places or keep sentimental belongings through life's transitions. Leveraging digital creation as a new mourning ritual, *Memory Land* allows people to curate digitized belongings of lost loved ones and stay connected with their cherished memories.

Company:
Memory Land

Website:
memoryland.us

Design:
Qihang Zhang, Ruijingya Tang,
Xianghan Wang

UX
DESIGN
AWARDS
nominated
2025

UX
DESIGN
AWARDS
nominated
2025



The *Light Trace* introduces the first trackpad interface in the category. Using a capacitive LED matrix, it transforms interaction into an intuitive gesture-driven experience, with dynamic light effects and haptic feedback that enhance user inputs. This reduced design features an elegant full-glass panel with a neat separation between the input with track light and the output in a small display for detailed information. The slim interface design improves usability and creates a distinctive look.

Company:
Midea Group Co., Ltd.

Website:
midea-group.com

Design Studio/Department:
Midea Milan Creative Center

Design:
Marzio Riboldi, Ali Akay,
Andrea Bettinelli, Federico Chiusaroli,
Andrea Fuggini, Kim Hong Sik



The Digital Metal Interface challenges traditional oven designs by seamlessly integrating touch technology into a metal front panel, specifically targeted at the mid-entry market. This innovative and distinctive concept combines the tactile qualities of metal with dynamic light effects and haptic feedback patterns, creating a unique interaction experience that emphasizes user engagement and control.

Company:
Midea Group Co., Ltd.

Website:
midea-group.com

Design Studio/Department:
Midea Milan Creative Center

Design:
Marzio Riboldi, Ali Akay,
Andrea Bettinelli, Federico Chiusaroli,
Andrea Fuggini, Kim Hong Sik

UX
DESIGN
AWARDS
nominated
2025



Node's web application designs the human interaction of the multifunctional robot Node by ALTO Robotics. Develer developed the onboarding application to make Node immediately operational right after unboxing, trusted by users and gradually accepted across all fields of application. To build the software user experience, ALTO based their design strategy on continuous feedback collection, delving deep into the trust relationship between humans and machines, with the goal of making Node a resilient deep tech solution.

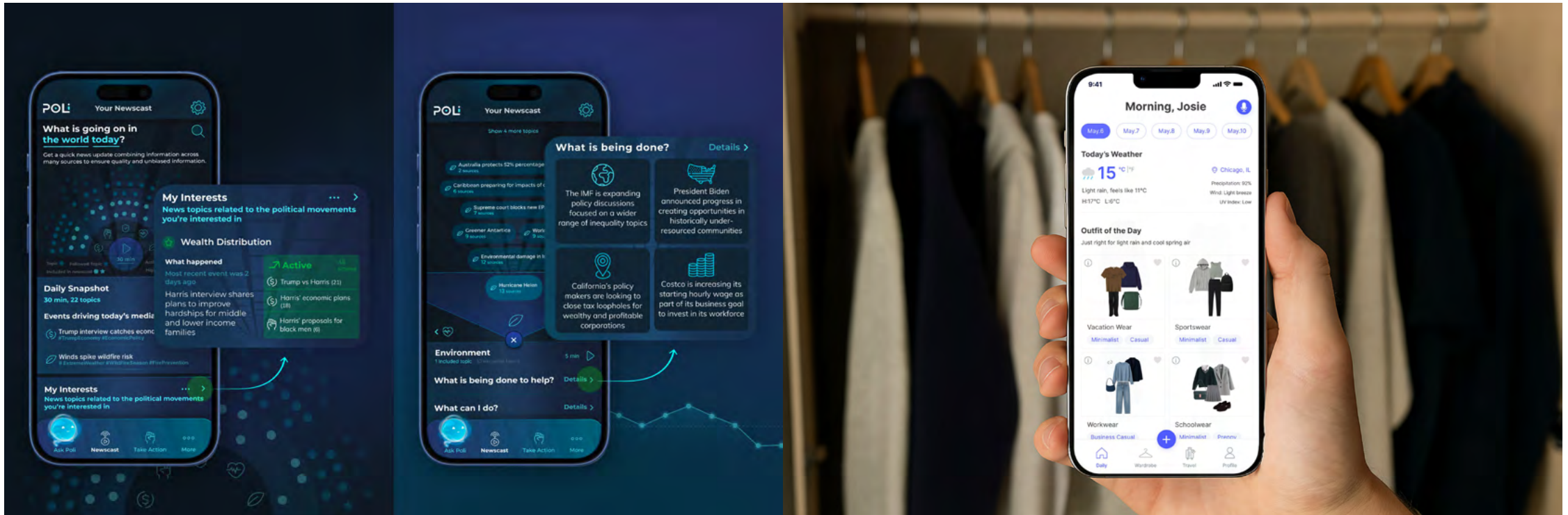
Company:
Develer srl | ALTO Robotics S.p.A.

Website:
develer.com

Design Studio/Department:
Develer Business Unit 1

Design:
Julia Margaret Pagliuca, Sara Bellini,
Giada Francescato, Matteo Forni

UX
DESIGN
AWARDS
nominated
2025



Poli is an AI-powered tool for political engagement, streamlining how people stay updated and take action on local and global issues. *Poli* connects users to issues that shape their everyday lives and reflect their values, making politics relevant, timely, and easy to follow over the long term. It brings together diverse sources, delivering fact-driven, unbiased information and flags AI-altered content for neutral information. Users receive tailored views of issues, delegates, policies, and multiple viewpoints for empowered decisions.

Company:
UEGroup

Website:
uegroup.com

Design Studio/Department:
UEGroup

Design:
Ashley Nicodemus, Sarah Field,
Celeste Alcon, Danielle Panigall,
Alice Phipps

UX
DESIGN
AWARDS
nominated
2025

UX
DESIGN
AWARDS
nominated
2025

This AI-powered outfit assistant suggests daily and travel-ready looks based on the user's real wardrobe, current weather, and personal style preferences. The system combines wardrobe digitization, contextual styling logic, and multimodal input including voice, photo, and text. It promotes sustainable behavior by encouraging wardrobe reuse and mindful consumption, while also supporting accessibility through inclusive design features.

Design:
Xuejiao Liu

Poli: AI-Driven
Transparency in Politics

212

213

Rewear: Context-Aware
AI Styling with What You Own



Type 1 Diabetes requires constant management, which can be challenging for teens, leading to serious health risks and causing stress for parents. *Seedlings* is an app designed to help teens manage diabetes by using a fun and motivational reward system. Parents can create personalized challenges, where teens earn points for completing glucose checks. Each completed check helps teens earn points, grow a virtual AI-powered plant, and unlock rewards tailored to their interests.

Website:
yamei-liao.com

Design:
Xi Zhou, Yamei Liao, Zhuoying Wang

UX
DESIGN
AWARDS
nominated
2025

214



SideChef is a free app that provides personalized tools for everyday cooking. It focuses on convenience, personalization, and reducing food waste in home cooking. The app provides step-by-step cooking instructions, serving size adjustments, and ingredient substitutions based on dietary requirements. Users can shop through integrated retailers such as Walmart, Amazon Fresh, Target, and Kroger. New features include "My Pantry" and "Zero-Waste cart".

Company:
SideChef

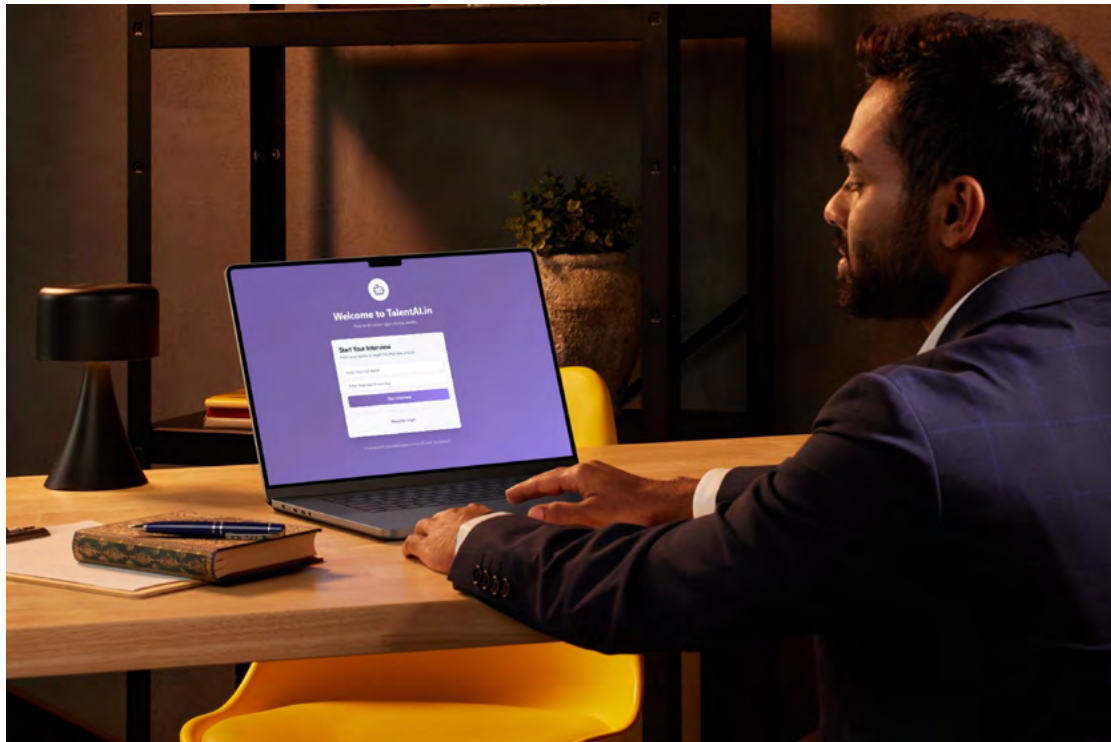
Website:
sidechef.com

UX
DESIGN
AWARDS
nominated
2025

215

Seedlings

SideChef App



TalentAI.in is an AI-powered video pre-screening tool built to conduct initial interviews with a human-like experience. It analyzes resumes, LinkedIn profiles, and portfolios, asks role-specific, conversational questions, and uses sentiment analysis to assess responses. With built-in ID and voice verification, it matches the right skills to the right roles – helping recruiters save time, reduce bias, and streamline the hiring process efficiently.

Company:
Orion Innovation

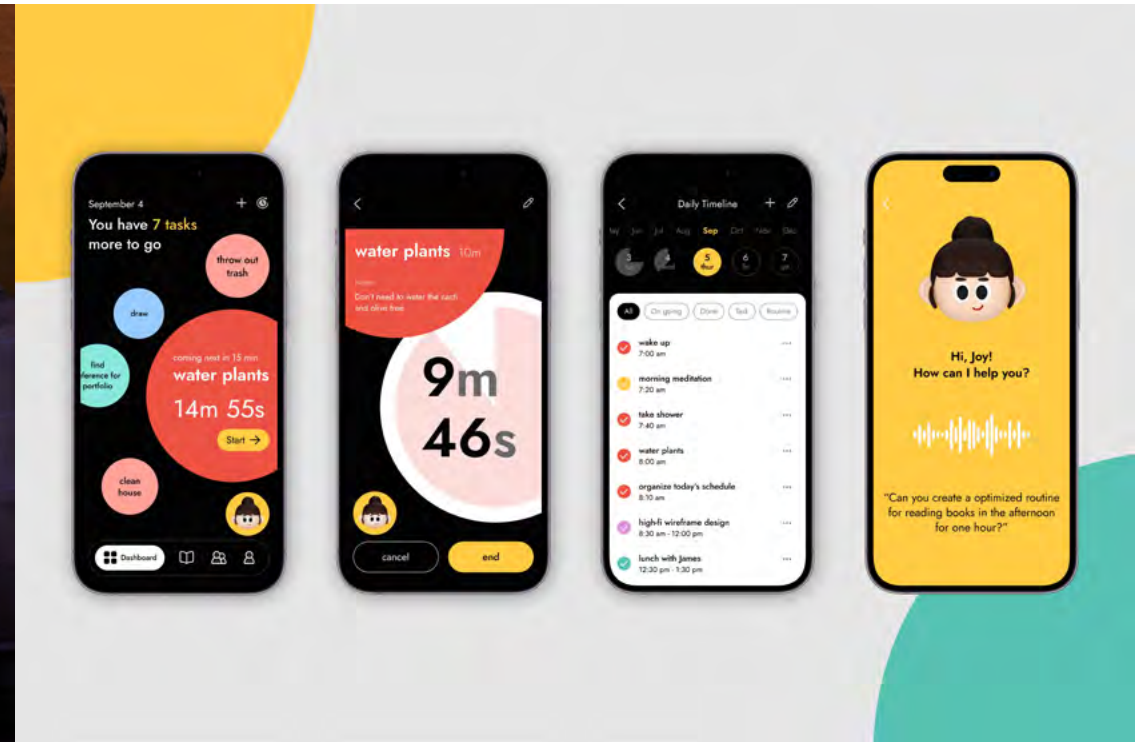
Website:
orioninc.com

Design Studio/Department:
Experience Design

Design:
Saraswathi Viswanathan,
Gobinath Rajamanickam,
Abdul Jainulaptheen,
Parvathi Krishnan, Nithish Kumar

UX
DESIGN
AWARDS
nominated
2025

216



UX
DESIGN
AWARDS
nominated
2025

217

The AMY lamp and app is an AI based system that helps users build routines in their daily life and keep the routines within their life. *The AMY Lamp* intuitively notifies the users through subtle lighting and alarms, and by using the AMY app, users can set up their routines and keep track of their progress. Every user has different definitions of productivity and goals, and through AMY app, users can build their own routines and earn achievements.

Company:
Musee Art and Design Studio

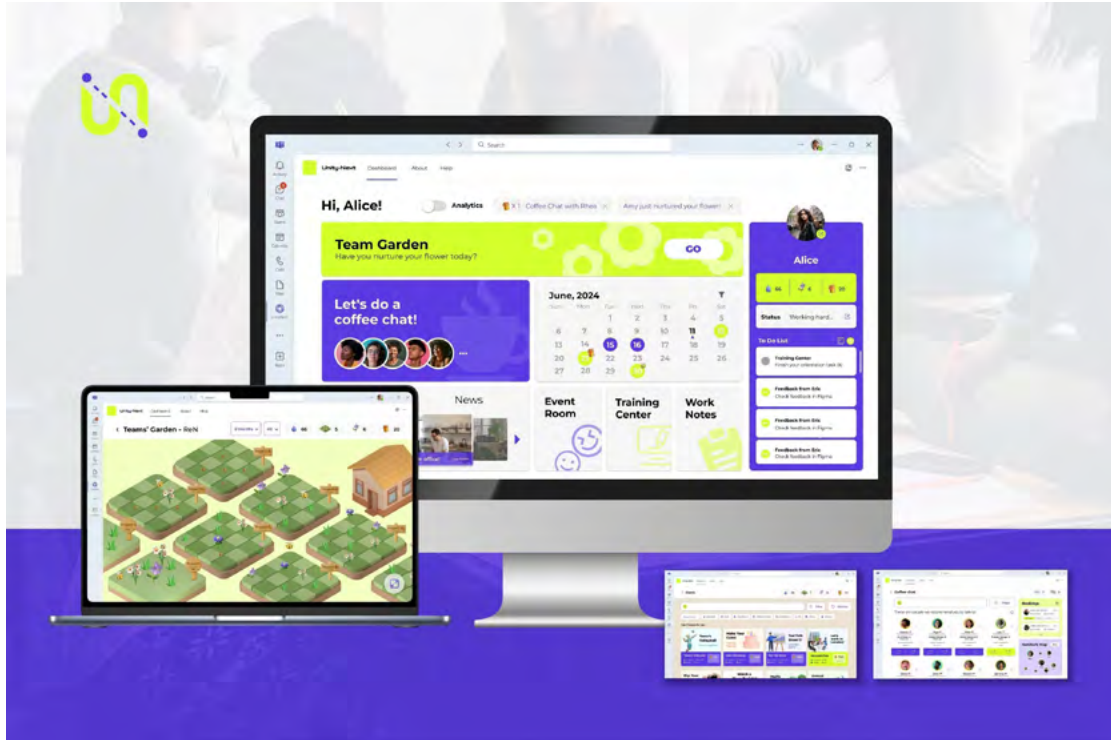
Website:
musee.design

Design Studio/Department:
UX design and technology

Design:
Joy Lee, Amy Kim, Rhosung Park,
Youngho Suh

The AMY Lamp

TalentAI.in



Unity Next is a SaaS tool designed to boost collaboration and culture for distributed teams. Using a gamified virtual garden and incentives, it motivates teams to engage, collaborate, and visualize contributions in an enjoyable way. Weekly and monthly analytics reports help managers assess and enhance performance. By fostering a stronger culture, *Unity Next* aids in reducing turnover, lowering talent management costs, and creating a more collaborative, proactive, and adaptable workforce.

Company:
Unity Next

Design:
Liangjing Chen, Yuanyuan Li,
Junling Zhuang, Xiaoheng Hu, Manman Li

UX
DESIGN
AWARDS
nominated
2025

Unity Next | Distributed
Team Culture Booster

218



Voice 2 Diabetes is a mobile app designed to identify Type 2 diabetes by speaking into the phone. It is simple to use and displays a sentence on the screen for the user to read out loud. The app then runs an analysis of the acoustic properties of the voice sample using a predictive model that was pre-trained on thousands of voice recordings to detect diabetes. The system listens to lower-level features, such as minute amplitude or frequency modulation of the fundamental frequency of the voice.

Company:
Klick Health

Website:
click.com

Design Studio/Department:
Klick Labs

Design:
Yan Fossat, Jaycee Kaufman,
Anirudh Thommandram, Rich Levy,
Bernardo Romero, Tim Jones,
Amy Fortunato, Andrea Bistany,
Sheryl Steinberg, Marisa McWilliams,
Amanda Ferguson, Holly Phipps

UX
DESIGN
AWARDS
nominated
2025

219

Voice 2 Diabetes



Window Projection is an automotive rear side window projection for exterior viewing.

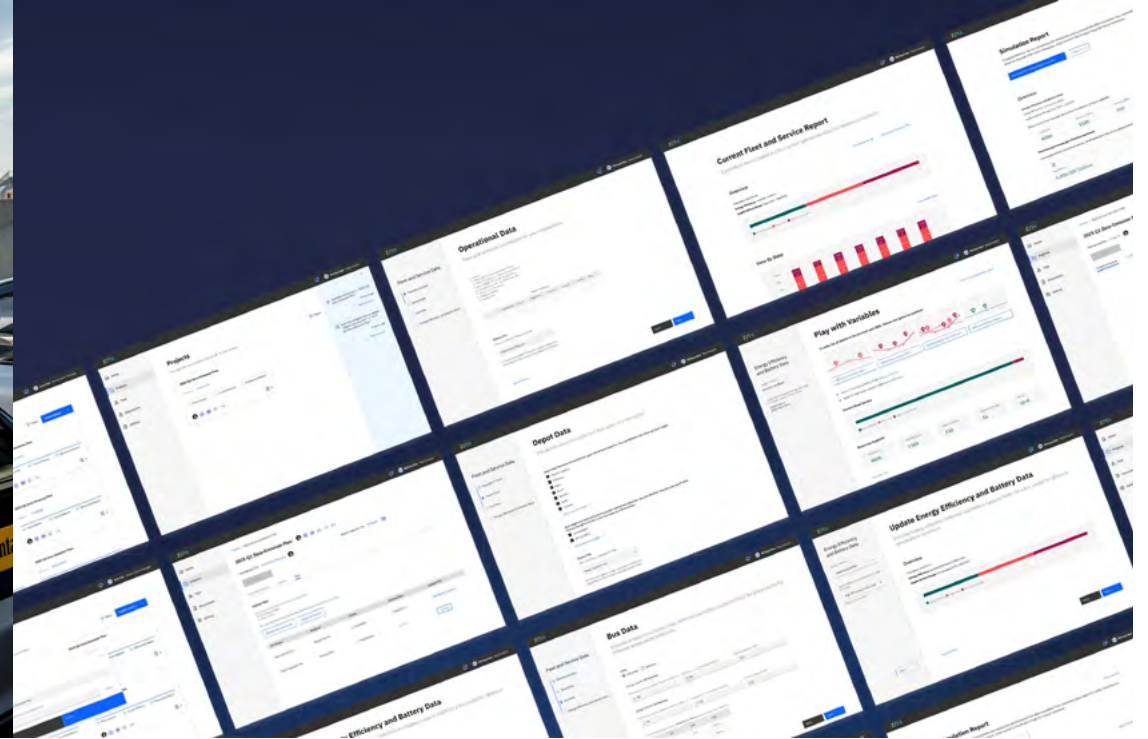
UX
DESIGN
AWARDS
nominated
2025

Company:
Continental Automotive
Technologies GmbH

Website:
continental-automotive.com

Design Studio/Department:
Continental, Radial Design

Design:
Jochen Moeller, Jens Renner



ZETA (Zero Emission Transit Analysis) is a simulation tool that helps transit agencies plan the shift from diesel to electric buses. It allows transit team members to upload fleet data, simulate transition scenarios, visualize energy and cost impacts, and generate reports together for decision-making – streamlining complex analysis into a clear, efficient workflow.

UX
DESIGN
AWARDS
nominated
2025

Company:
ZETA

Design:
Jiayi Xia, Jiaqi Wu, Jiaqi Wang

“I’m inspired by work that combines precision with soul – interfaces that are elegant yet surprising, products that don’t just function but form a relationship with the users.”

— Lukas Linden, Visual Design Director, wirDesign,
UX Design Awards Juror



Award Category New Talent

This year, the jury members nominated 132 projects to compete in the New Talent category. This category is open to bachelor's and master's projects entered by students, graduates, and universities worldwide.

Among the 132 nominated “young guns”, the judges bestowed one Gold Award and 13 New Talent Awards.

In addition, four projects were awarded with a Special Mention.

Congratulations to all winners and nominees in the New Talent category!

avio is a user interface concept for the tower controller workstation. It integrates key functions into a unified system solution to make the planning and coordination of take-offs and landings more efficient and safer. By integrating individual systems on a touch screen and combining them with a touch pen that provides tactile feedback, the concept supports the controller's mental model, improves situational awareness and reduces cognitive and physical workload in high-pressure situations.

Design:
Sarah Fütterling, Nicole Krein,
Freya Michl

School:
University of Applied Sciences
Schwäbisch Gmünd

Teacher:
Jens Döring, Carmen Hartmann-Menzel



UX Design Award | Gold

avio – touch and go



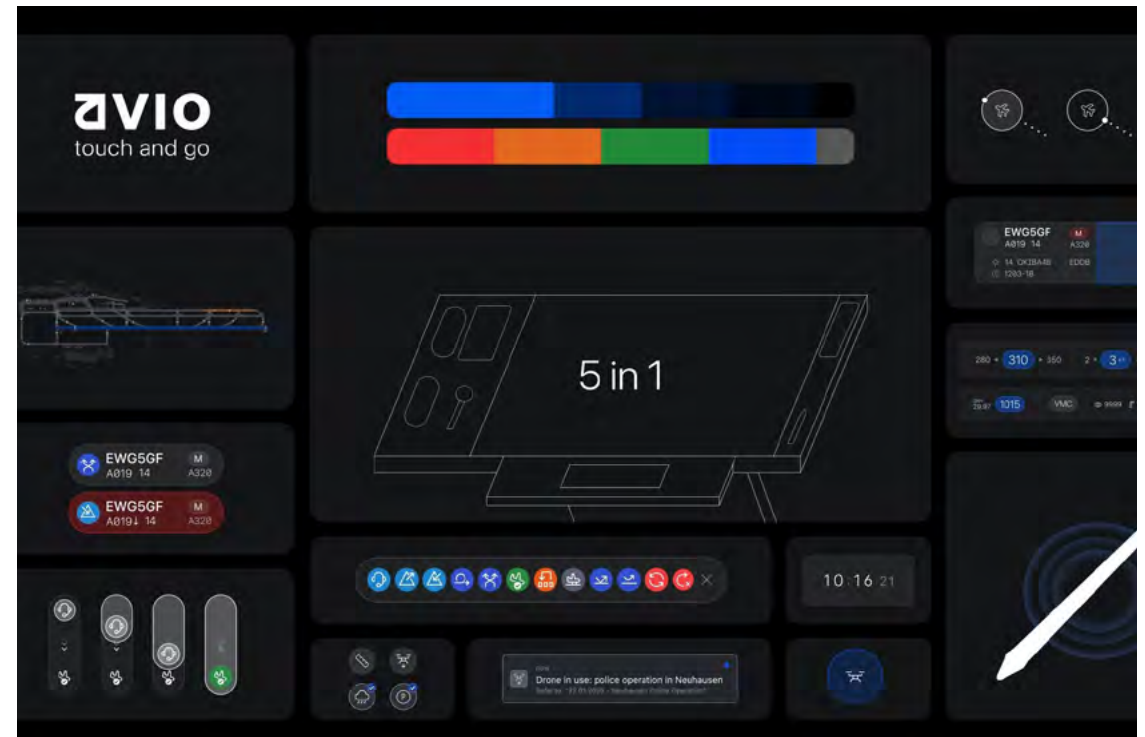


"*avio* brings empathy and clarity to one of the world's most high-stakes environments: air traffic control. With its sleek, pen-based interface and smart integration, *avio* reduces cognitive load, supporting faster and more confident decision-making when every second counts. Backed by extensive research, this concept aims at transforming a complex, high-pressure system into a calming, intuitive experience. *avio* is innovative, thoughtful, and human-centered. It offers air traffic controllers a safer, more streamlined workspace. By turning complexity into clarity, *avio* adds confidence to every flight."

— UX Design Awards Jury 2025

UX Design Award | Gold

avio – touch and go



Anamnese Plus simplifies the acquisition of ultrasound data through intuitive device design, AI-supported real-time feedback, and visual projections onto the patient's body. This enables medical professionals to independently and reliably collect 3D data without extensive specialist training. Remote evaluation by physicians ensures diagnostic quality while decentralizing the scanning process. *Anamnese Plus* improves access to essential healthcare services in rural areas facing shortages.

Design:
Carl Bahra

School:
Weißensee Academy of Art Berlin

Website:
carlbahra.de

Teacher:
Nils Krüger



"*Anamnese Plus* addresses the global challenge of limited healthcare access in rural areas, guided by a strong goal to improve lives. Careful research led to a well-crafted design with attention to every detail. It features a clear and easy-to-use feedback system that requires little training. With its thoughtful approach, the system has strong potential to bring care closer to the people. It's a meaningful step toward a fairer, healthier future."

— UX Design Awards Jury 2025

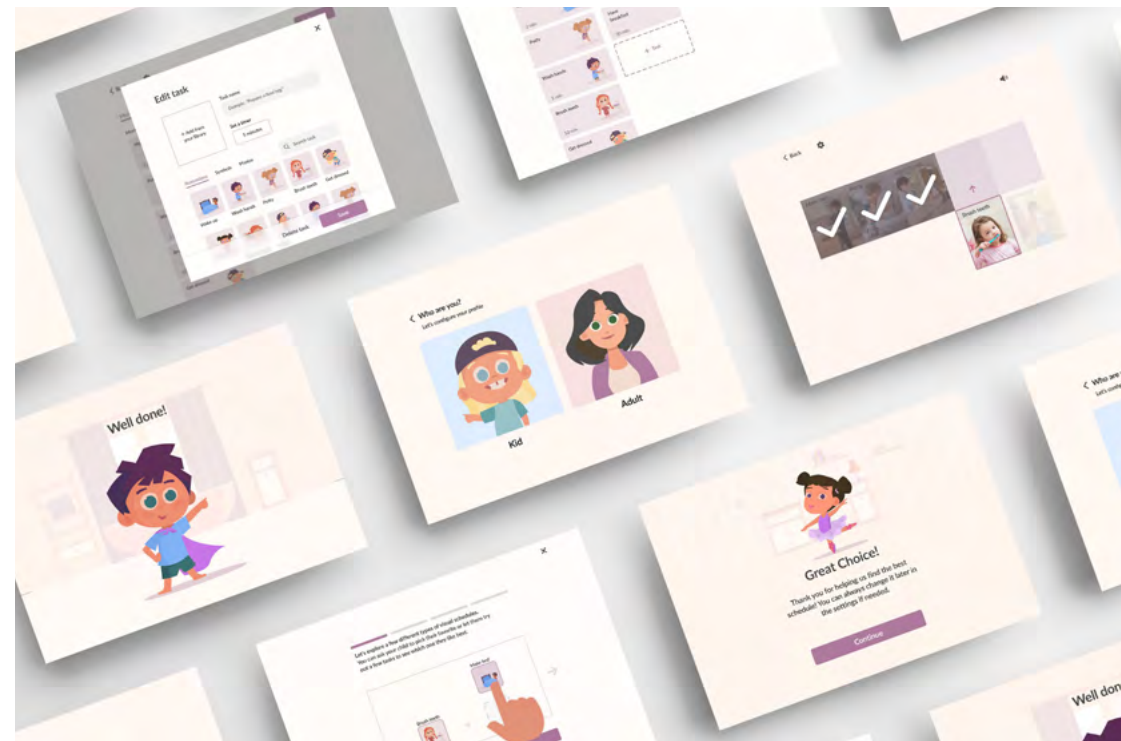


TimeBuddy is a personalized visual schedule that helps children with Autism feel secure and in control of their day. With a simple and calming interface, it adapts to each child's unique way of understanding the world, offering visuals, sounds, or text for gentle and step-by-step guidance. Designed alongside therapists and shaped by real experiences with children, *TimeBuddy* turns daily routines into moments of confidence, joy, and independence, reducing stress for both kids and caregivers.

Design:
Daiana Wolf

School:
Media University of Applied Sciences

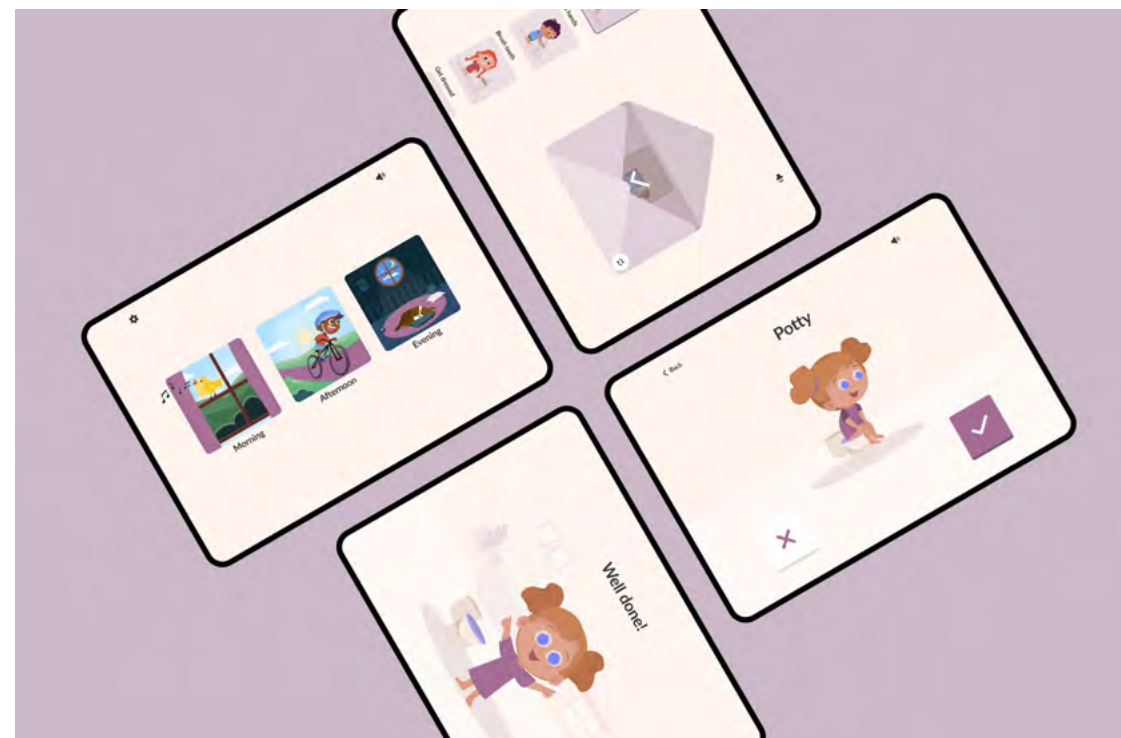
Teacher:
Bibel Nora, Miers Henrik



"TimeBuddy meets the critical needs of children with autism and their caregivers. It helps them manage routines and fosters independence. The child-friendly, calming tablet interface uses visuals, sounds, and text to provide gentle guidance. A personalized avatar celebrates progress, building motivation and emotional security. Developed with user and therapist input through iterative testing, *TimeBuddy* offers a structured experience tailored to each child's cognitive and emotional needs. By blending thoughtful design with purposeful functionality, *TimeBuddy* empowers children to confidently navigate daily life."

— UX Design Awards Jury 2025

UX Design Award | New Talent
AutismTimeBuddy



Bark is a platform that leverages technology to enhance the lives of city dog owners. The App connects dog owners and helps them discover new dog-friendly resources across the city. By bringing together a community of dog owners and providing access to information on dog-friendly places and walking routes, *Bark* strives to create a supportive social network that enhances the overall well-being of dogs and their owners.

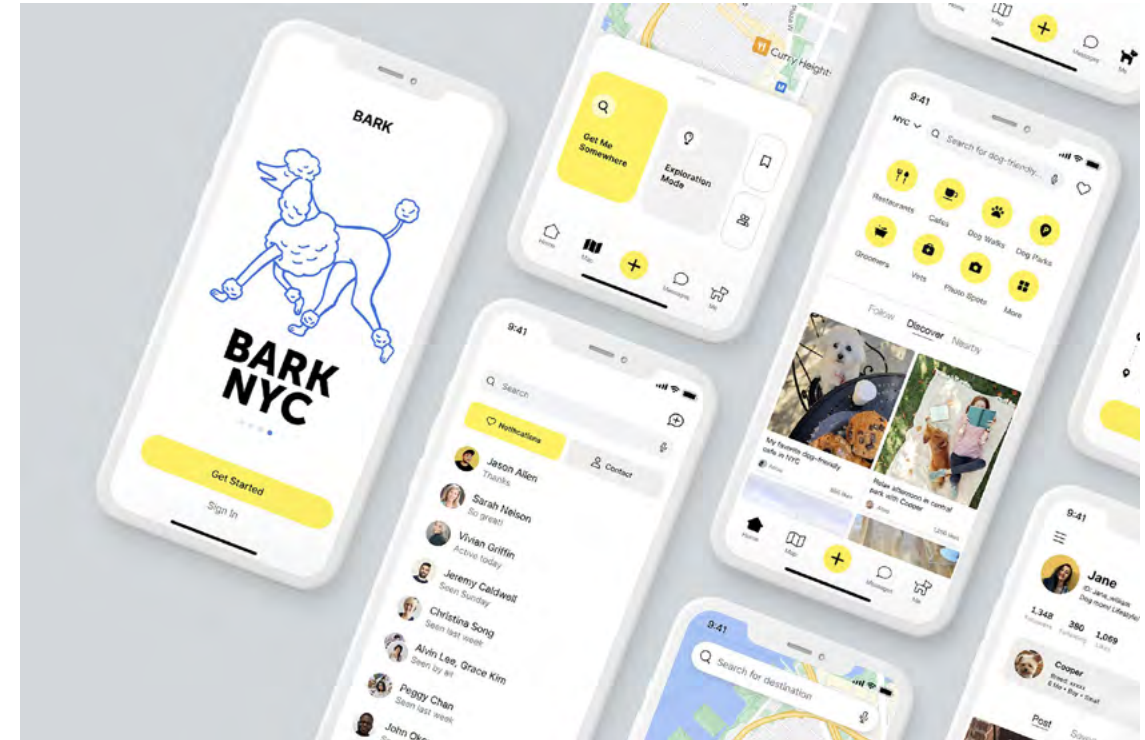


Design:
Bei Hu

School:
New York University

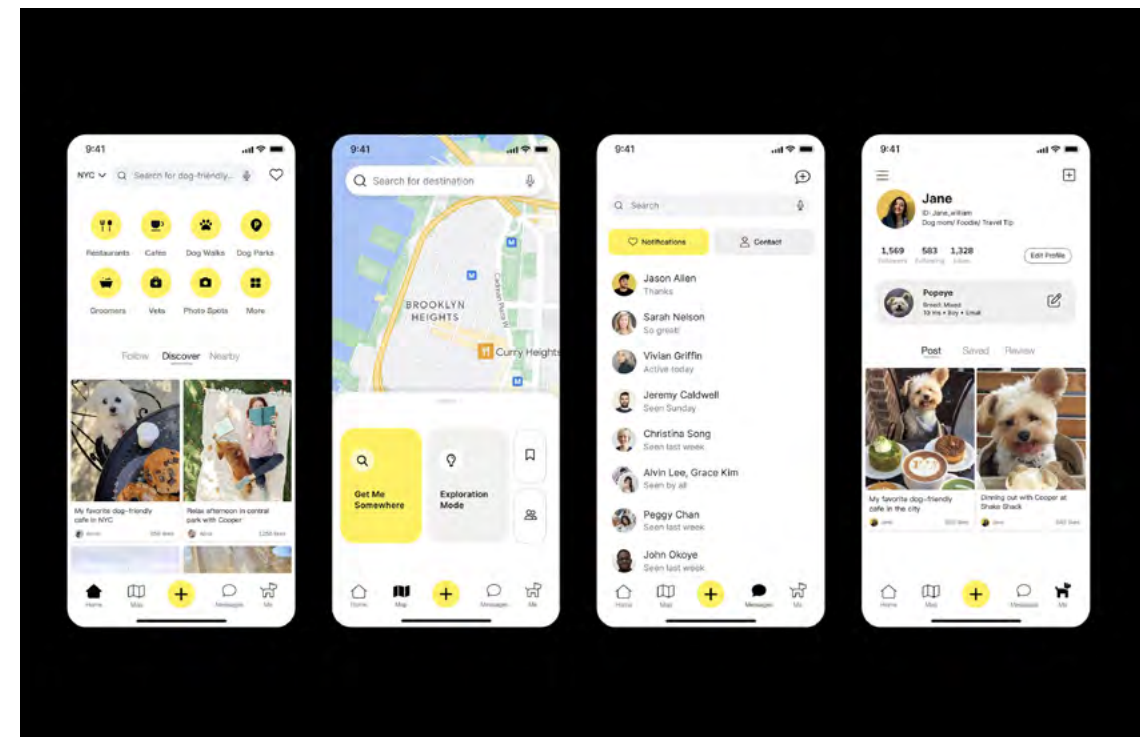
Website:
beihudesign.com

Teacher:
Juliette Powell



"Bark is an innovative urban mobility platform for dog owners, offering integrated walk tracking, personalized local recommendations, and community engagement. Its freemium model and targeted local advertising show promising potential. While strong user-centered design principles are evident, more user research could enhance it further. The presentation's clarity, strategic visuals, and focused narrative impressed the jury, making Bark a standout entry among competitors."

— UX Design Awards Jury 2025



This modular emergency system structures first aid by urgency, enabling rapid and intuitive use without prior medical knowledge. Clear visual indicators guide users through three priority levels: critical bleeding, hypothermia prevention, and minor injuries. Designed for reusability, its components can be cleaned, replaced, and extended. Compatible with standardized systems and adaptable for resource-limited settings, it offers a future-proof solution for emergency care worldwide.

Design:
Moritz Scheffer

Website:
moritzscheffer.com

School:
HTW Berlin – University of
Applied Sciences

Teacher:
Pelin Celik, Sebastian Feucht



"The *Emergency Layer System* stands out for its visionary approach to first aid. It transforms a traditionally static and often confusing tool into an intuitive, modular solution that improves the user experience in high-stress situations. Drawing on real-world medical insights, the system enhances accessibility through visual cues and tactile feedback, empowering even untrained users to act effectively. Its reusable format reduces environmental impact and extends longevity, especially in settings with limited resources. This innovative solution sets a new standard for lifesaving support through user-centered design."

— UX Design Awards Jury 2025



UX Design Award | New Talent

Emergency Layer System

Gongi is a smart inhalation system that helps children use their asthma inhalers correctly. A playful docking station guides them step by step with sound and light cues such as shaking the inhaler, positioning it, inhaling, and holding the breath. It provides real-time feedback and notifies parents after successful use. Designed to feel friendly rather than clinical, *Gongi* supports daily routines, builds confidence, and grows with the child over time.

Design:
Jakob Höxtermann, Zeynep Emiroğlu,
Artyom Shpagin

School:
Umeå Institute of Design

Teacher:
Thomas Degn



“Children with asthma need to take preventive medication to avoid attacks. *Gongi* reduces the improper use of asthma inhalers and aims to make treatment more effective. The team designed a warm, playful solution that uses light and sound to guide kids while they prepare and take their medication. It also sends reminders and tracks usage to keep parents informed. Using a user-centered, iterative approach, the team created a tool that eases anxiety and builds confidence for children and parents alike, resulting in better patient outcomes and fewer hospital visits.”

— UX Design Awards Jury 2025



UX Design Award | New Talent

**Gongi – The Smart & Supportive
Asthma Preventer**

HAN is a robot, designed based on the Teaching Interaction Procedure (TIP) therapy, aiming to teach social skills to children with High-Functioning Autism (HFA) through structured instruction, dual functional areas, and a generalized accessory as its innovative features. It teaches social skills through a procedure that includes four processes and seven steps of teaching, interaction, feedback, and generalization. *HAN* is custom-designed for children with HFA, catering to their behavior patterns and needs.

Design:
Sinuo Jing, Bozhen Zhu

School:
Harbin Institute of Technology HIT

Teacher:
Zaiqiao Ye



"HAN tackles the shortage of autism therapists for high-functioning children through thoughtful design research and a blend of physical and digital elements. The jury praises the functional prototype, which includes motion, facial expression, and gesture recognition, showing exceptional quality for student work. Although its role as a complementary therapy tool needs clarification, the professional execution and innovative physical-digital convergence make it stand out. High-quality video storytelling enhances its impact, showcasing a deep understanding of the core challenge."

— UX Design Awards Jury 2025

UX Design Award | New Talent

HAN: Social-Skill-Teaching Robot for HFA Children

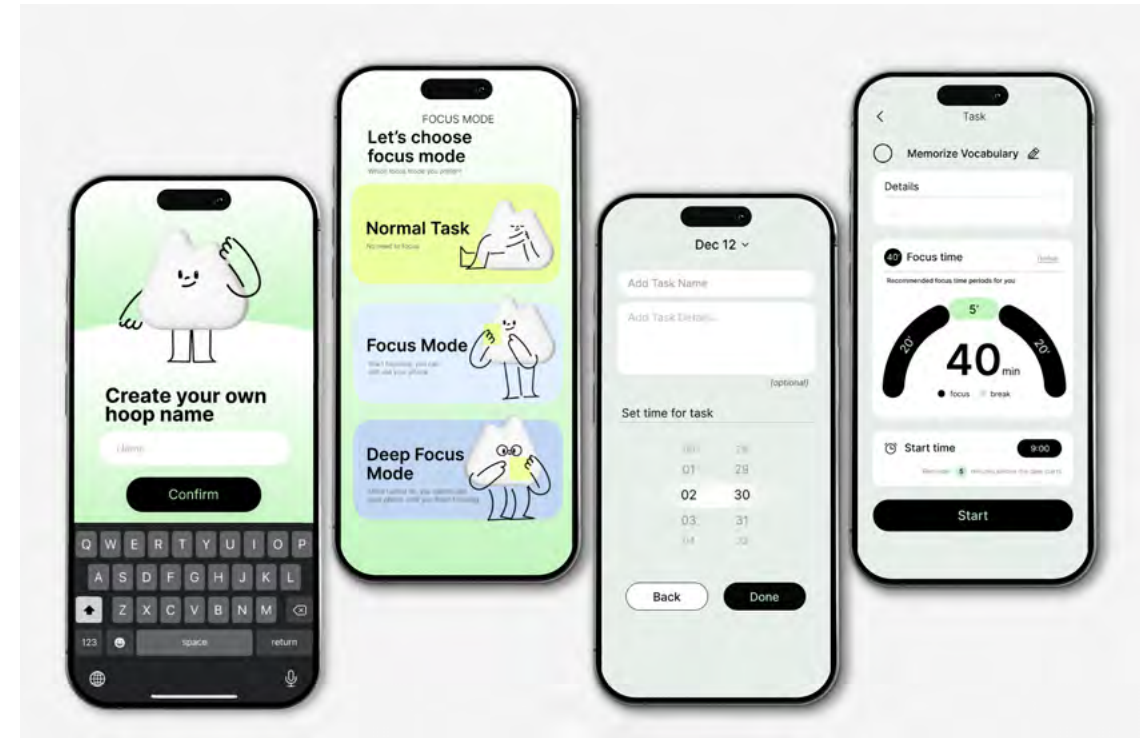


HOOP is a productivity system for teens and young adults with ADHD, combining an intuitive app with a synchronized physical device. It offers customizable Pomodoro timers, structured planning, goal tracking, and real-time feedback. Designed to fit the ADHD mind, it turns productivity into a positive, simple, and motivating experience, reducing distractions and cognitive overload.

Design:
Chen Suyao, Rasikarn Suwan, Zha Yi

School:
NABA, Nuova Accademia di Belle Arti

Teacher:
Gabriele Ruscelli, Damiano Condorelli



“For young people with ADHD, focus shouldn’t feel like a punishment. This project reimagines productivity as a playful, personal journey rather than a rigid taskmaster. With cheerful visuals, gentle animations, and soft guidance, it speaks to users at their own pace. Its empathetic design roots, shaped by real user input, shine through in every interaction. The tactile–digital hybrid concept brings warmth to a screen–saturated world. Though still in the early stages, it paves the way for emotionally intelligent, neuro–inclusive design.”

— UX Design Awards Jury 2025



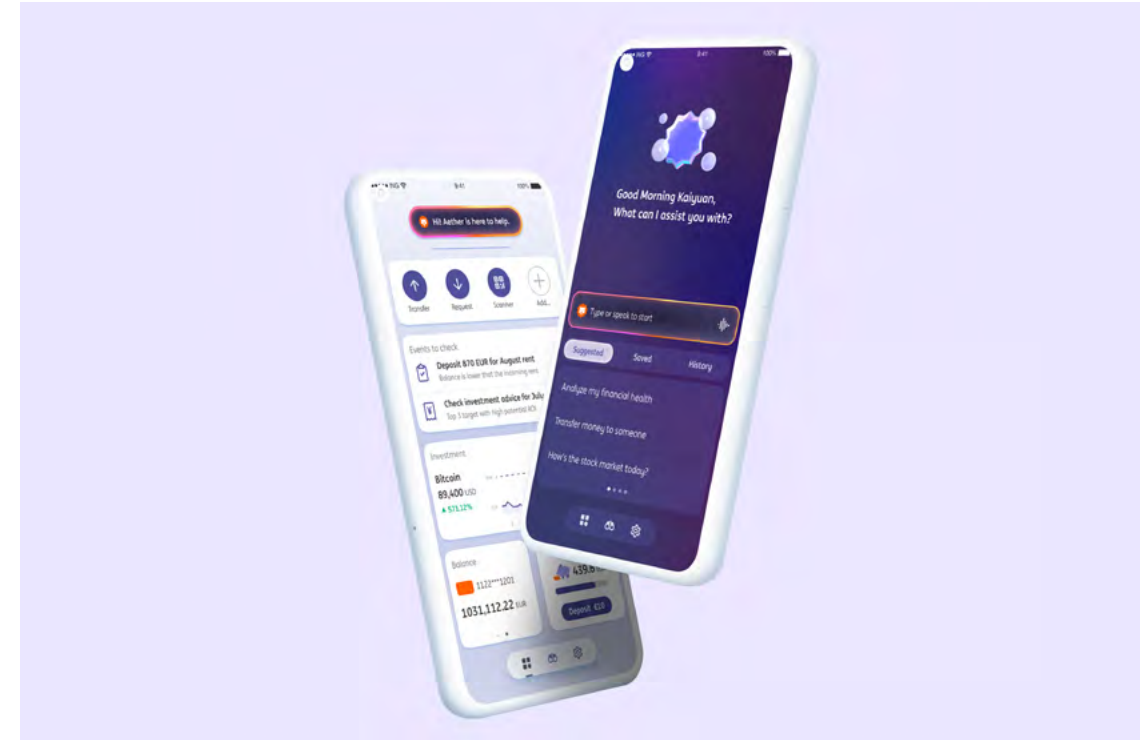
ING Aether is an AI-powered banking app that reimagines banking by offering a seamless, personalized experience. It addresses traditional frustrations like complex navigation and inefficiency through AI Agents and generative UI. Key features include real-time feedback, automation, simplified tasks, and jargon-free explanations. Users can customize *Aether*'s tone and data access for personalized, efficient, and emotionally engaging banking.

Design:
Kaiyuan Li

Website:
kaiyuanli.com

School:
Eindhoven University of Technology

Teacher:
Erik van der Spek

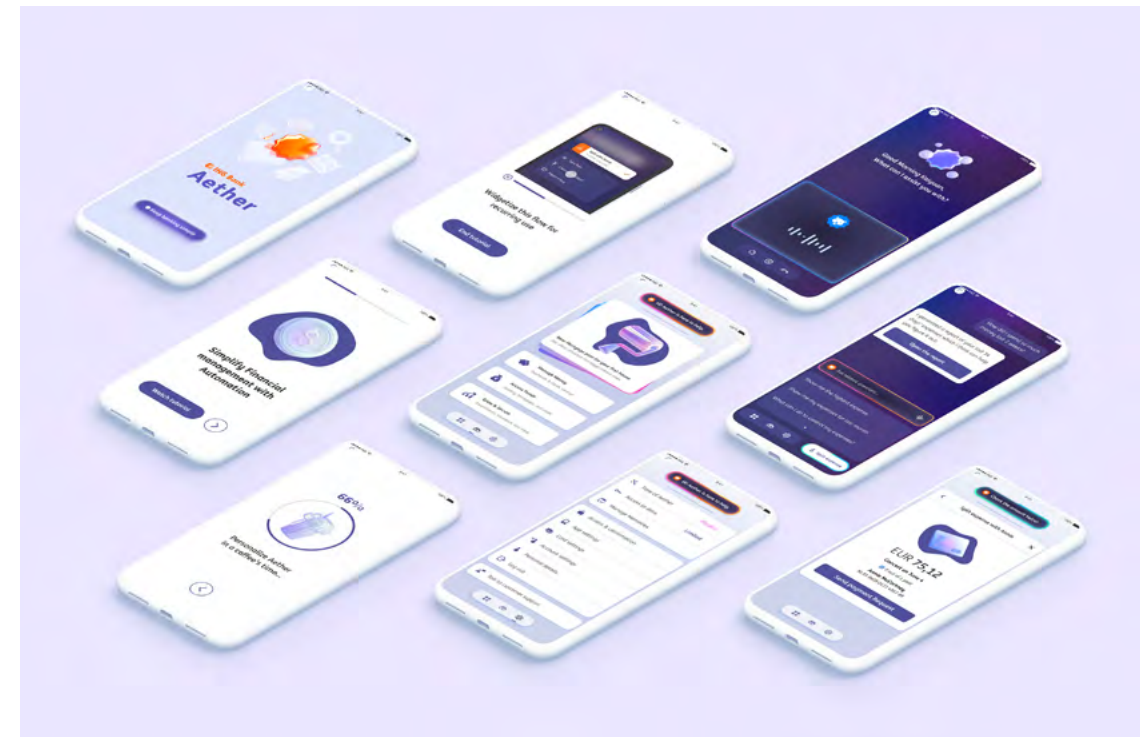


"ING Aether solves common UX issues in banking, such as complex navigation and low discoverability. It personalizes the experience while striking a balance between automation and user control. Aether goes beyond traditional chatbots by introducing proactive human-AI interaction and a direct-access design that improves discoverability. It reflects a mature development process backed by systematic research, quantitative analysis, expert interviews, and focus groups. A separate database architecture addresses privacy concerns and demonstrates deep understanding of banking security needs. ING Aether is an innovative, user-centered concept for a financial platform."

— UX Design Awards Jury 2025

UX Design Award | New Talent

**ING Aether – Banking with
AI Agents and Gen UI**



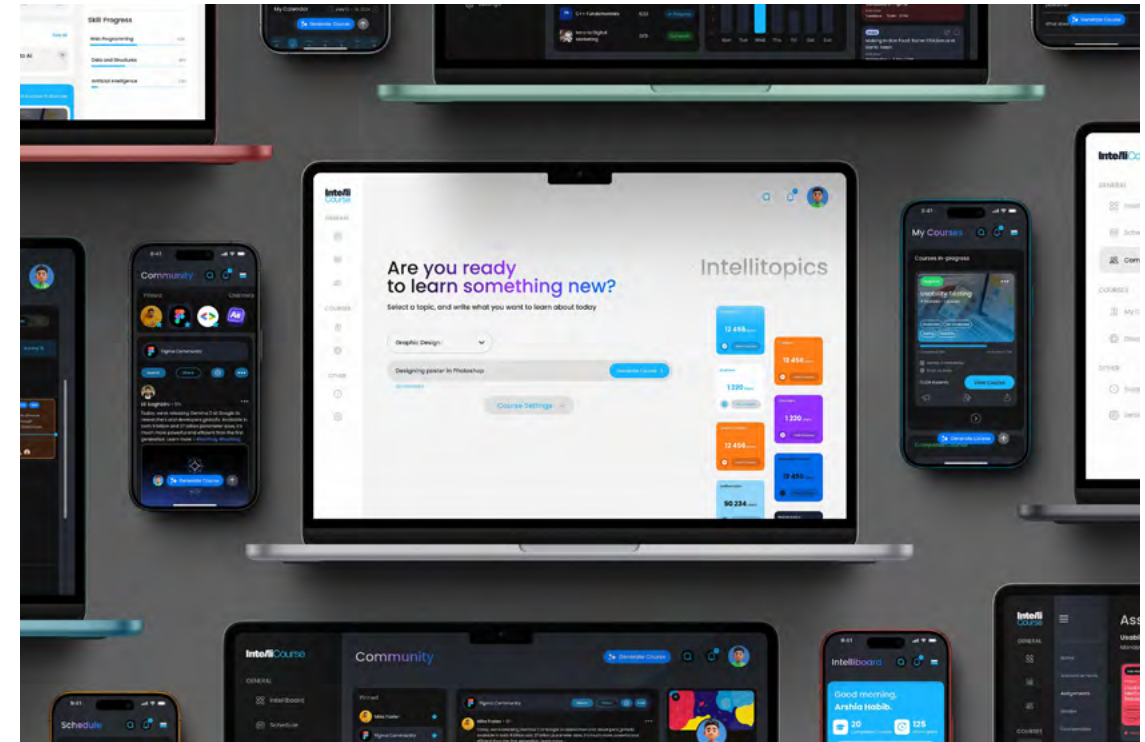
IntelliCourse revolutionizes online learning with an AI-driven platform that crafts personalized courses based on each learner's unique needs. Through user-driven prompts, *IntelliCourse* generates custom assignments, quizzes, presentations, and detailed feedback to enhance engagement, continuous learning, and micro-credential achievement. Integrating inclusivity and community learning, *IntelliCourse* offers a seamless, accessible experience for any learner, democratizing quality education.

Design:
Arian Shariaty, Eli Saghbini

School:
OCAD University

Website:
intellcourse.ca

Teacher:
Alexander Manu



"IntelliCourse democratizes education and empowers diverse communities with an intuitive structure, high-quality graphics, and UI design. It promises low-cost, self-sustaining value. However, the business case lacks clear documentation on maintaining educational quality, and there is a noticeable research gap. Despite these challenges, the platform's potential for broad impact in the learning space is evident, making it a notable contribution to the field."

— UX Design Awards Jury 2025



MindCo is a support service designed to assist stroke patients and their families by facilitating communication and collaboration with healthcare teams. Through *MindCo*, patients and relatives can interact in real time, strengthen emotional bonds, track health, and access timely medical support, helping to prevent negative emotions such as post-stroke depression. It also provides rehabilitation planning and education to empower patients and engage families in the recovery process.

Design:
Jing Ye

Website:
jingye-portfolio.framer.website

School:
Magdeburg-Stendal
University of Applied Sciences

Teacher:
Steffi Husslein

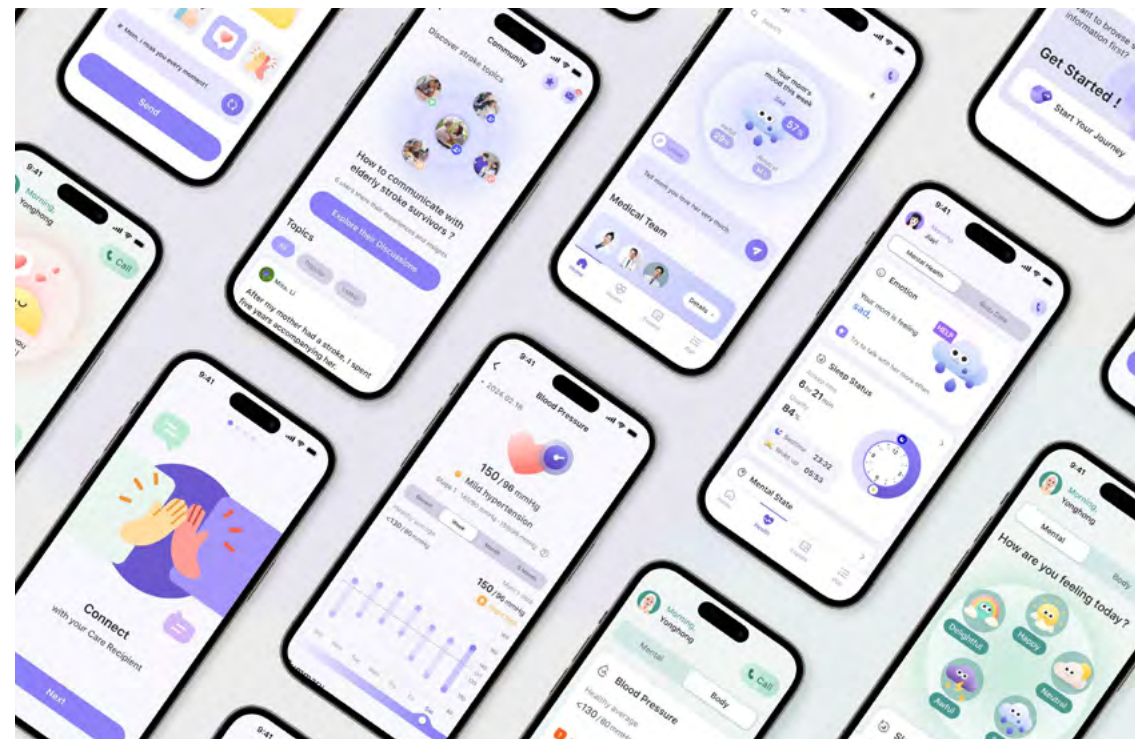


"MindCo addresses a critical need in long-term stroke care by supporting patients and families comprehensively. The jury praises its holistic approach, thorough research, user-centered methods, and practical solution. Noteworthy aspects include the balance of medical context and positive motivation, excellent presentation, and emotional storytelling. Despite the need for refining the business model and UI details, the execution demonstrates a deep understanding of the problem and offers an accessible tool for post-stroke patients' independent living."

— UX Design Awards Jury 2025

UX Design Award | New Talent

**MindCo: Post-stroke
Depression Support Network**



Pawfect is an AI-driven pet adoption platform that matches shelter animals with adopters based on behavioral data and personality compatibility. Designed for potential adopters and shelter organizations, it enhances decision-making through intelligent matching and a card-based discovery interface, aiming to improve adoption success rates, reduce return rates, and promote responsible pet ownership.

Design:
Evelyn Chen, Shirley Hsieh, Qinlin Yin,
Jiaqi Dong, YiChing Chen, Caroline Peng

School:
Goldsmiths,
University of London

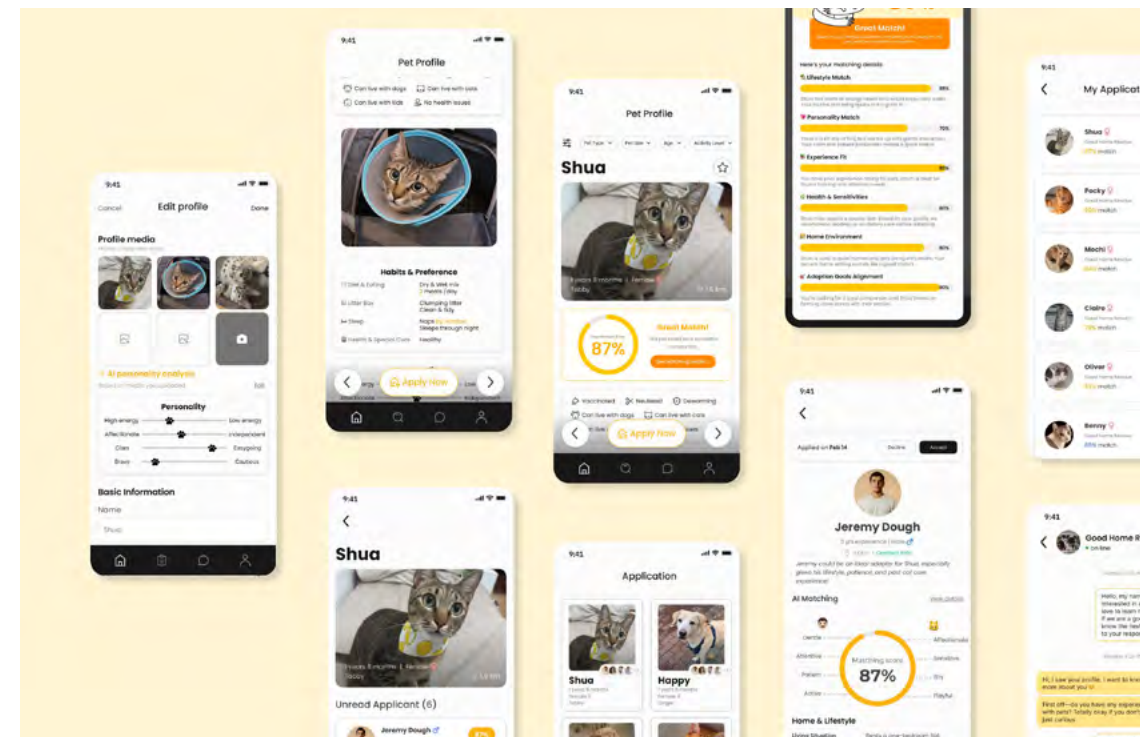
Teacher:
Rabail Tahir



"Pawfect addresses pet abandonment by improving adoption matching and reducing returns. This enhances animal welfare and tackles a socially relevant problem, offering strong user value. The concept offers a positive user experience that is both emotionally resonant and well-crafted. Though the AI logic is still in development, it shows promising potential. With further algorithm refinement, a stronger business model, and broader stakeholder involvement, Pawfect could evolve into a high-impact product."

— UX Design Awards July 2025

UX Design Award | New Talent
**Pawfect-AI powered
pet adoption platform**



This solution helps the elderly monitor their health and obtain customized care, ensuring equal access to technological advancements towards a more inclusive aging society. *Plus* utilizes specific medical data for tailored health management and suggestions through AI-integrated technology, including anomaly detection, voice assistance, and personalized recommendations improving independence, safety, and well-being.



Design:
Giulia JiangXian Zhu, MinDan Chen,
Cansel Gursoy, Fabio Sannino,
Yaren Yavuz

School:
Polytechnic University of Milan

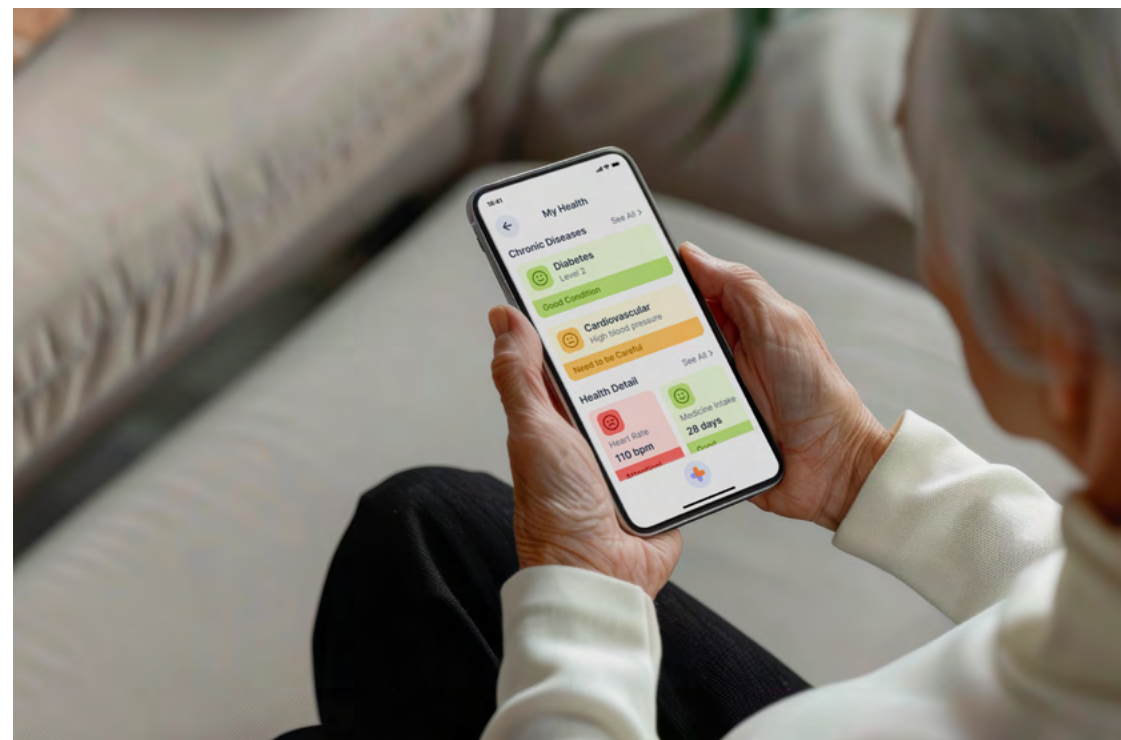
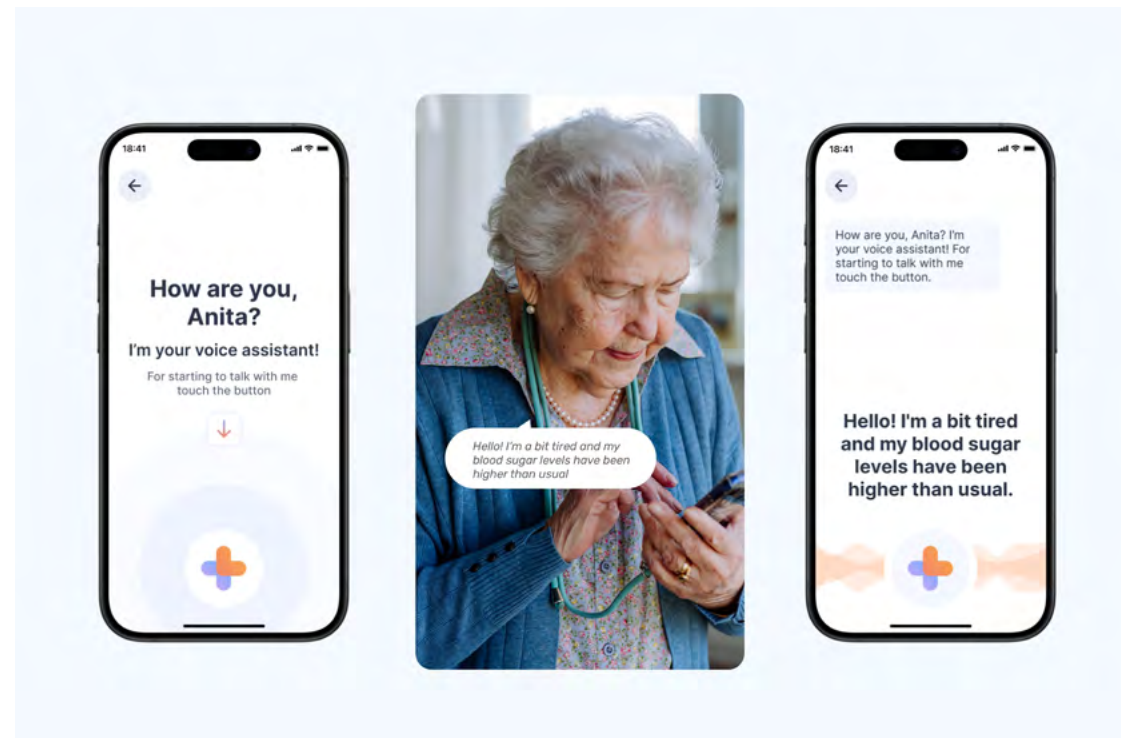
Teacher:
Marzia Mortati, Enrico Priora,
Andrea Bonarini

"Plus simplifies health management for seniors with an intuitive user-centered design, clear visualizations, and voice-first approach. Integration with the national digital identity system and healthcare provider partnerships ensure security and equal access, particularly in underserved regions. Thoughtful research and prototyping demonstrate a strong understanding of the target audience's needs. However, the jury suggests opportunities for improving AI reliability, data synchronization, and minimizing potential errors."

— UX Design Awards Jury 2025

UX Design Award | New Talent

Plus – Everybody Counts



STP School is an electronic journal platform that connects teachers, students, and parents. It streamlines school processes, enhancing communication and organization. Students gain tools for active learning and time management, while teachers manage academic activities and share updates easily. Parents receive real-time access to their child's school life, reducing administrative tasks. The platform supports transparent, trusting relationships within the school community.

Design:
Viktoriia Ponomarova

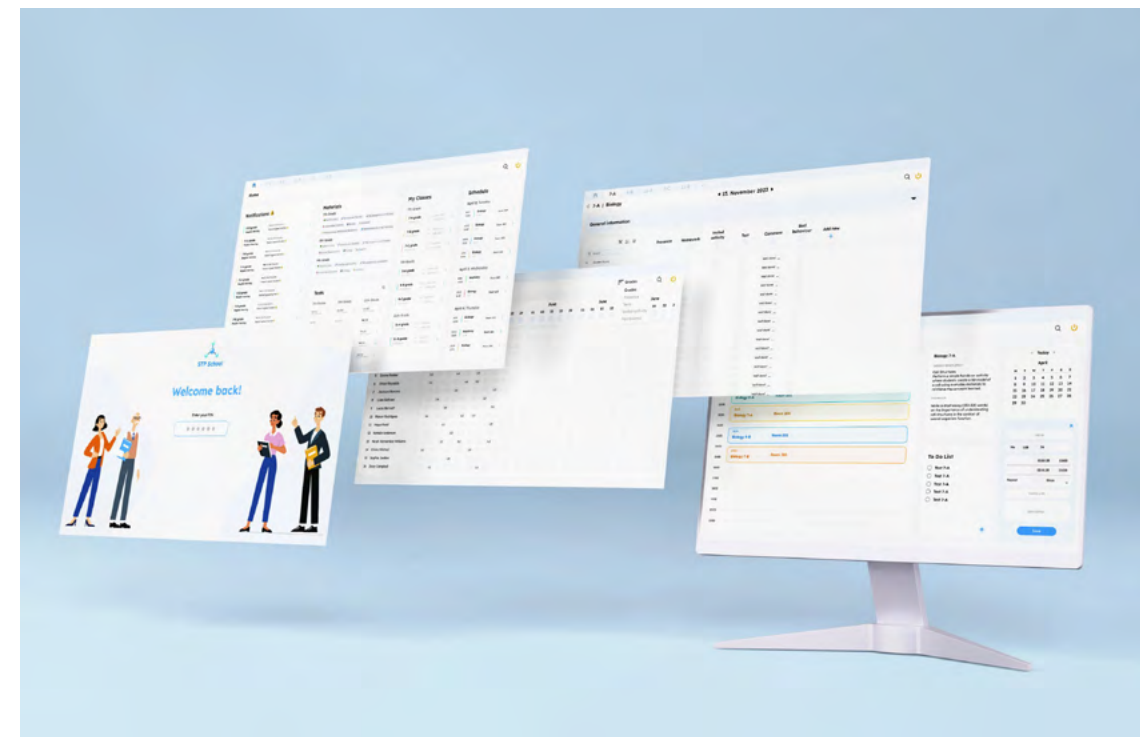
School:
University of Applied Sciences
Offenbach

Teacher:
Janina Schmidt



"STP School digitally organizes the school system for teachers, students, and parents with customized functions. It integrates information, easy-to-understand analyses, and rewards to encourage motivation. The standout feature is the student touch point. While gamification and progress tracking could reduce stress and improve learning, concerns about over-monitoring and complexity for children remain."

— UX Design Awards Jury 2025



Mesmerize is a product system that redefines stress management through breathing exercises, involving non-invasive notifications. Dynamic lights guide users to regulate their breath rhythm and intensity. Scented soap bubbles are generated to provide positive feedback while evoking wonder. *Mesmerize* fosters daily habits and shared experiences, encouraging users to connect with others, creating a community that enhances emotional well-being and turns stress management into a joyful ritual.

Design:
Silvia Montini, Ilario Pedone,
Thi Lanh Peruzzy, Veronica Posti,
Vittoria Rossetti

School:
Polytechnic University of Milan

Teacher:
Carlo Emilio Standoli,
Fiammetta Carla Enrica Costa



Great experiences are made for people. That's why we give everyone a voice! In each award season, we invite UX professionals and users worldwide to vote for their favorite projects on the Awards' website. All nominated entries are eligible. The winner of the Public Choice is proclaimed at the award announcement, together with the titles decided upon by the jury. The high annual polling rate means that the best-voted entry is indeed the winner of the hearts of the global UX community. Congratulations to the Public Choice Award winner!

UX Design Award | Public Choice

Mesmerize





ActiveSenior is a hybrid healthcare service for aging populations suffering from sarcopenia. It combines wearable sensors with features such as self-directed diagnostics, personalized workouts, and treatments, helping seniors improve their muscular health on their own initiative. The service creates an environment where elderly individuals, particularly those in small towns with limited healthcare infrastructure, can independently manage their health and promote a healthier lifestyle.

Design:
Jeong Eun Yoo

Website:
jeongeunwoo.com

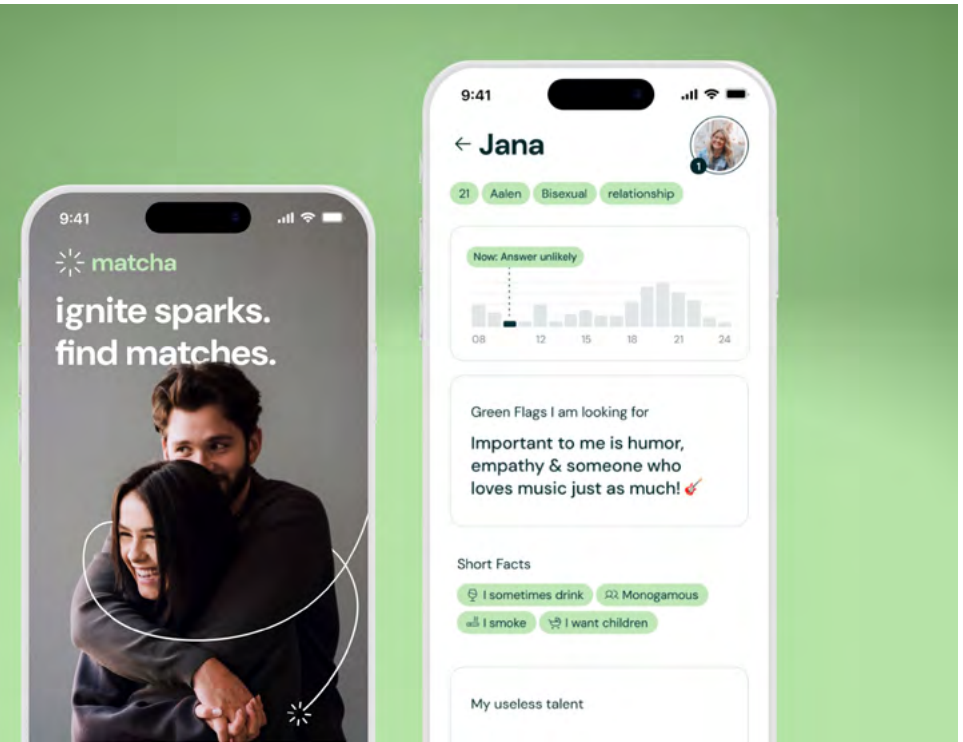
School:
Chelsea College of Arts

Teacher:
Ji Hyun Yoo

UX
DESIGN
AWARDS

special
mention
2025

256



Matcha revolutionizes online dating by prioritizing deep connections and personal growth. Through innovative, question-based matching, delayed photo visibility and mindful interactions like the "Deep Talk Challenge", users are empowered to build meaningful relationships based on shared values. *Matcha's* holistic approach enhances self-reflection and ensures a high-quality user experience, fostering responsibility, emotional engagement and long-lasting outcomes while minimizing superficiality.

Design:
Freya Michl, Nicole Krein

Website:
ausstellung.hfg-gmuend.de

School:
University of Applied Sciences
Schwäbisch Gmünd

Teacher:
Hans Krämer, Jens Döring

UX
DESIGN
AWARDS

special
mention
2025

257

UX Design Award | Special Mention

ActiveSenior

UX Design Award | Special Mention
**Matcha Dating App –
Detoxing the Swipe Culture**



Slowork is an AI-powered service designed to help individuals with borderline intellectual functioning, often called “slow learners”, adapt to their work environment at their own pace. It provides personalized manuals that enable gradual learning of tasks through clear instructions. Employers can also use AI tools to easily create these manuals, making the management and support of employees more efficient.

Design:
Dayeon Lee, Minji Lee, Inseo Lee

School:
Korea University

Teacher:
Seung Hun Yoo

UX
DESIGN
AWARDS

special
mention
2025

258



Youdu is designed to disseminate Chinese myths at a time when regional myths face the threat of extinction. Its mission is to bridge the traditional myths of the Shicha lake region with a global audience and to offer travelers distinctive experiences through augmented reality technology that showcases shadow puppets animations. It encompasses an extensive knowledge base that provides historical insights and multimedia content, thereby enriching users’ understanding of these cultural treasures.

Design:
Jiawei Bo, Can Wang, Xiaoyan Chen,
Ziqing Guan, Yuan Xu

School:
Communication University of China

Teacher:
Kaizhong Cao

UX
DESIGN
AWARDS

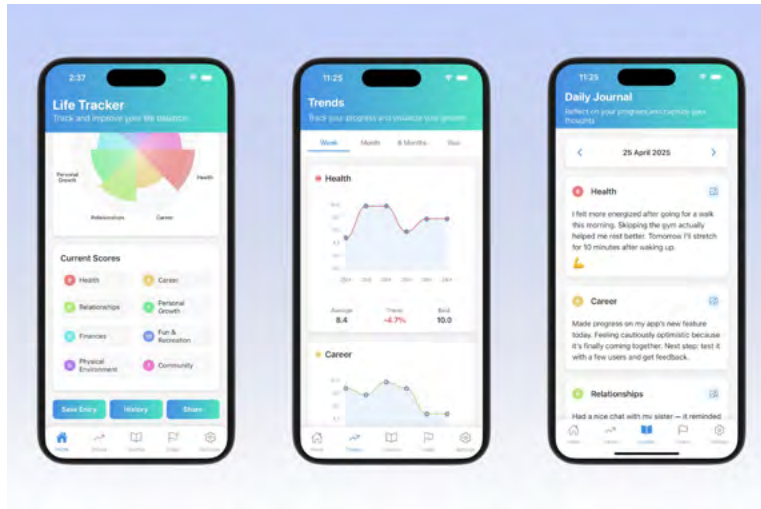
special
mention
2025

259

Design:
Holly Souza-Newman

School:
Royal College of Art

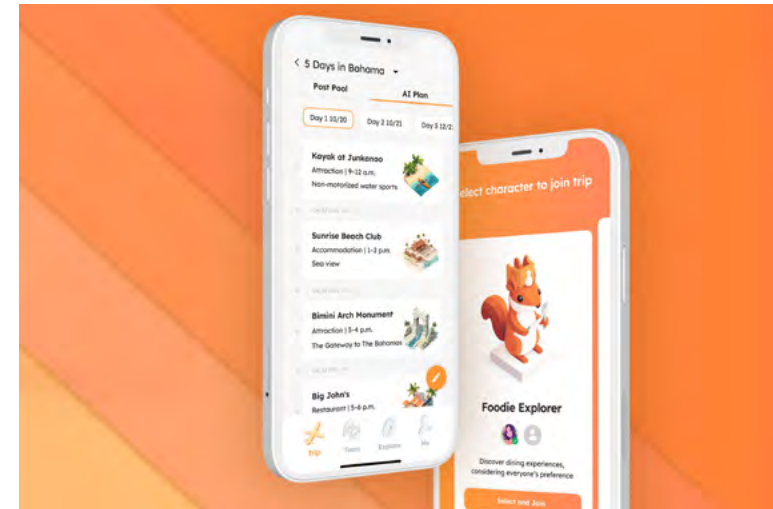
Teacher:
Gareth Loudon



10X LifeTracker

UX
DESIGN
AWARDS

nominated
2025



Design:
Ziyi Jiang, Yujia Ke,
Qingzhou Ma

School:
University of Michigan

Website:
adventrip.framer.website

AdvenTrip

UX
DESIGN
AWARDS

nominated
2025

Design:
Justin Yu,
Claret Egwim-Nwagbara,
Alex Luowan, Luke Do,
Terence Xu

School:
Simon Fraser University

Teacher:
Russell Taylor

Website:
justinyu.design



88Rising Website Redesign

260



261

Design:
Kratiika Gupta

School:
Polytechnic
University of Milan

Teacher:
Massimo Bianchini

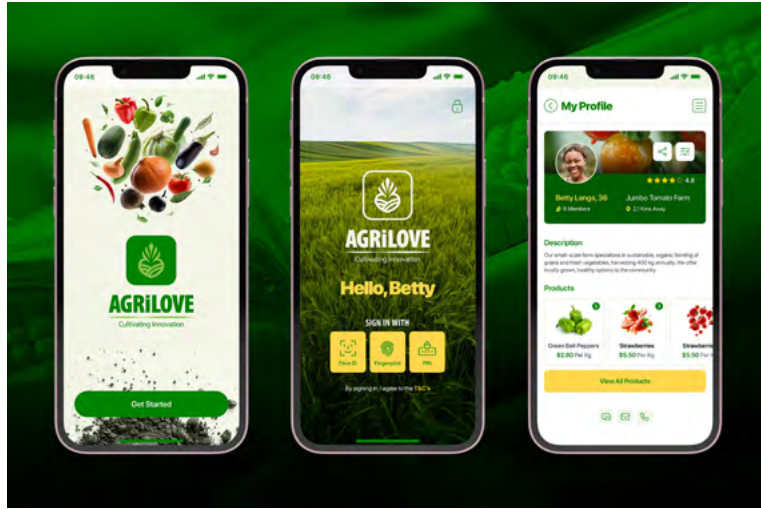
Afya – Breathe to heal

Design:
Brian Khayaletu Brighton
Ncube

School:
IIE Vega

Teacher:
Ria van Zyl

Website:
brianncube.com



AgriLove, Uganda's Farmers Marketplace.

UX
DESIGN
AWARDS
nominated
2025



Design:
Ximena Hernández
Hernández

School:
Industrial Design
Research Center (CIDI)

Teacher:
Vanessa Sattelle Gunther,
Karina Cocho Muñoz

Website:
behance.net/
ximenahernandezux

ATL

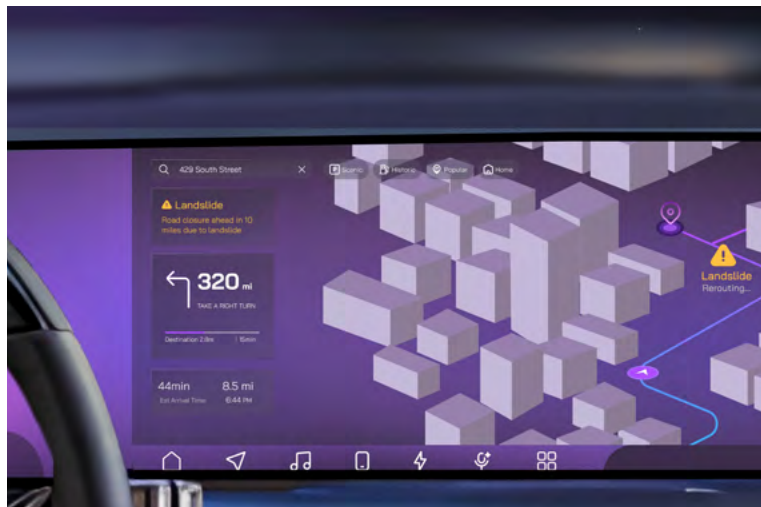
UX
DESIGN
AWARDS
nominated
2025

Design:
Yujia Ke, Ting Shu

School:
University of Michigan

Teacher:
James Rampton

Website:
ai-groul-travel.
my.canva.site



AI-powered Group Travel for Cadillac Escalade 2025

262



Design:
Jinwoo Baek, Eunju Lee,
Jenny Cho

School:
School of Visual Arts
| Korea Institute of
Creative

Teacher:
Yeon Sang Yoon,
Yoo Jin Hong

Autifit

263

Design:
Li Chih-Yun, Chen Zih-Jin,
Lin Yu-He, Wu Yi-Chen,
Chuang Chu-An

School:
Ming Chi University of
Technology

Teacher:
Kai-Chu Li



Barn Buddies

UX
DESIGN
AWARDS
nominated
2025



Design:
Woohee Byun

School:
New York Institute of
Technology

Teacher:
Peter Ahn

Website:
woohee.work

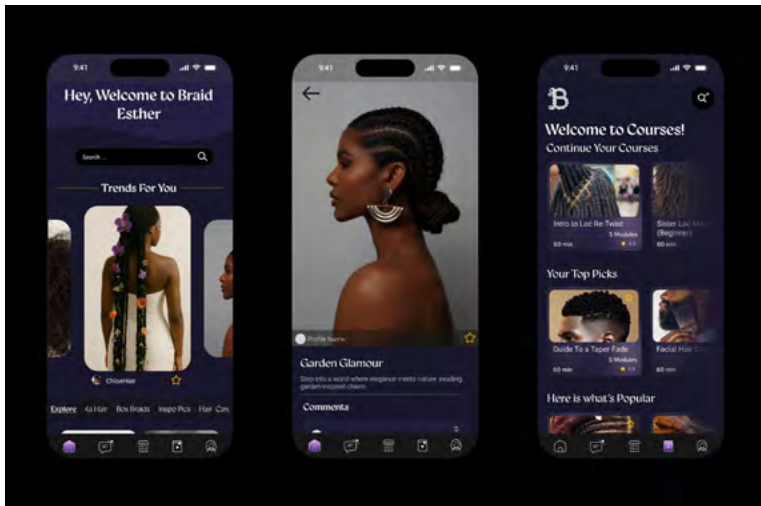
BrewGlow

UX
DESIGN
AWARDS
nominated
2025

Design:
Areanna Whittington,
Charlesa Thompson,
Gabrielle Vidal,
Taiwo Ayedun

School:
Columbia College
Chicago

Teacher:
Becky Luther,
Jo-Nell Sieren



Braid Tech

264



Design:
Xinchen Yu

School:
Maryland Institute
College of Art

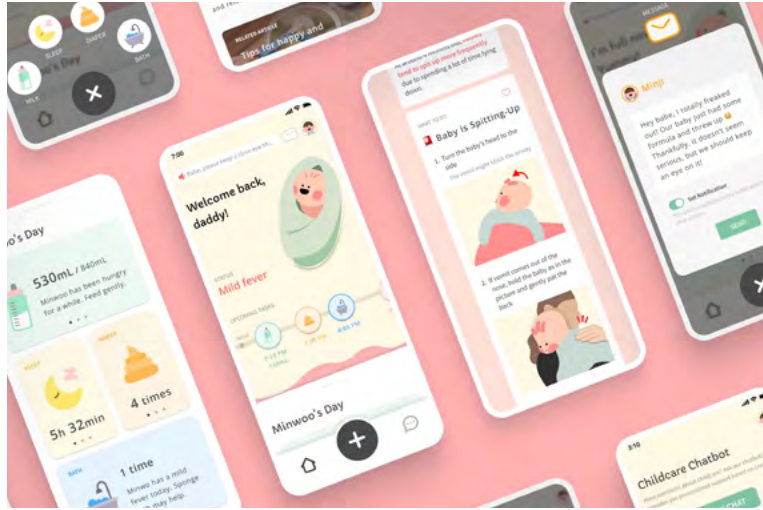
265

BridgeLink

Design:
Hyewon Kim,
Kyungmin Kim,
Jumin Shin,
Suhwoo Yoon

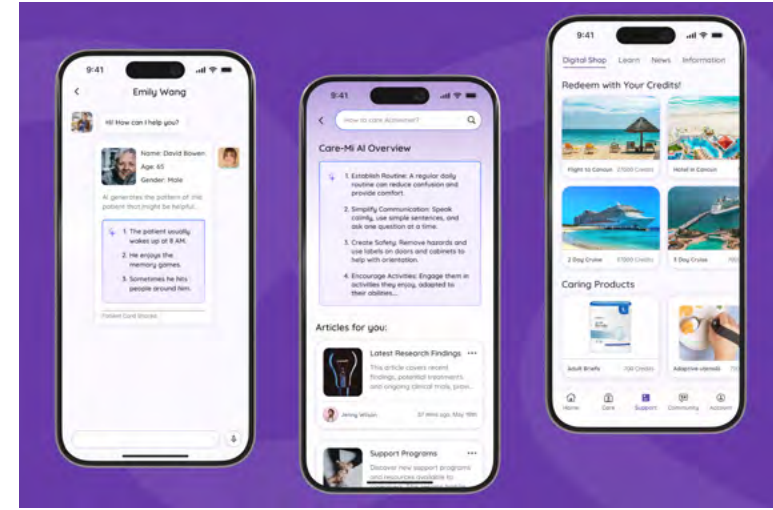
School:
Seoul National
University

Teacher:
Youngchan Jeong



Careble: A Childcare App for Working Parents

UX
DESIGN
AWARDS
nominated
2025



Design:
Catherine (Xingyu) Tao,
Flora (Wenwen) Nong,
Ming Xu

School:
Savannah College of
Art and Design

Teacher:
John Storey

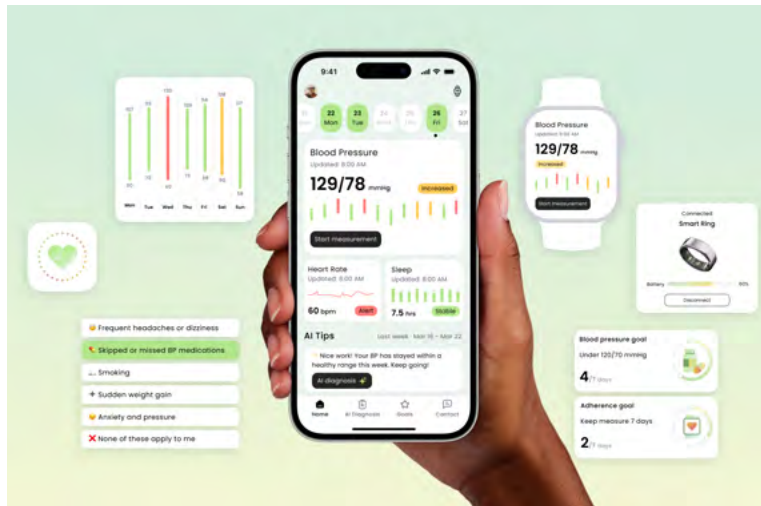
CareMi

UX
DESIGN
AWARDS
nominated
2025

Design:
Chenxi Guo,
Xinran Cheng

School:
University of
Washington

Website:
henxiguo.com



CareLink – AI-Powered Hypertension Care

266



267

Clouder: In-flight Virtual Cloud World

Design:
Linqing Chen

School:
Shantou University

Teacher:
Jiayin Chen

Website:
chenlinqingdesign.
cargo.site

Design:
Hongrui Jiang

School:
Magdeburg-Stendal
University of Applied
Sciences

Teacher:
Steffi Hußlein



CoorFit

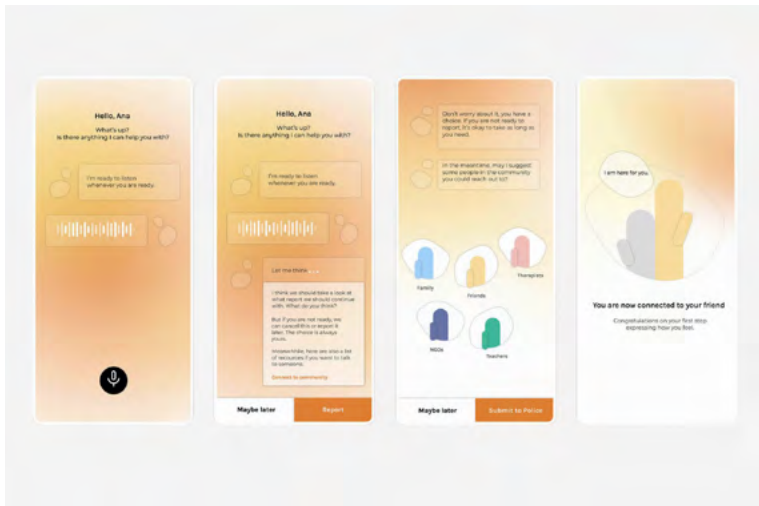
UX
DESIGN
AWARDS

nominated
2025

Design:
Chuman (Rachel) Zhang,
Anuja Tripathi, Lin Shen

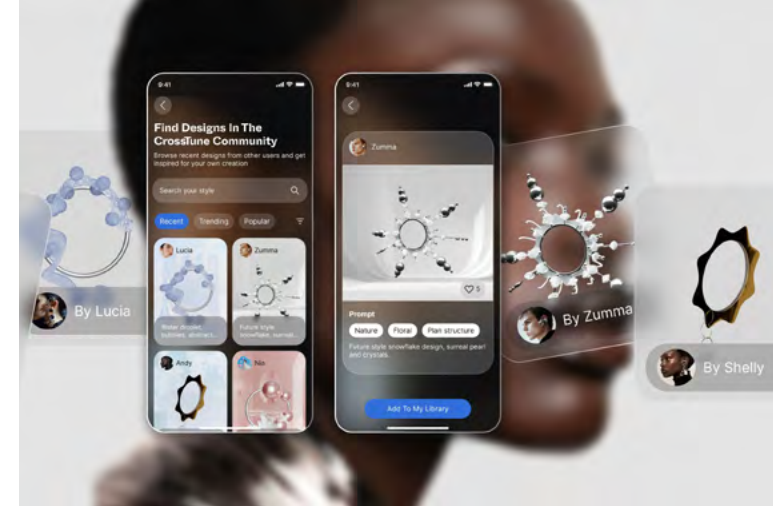
School:
Umeå Institute of Design

Teacher:
Monica Lindh,
Christoffel Kuenen



Cova.os – design for trust,
support and security

268



Design:
Sijia Ma

School:
Harvard University

Teacher:
Malkit Shoshan

CrossTune

UX
DESIGN
AWARDS

nominated
2025



Design:
Ana Stege

School:
The Federal University
of Paraná

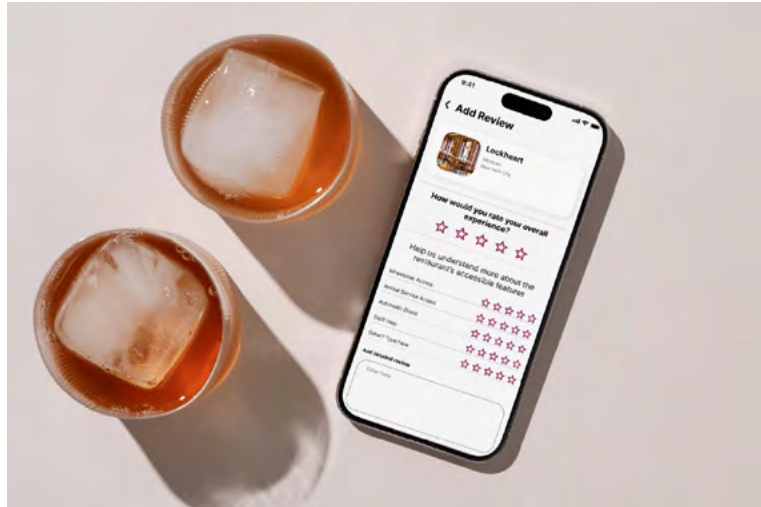
Teacher:
Stephania Padovani,
André Demaison

Dindia | Budget app
designed with and for students

269

Design:
Kelly Ramos Pereira,
Nkechi Ezirim, Sabrina Hu

School:
Wellesley College



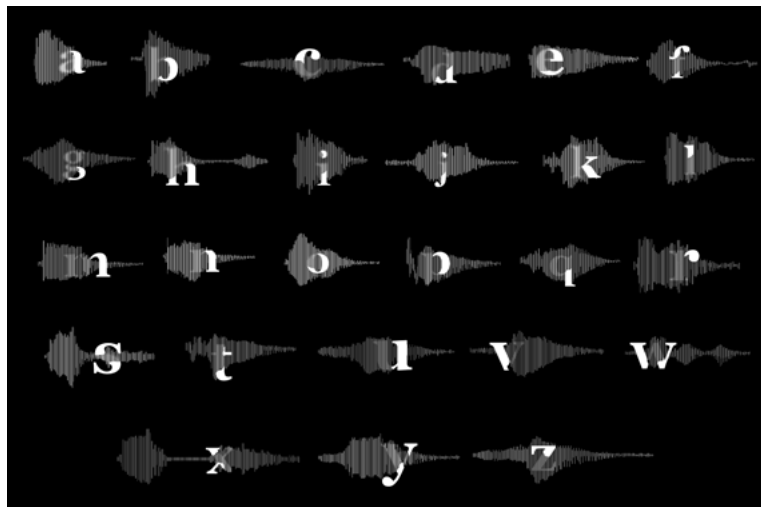
DineAble

UX
DESIGN
AWARDS
nominated
2025

Design:
Ester Terblanche

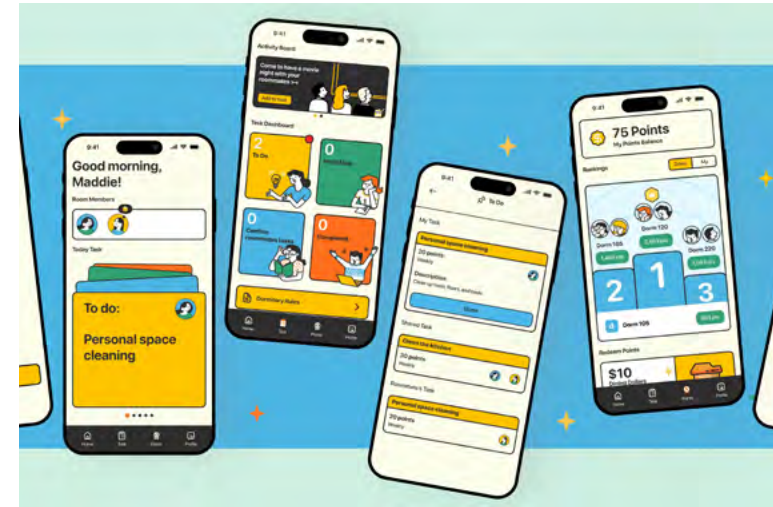
School:
IIE Vega

Teacher:
Farrell West



Disfluency Even Humans Stutter

270



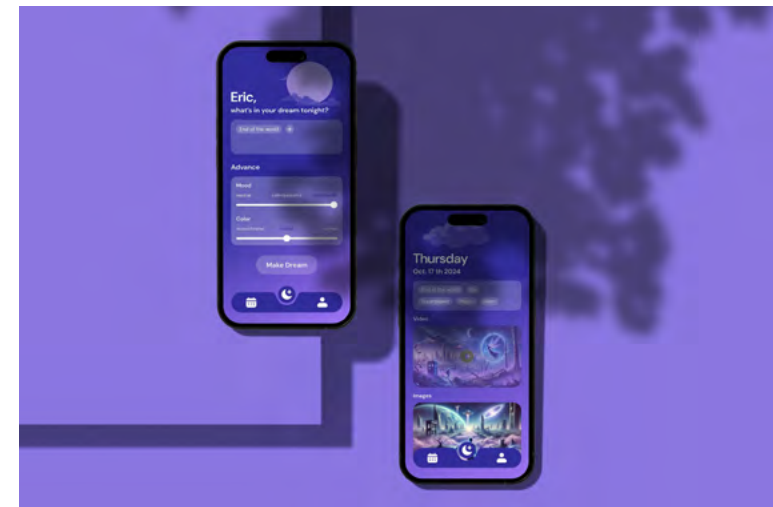
DormBo – Student dormitory task management

UX
DESIGN
AWARDS
nominated
2025

Design:
Yaoming Zhu, Jiayi Zhang,
Monan Qian, Mobei Qian,
Qianzi Wen

School:
Savannah College of
Art and Design

Teacher:
Ascanio Colonna di
Paliano



Design:
Jingxin Wang

School:
University of Southern
California

Teacher:
Bruno Lemgruber

Website:
jxwangeric.com

DreamScape

271

Design:
Chuang Chu-An,
Li Chih-Yun, Wu Yi-Chen,
Chen Zih-Jin, Lin Yu-He

School:
National Taipei University
of Education

Teacher:
Li Kai-Chu



E+H – Electric Heat Therapy Fascia Gun

UX
DESIGN
AWARDS
nominated
2025



Design:
XinYang Hu

School:
Tsinghua University

Teacher:
XiaoBo Lu

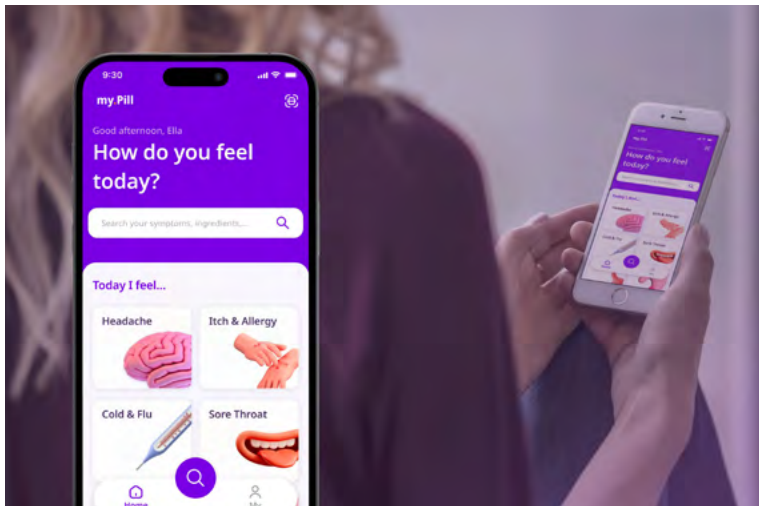
Elder-care

UX
DESIGN
AWARDS
nominated
2025

Design:
Ellie (Yujung) Youb

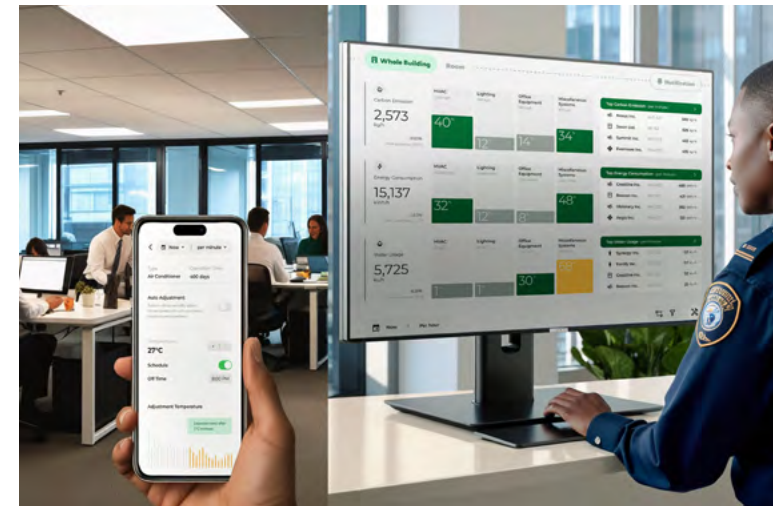
School:
The Hague University of
Applied Science

Teacher:
Christian Detweiler



Easy and Personalised pill search: My.Pill

272



Design:
Min-Hsiang Chang

School:
National Taipei University
of Technology

Teacher:
Ko-Chiu Wu

Engineer – Sustainable Building Solutions

273

Design:
Chen Zih-Jin

School:
Ming Chi University of
Technology

Teacher:
Li Kai-Chu



EnviroTrack Card

UX
DESIGN
AWARDS

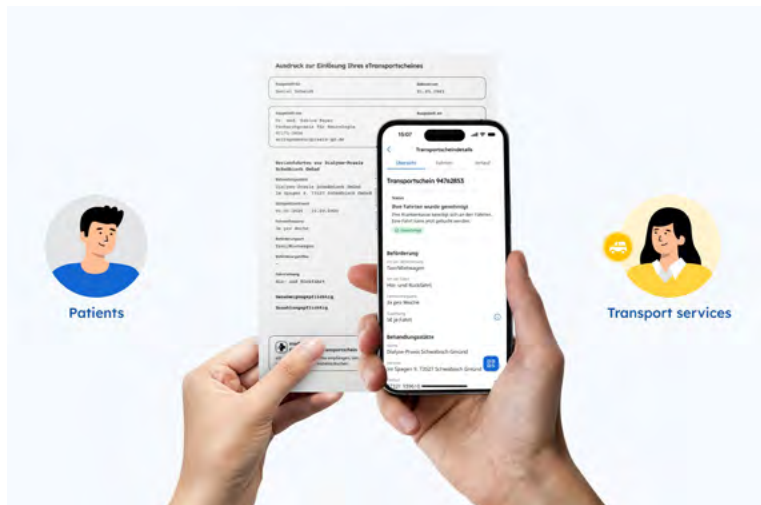
nominated
2025

Design:
Jun Wang, Mark Eisele

School:
University of
Applied Sciences
Schwäbisch Gmünd

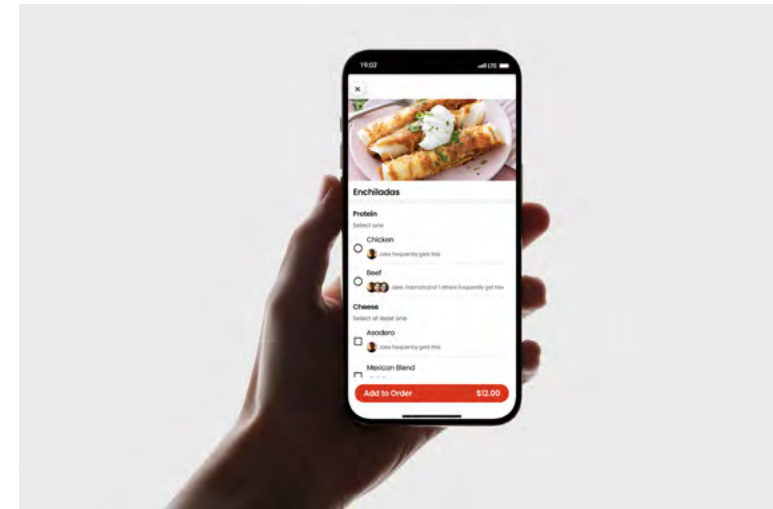
Teacher:
Andreas Pollok,
Hartmut Bohnacker

Website:
markeisele.de



eTransport service

274



Design:
Mohammad Raza Khawaja

School:
Purdue University

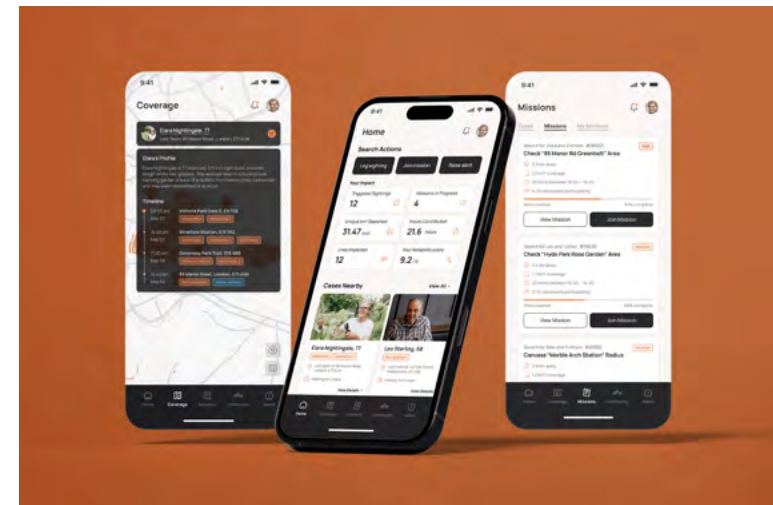
Teacher:
Paul Parsons

Website:
razakhawaja.me

Familiar Flavors: Friend-Driven Food Discovery

UX
DESIGN
AWARDS

nominated
2025



Design:
Anamol Rajbhandari

School:
Goldsmiths,
University of London

Teacher:
Nicolas Hine

Finding People: Helping Locate Missing Individuals

275

Design:
Hayley Heshuote

School:
Savannah College of
Art and Design

Teacher:
Gustavo Delao



FlyThrough

UX
DESIGN
AWARDS
nominated
2025

Design:
Lars Sorger,
Claudius Pudel

School:
Magdeburg-Stendal
University of Applied
Sciences

Teacher:
Steffi Husslein

Website:
[idm.incom.org/
project/8757](http://idm.incom.org/project/8757)



Frozen Research

276



Design:
Chenyu Zhang (Dawna),
Chia-Wei Fan (Conti),
Ziyao Huang (Alice),
Weijia Ruan, Chongyu Xie

School:
Savannah College of
Art and Design

Teacher:
Anthony O'Rourke

Gizmo: Empowering Families to Manage ADHD Together

UX
DESIGN
AWARDS
nominated
2025



Design:
Angelica Tavella

School:
University of Applied
Sciences Potsdam

Teacher:
Sebastian Meier,
Reto Wettach

Website:
[angelicatavella.
myportfolio.com](http://angelicatavella.
myportfolio.com)

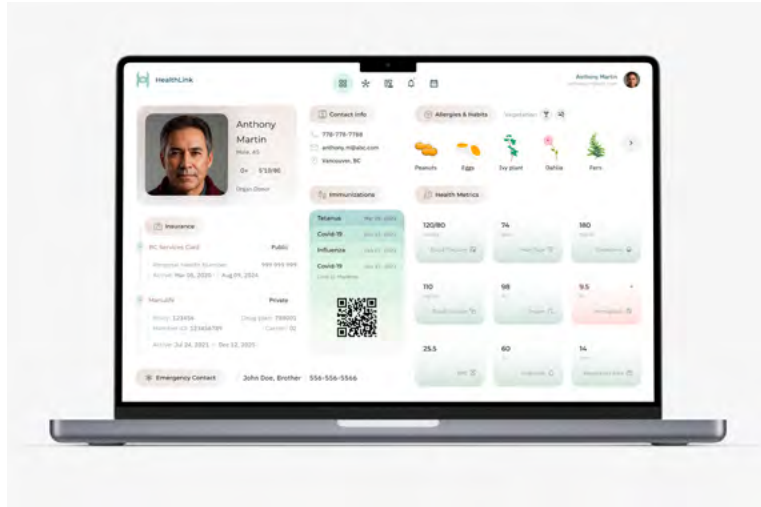
277

GS01

Design:
Trisha Solanki

School:
Emily Carr University of
Art + Design

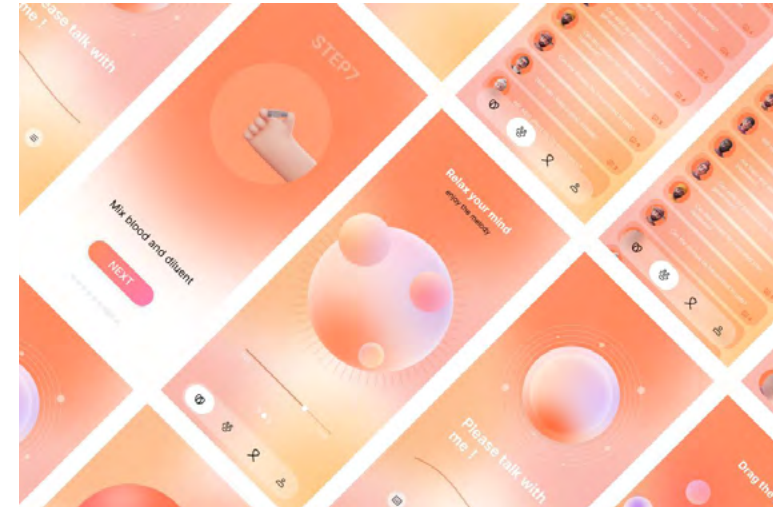
Teacher:
Rob Huang



HealthLink

UX
DESIGN
AWARDS

nominated
2025



Design:
Shiqi Gui, Heqi Yang,
Yaoyao Yin, Yuchen Dong,
Zimu Ji

School:
Shaanxi University of
Science & Technology

Teacher:
Jing Liu

Website:
thrilled-emails-835743.
framer.app

ICare

UX
DESIGN
AWARDS

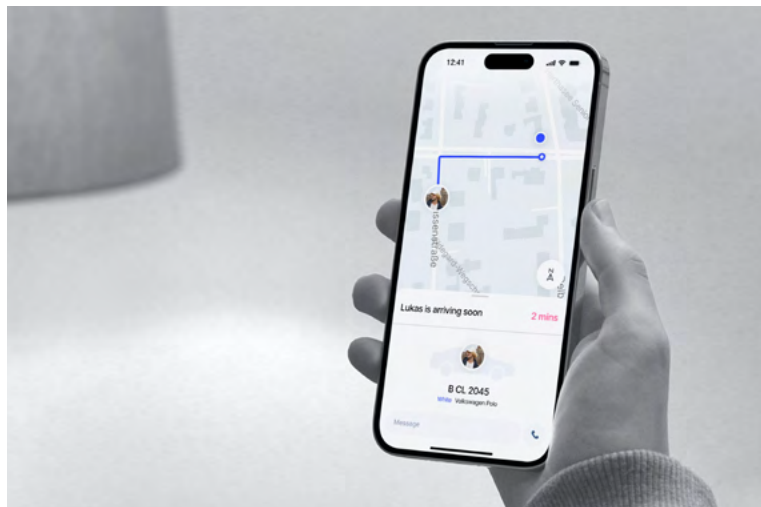
nominated
2025

Design:
Jihyun Lee

School:
University of Europe for
Applied Sciences

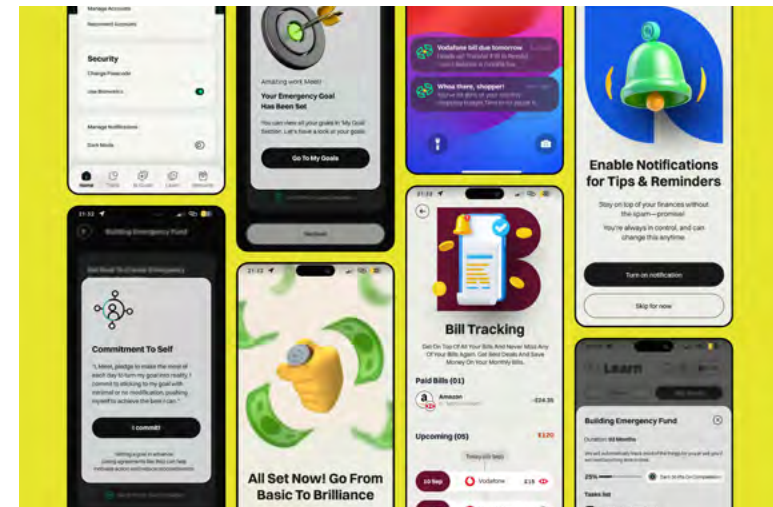
Teacher:
Peter Crnokrak

Website:
zoywork.com



hopin: University Carpooling Platform

278



Design:
Meet Vora

School:
Kingston University

Teacher:
Martin Colbert

InCent – Empowering financial wellness

279

Design:
Martina Romeo,
Anna Sarvadon,
Laura Taina

School:
NABA, Nuova Accademia
di Belle Arti

Teacher:
Gabriele Ruscelli,
Damiano Condorelli



JOBBY

UX
DESIGN
AWARDS
nominated
2025



Design:
Weiyi Tang,
Wenbo Zhang

School:
Harvard University

KiD-Vi

UX
DESIGN
AWARDS
nominated
2025

Design:
Sonam Garg

School:
Kingston University

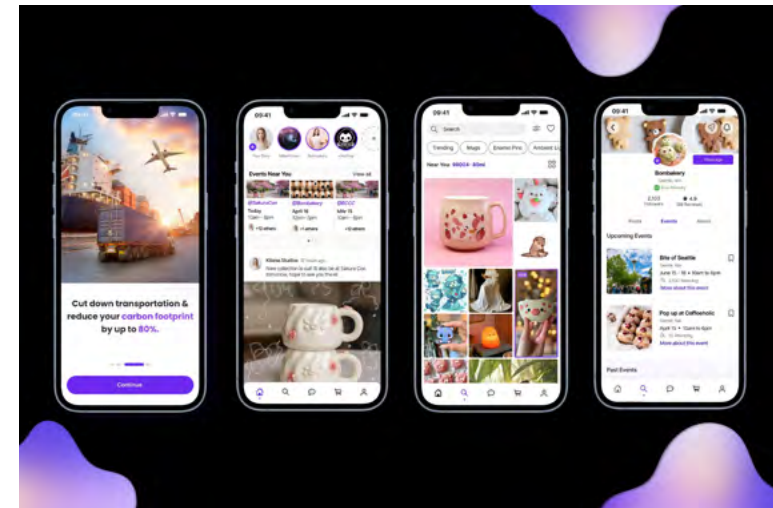
Teacher:
Jayaramakrishnan
Kiruthika

Website:
sonamdesign.com



Joyful Giver – Empower, Support, Transform

280

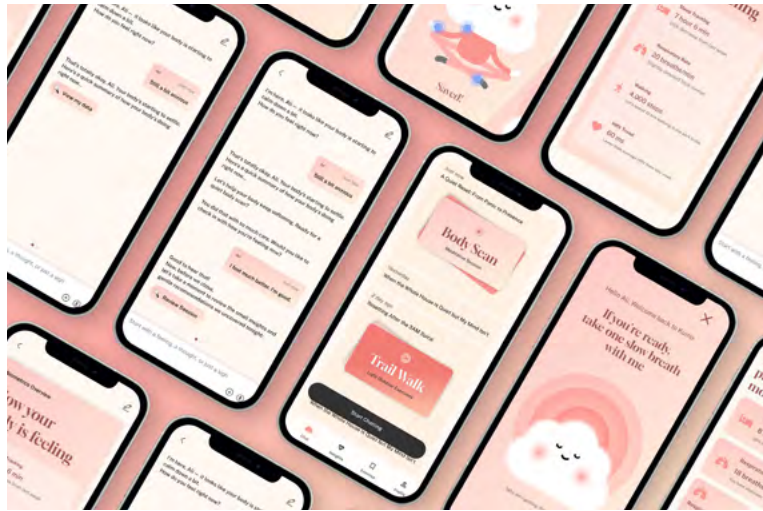


Design:
Jasmine Mach,
Janet Mach

281

Kilana: A Social Marketplace

Design:
Yi-le Zhang,
Na Fan, Sijing Sun,
Helen Tsui



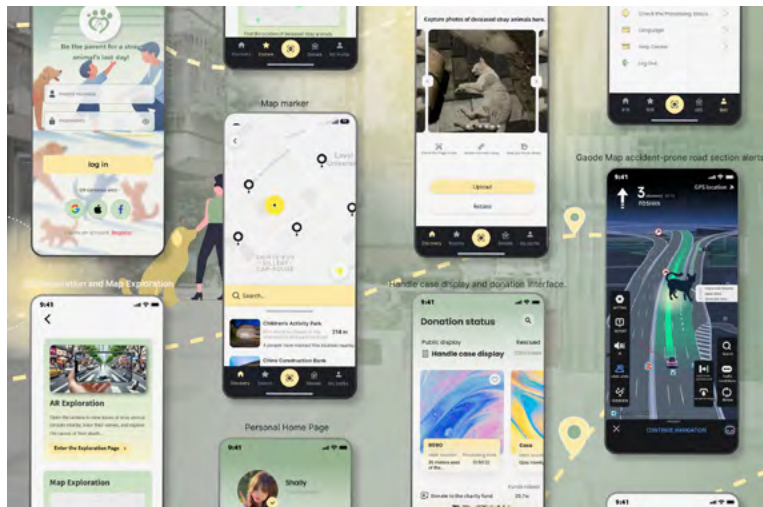
Kumo: Real-time, mental health support for women

UX
DESIGN
AWARDS
nominated
2025

Design:
Jiang Xiaoli

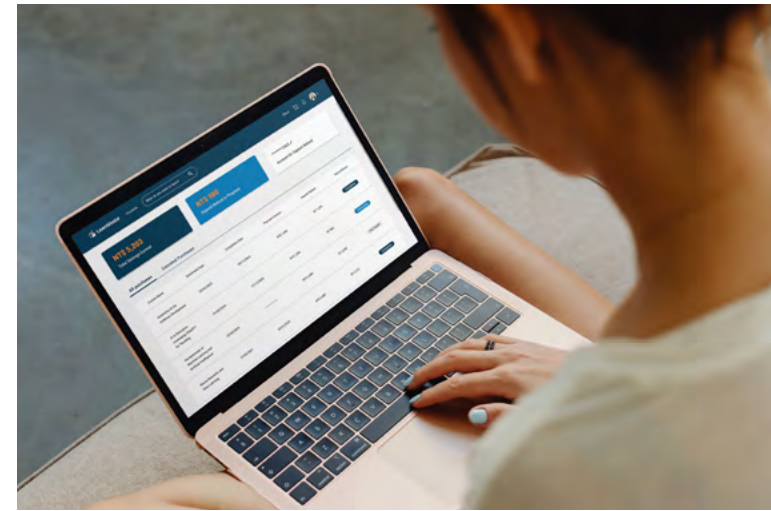
School:
Beijing Institute of
Graphic Communication

Teacher:
Lin Chaoshen



LAST DAY

282



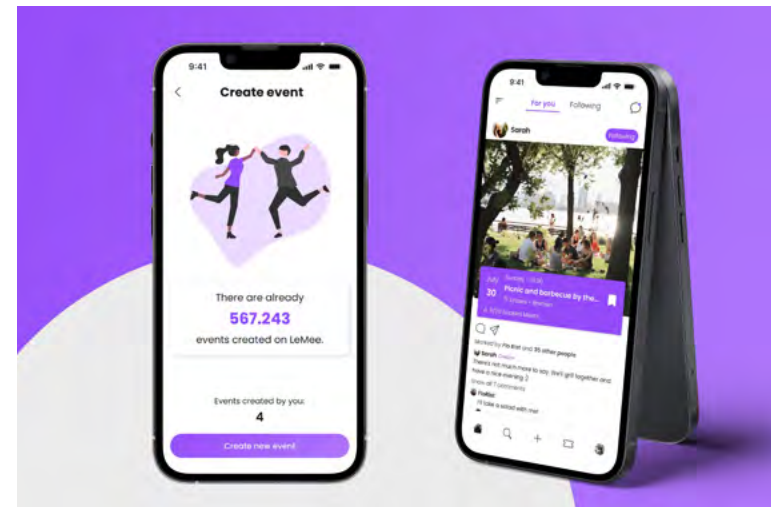
Design:
Shu-Ning Yu

School:
National Taipei University
of Technology

Teacher:
Nan-Ching Tai

LearnVestor

UX
DESIGN
AWARDS
nominated
2025



Design:
Vanessa Landow,
Nora Maja Rabea
Fee Schmieder,
Max Böttcher

School:
Hochschule
Bremerhaven – University
of Applied Sciences.

Teacher:
Nicole Slink

283

LeMee

Design:
Che-Wei Wu

School:
Syracuse University

Teacher:
Rachel Aubrey

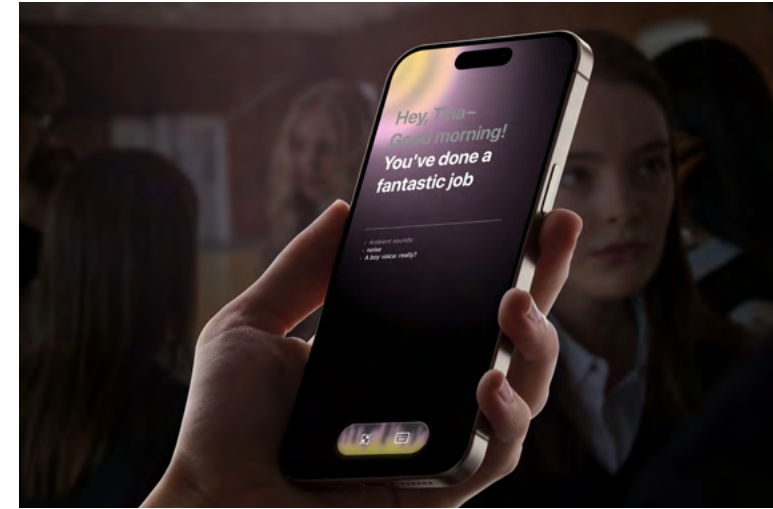
Website:
andywu.design



Lilli: Behind the Plastic

UX
DESIGN
AWARDS

nominated
2025



Design:
HeLei

School:
Northeast Forestry
University

Teacher:
WanHui

Me

UX
DESIGN
AWARDS

nominated
2025

Design:
Yuqing Zhang,
Wenyu Wang,
Qiuyi Yang, Bo Liu

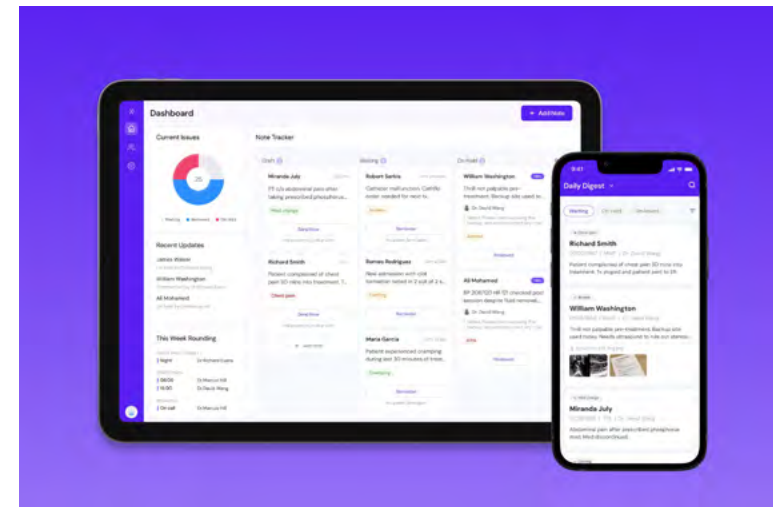
School:
University of Washington

Teacher:
John Raiti



Lullaland

284



Design:
Yuri Shin

School:
School of Visual Arts

Teacher:
Federico Villa,
Johnson Tang

Website:
yuridesign.me

285

MedSync: Communication is Care

Design:
Yaheng Li

School:
ArtCenter College of
Design

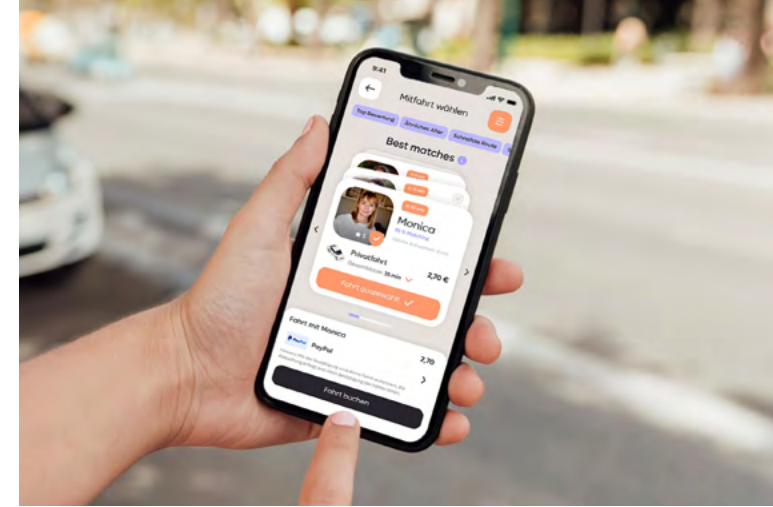
Teacher:
Lauren Cantor

Website:
yahengli.co



Meme United Football Club

UX
DESIGN
AWARDS
nominated
2025



Design:
Alannah Lietz

School:
IU International University
of Applied Sciences

Teacher:
Katharina Bredies

Website:
alannahlietz.com

Mobile App concept for sustainable mobility

UX
DESIGN
AWARDS
nominated
2025

Design:
Jenny Xing

School:
Kingston University

Teacher:
Jay Kiruthika

Website:
jennyxing.framer.website



Midori: A Powerful and Playful Veggie Tracker

286



287

Design:
Suryun Hyeon

School:
Korea University,
Samsung Design
Membership

Teacher:
Soyoung Jeong

Website:
behance.net/
SuryunHyeon

Moldable

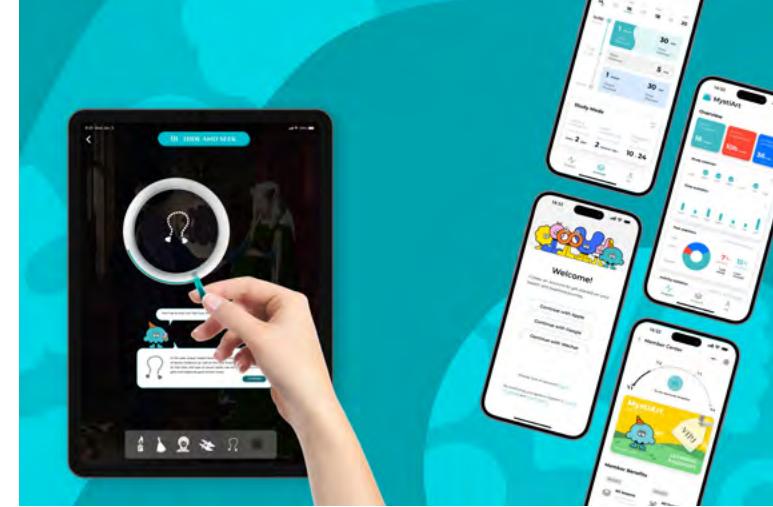
Design:
Ziyue Wan

School:
Emily Carr University of
Art + Design



MoodMist (Emotion-Based Aromatherapy)

UX
DESIGN
AWARDS
nominated
2025



Design:
Yixin Zhu, Ruoyu Li,
Siwen Wang

School:
Dalian University of
Technology

Teacher:
Yuzhen Li, Dan Li

MystiArt

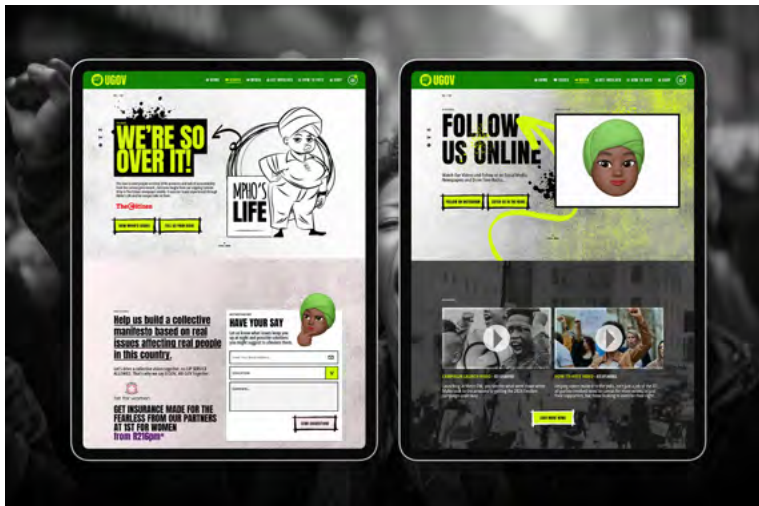
UX
DESIGN
AWARDS
nominated
2025

Design:
Brian Khayaletu Brighton
Ncube

School:
IIE Vega

Teacher:
Ria van Zyl

Website:
brianncube.com



Mpho, SA's First Virtual Presidential Candidate

288



Design:
Trang Thuy Nguyen,
Elise Nord, Margot Landry

School:
Lund University

Teacher:
Anna Persson

NATTINATT: Body Heat Nightlight for Children

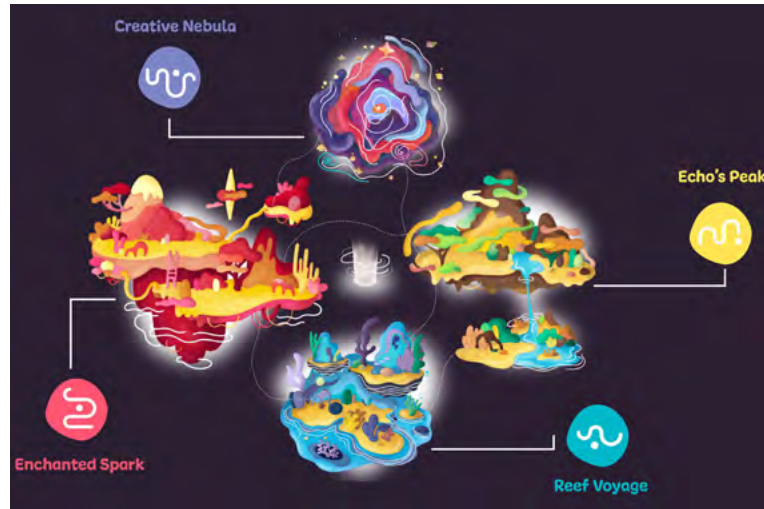
289

Design:
Laura Rosa

School:
European University of
Madrid

Teacher:
Albert Cullueré

Website:
lowriros.com



Ollie

UX
DESIGN
AWARDS
nominated
2025



Design:
Yihui Hua, Ruolin Tu,
Haonan Chen

School:
Arizona State
University | University of
Southern California |
Columbia University

Teacher:
John Takamura

Website:
yhdesign.co

Pet Stellar

UX
DESIGN
AWARDS
nominated
2025

Design:
Jinwoo Baek, Yunhui Cho

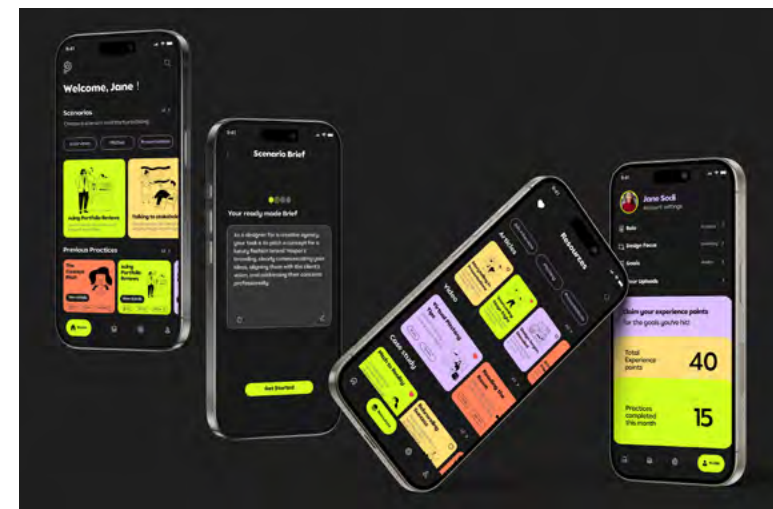
School:
School of Visual Arts

Teacher:
Peter Rodrigo, Liz Wells



Pebbl

290



291

Design:
Kalpana Menon Palakkal,
Sun Shuya, Tian Wang

School:
NABA, Nuova Accademia
di Belle Arti

Teacher:
Gabriele Ruscelli,
Damiano Condorelli

PitchPlay

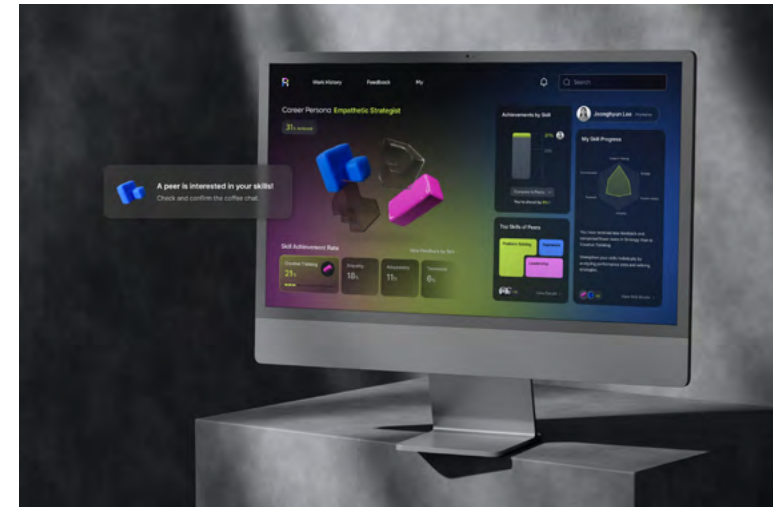
Design:
Ruidi Zhang

School:
Beijing University of Posts
and Telecommunications



pO-Op

UX
DESIGN
AWARDS
nominated
2025



Design:
Doyeon Ku,
Soyeon Kwak,
Jiho Choi

School:
Ewha Womans
University

Teacher:
Jeannie Kang

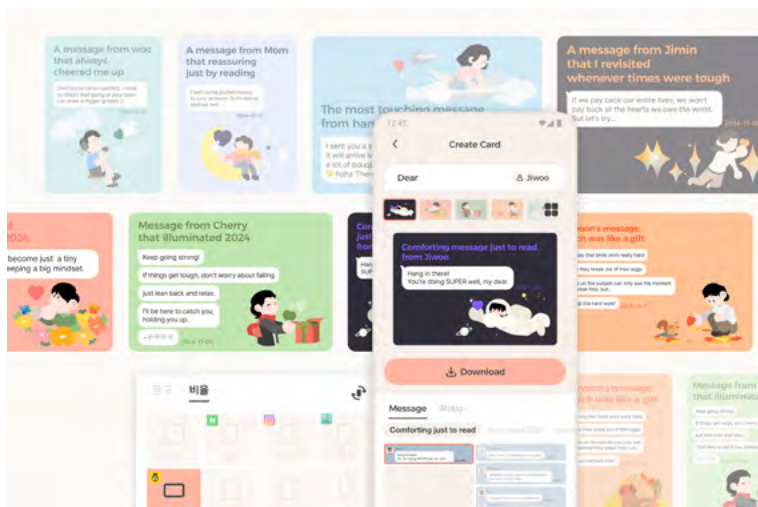
RE(SUM)ME

UX
DESIGN
AWARDS
nominated
2025

Design:
Yumin Kim

School:
Pusan National University

Teacher:
Joengju Choi



POOM

292



Design:
Cho-Ling Wu,
Weiwei Tang,
Qi Luo,
Difei Huang

School:
Savannah College of
Art and Design

Teacher:
Denise Pilar

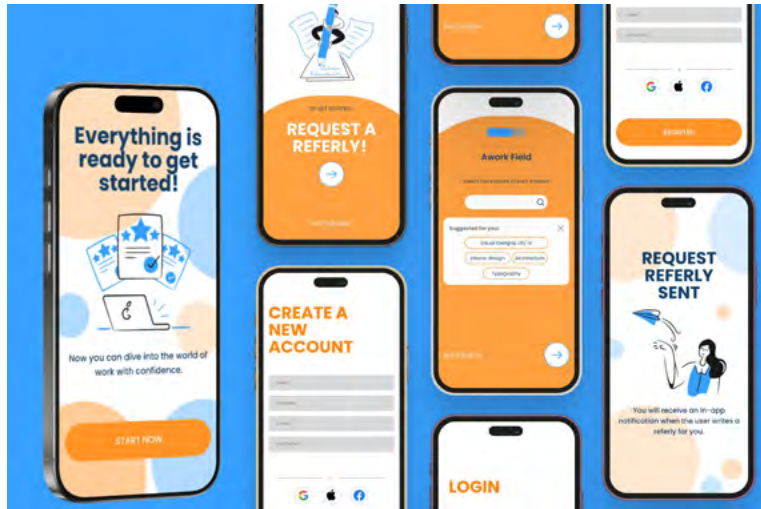
Readaroo: Helping Little Readers
Take Big Jumps

293

Design:
Giorgia Monti,
Sara Bellesini,
Kimberly Bulusan

School:
NABA, Nuova Accademia
di Belle Arti

Teacher:
Gabriele Ruscelli,
Damiano Condorelli



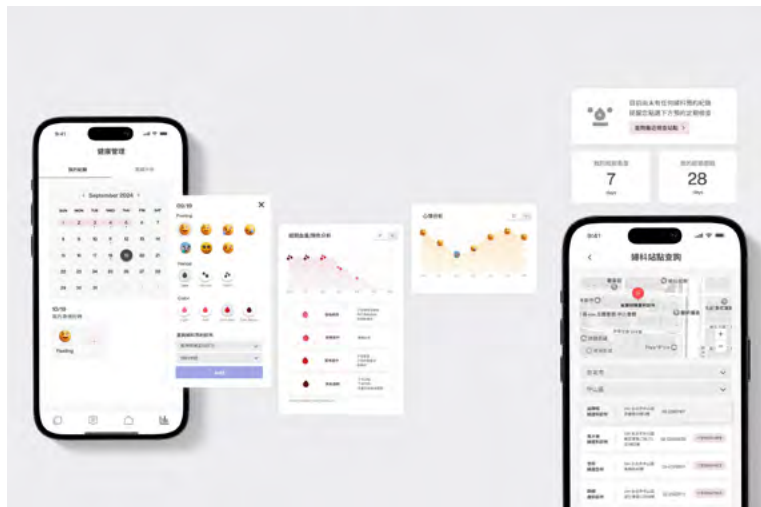
Referly

UX
DESIGN
AWARDS
nominated
2025

Design:
Meng-Hsuan Lee,
Yi-Ci Liao,
Yu-Hsin Su

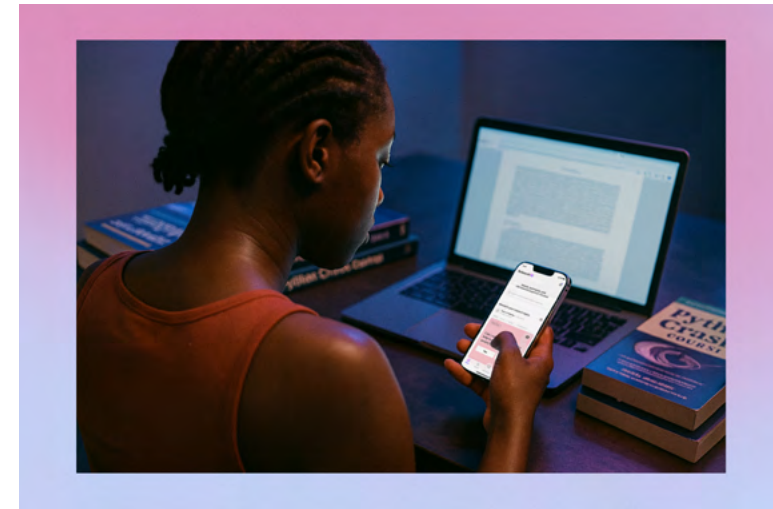
School:
National Taiwan
University of Science
and Technology |
National Taipei University
of Technology |
Kaohsiung Medical
University

Teacher:
Chih-Hsiang Ko,
Sheng-Ming Wang



Regular

294



Design:
Maysan Nirlo,
Mihran Siddiqui,
Aarti Sapkal,
Kriti Arora,
Annie Pinson,
Joelson Leal,
Sanjana Shah

School:
Goldsmiths,
University of London

Teacher:
Rabail Tahir

ReSearch AI-Academic Discovery using Microlearning

UX
DESIGN
AWARDS
nominated
2025



Design:
Wanyu Shuai,
Xin Zhang, Xiaole Li

School:
University of
Applied Sciences
Schwäbisch Gmünd

Teacher:
Heiko Winter

Resonance: Music Companionship Like Never Before

295

Design:
Sandra Vollmer

School:
Magdeburg-Stendal
University of Applied
Sciences

Teacher:
Steffi Hußlein,
Henrik Rieß,
Sandra Maria Geschke

Website:
sandravollmer.com



RESONATE – A haptic device for tourist exploration

UX
DESIGN
AWARDS
nominated
2025

Design:
Tsz Yan

School:
The Hong Kong
Polytechnic University

Teacher:
Huaxin Wei

Website:
angportfo.webflow.io



SAVEing

296



UX
DESIGN
AWARDS
nominated
2025



297

Design:
Apollinariya Dzardanova,
Kateryna Tovstyha,
Lily Hardy,
Veronica Melissari

School:
Berlin International
University of Applied
Sciences

Teacher:
Henrik Rieß Felix Müller,
Anc Ciechanowicz,
Anna Bernhardt,
Barbora Demovič

Shaped By_

Design:
Chenlei Liu, Wanmei Zhu,
Weiran Tao, Wei Wang,
Gaojie Liu

School:
Polytechnic University
of Milan | Ningbo
University | Shenyang
Aerospace University

Teacher:
Kejun Li

Sipsense

Design:
Summer Lee

School:
Loughborough University

Teacher:
Luke Harmer

Website:
uxfol.io/summerlee



SkyPetPorter

UX
DESIGN
AWARDS
nominated
2025

Design:
Pranav Suresh

School:
Arizona State University

Teacher:
Shah Noor Shafqat

Website:
pranavsuresh.com



Smart Note – Mayo Clinic

298



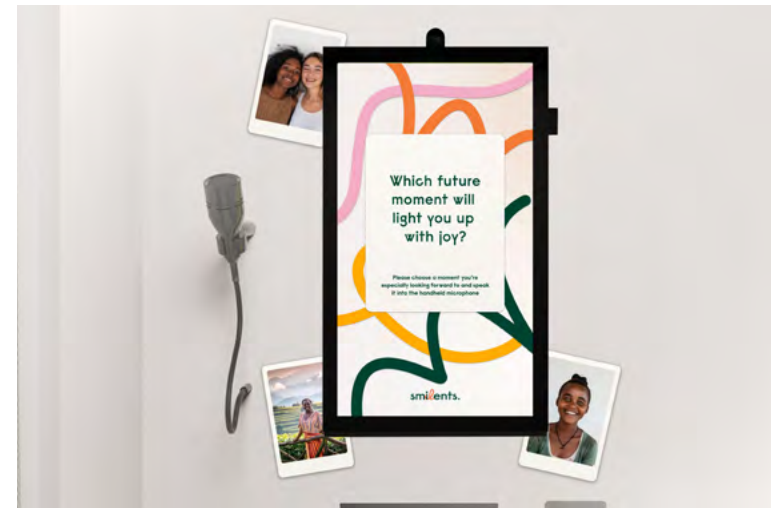
Design:
Nahye Kim, Jisang Kim,
Minji Yooouk, Suvina Sunil
wahane, Het Nitin Nagda

School:
School of Visual Arts

Teacher:
Pinar Guvenç,
Jen Clark

Smart Shopping for Visual Impairments

UX
DESIGN
AWARDS
nominated
2025



Design:
Lea Evers

School:
Osnabrück University of
Applied Sciences

Teacher:
Henrik Arndt

Smilents: The AI-Driven Donation Photobox

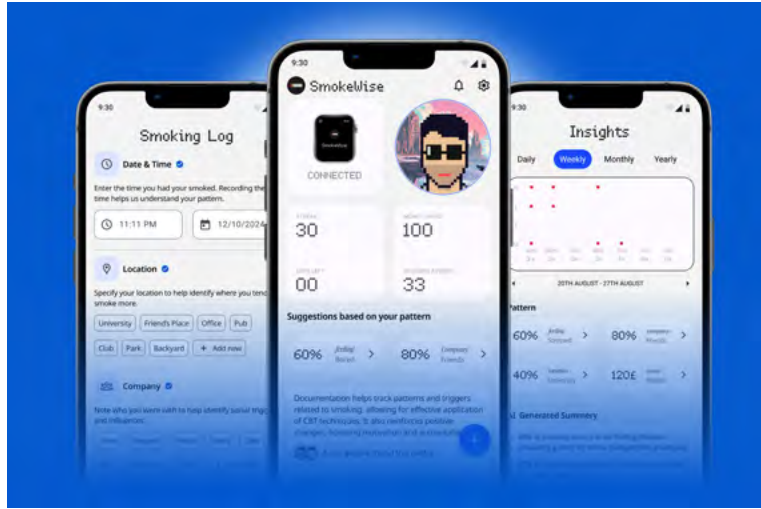
299

Design:
Shrey Trivedi

School:
Kingston University

Teacher:
Kiruthika
Jayaramkrishnan

Website:
shreytrivedi.com



SmokeWise

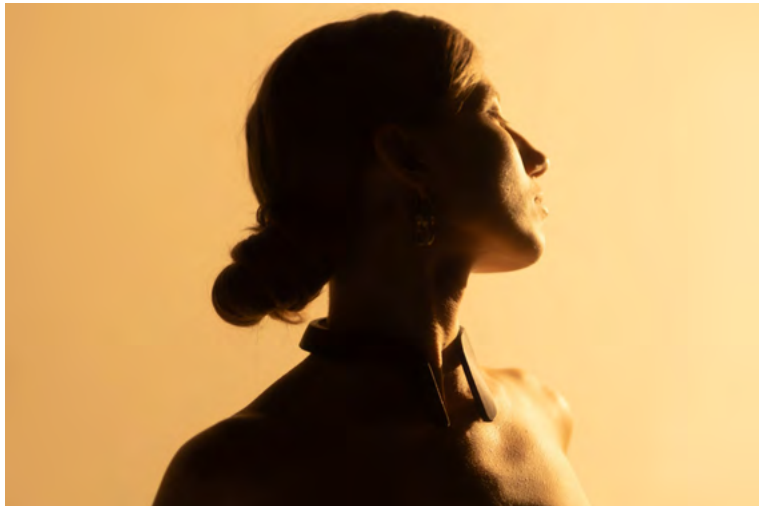
UX
DESIGN
AWARDS
nominated
2025

Design:
Luis Somasundaram

School:
HTW Berlin – University
of Applied Sciences

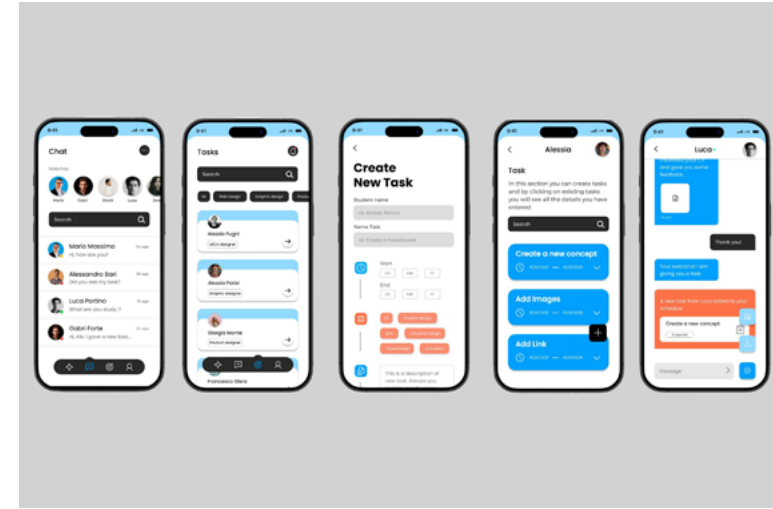
Teacher:
Pelin Celik

Website:
luissoma.com



SONA – A neck wearable reducing everyday stress

300



UX
DESIGN
AWARDS
nominated
2025

Design:
Valeria Strafile,
Cansin Ece Ertan, Xinmiao
Li

School:
NABA, Nuova Accademia
di Belle Arti

Teacher:
Gabriele Ruscelli,
Damiano Condorelli

Sparks

Design:
Sharva Ajay Kalaskar

School:
Kingston University

Teacher:
Jay Kiruthika

Website:
behance.net/
sharvakalaskar1



301

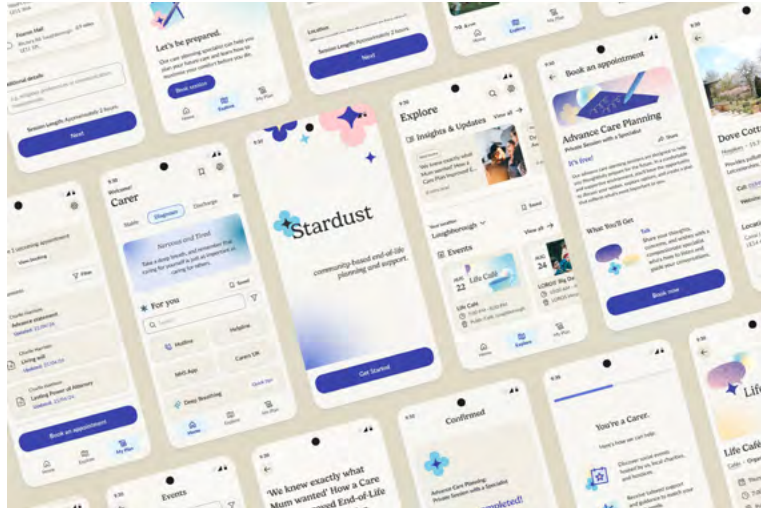
Splore: Explore Safely Without Internet

Design:
Smon Virabutr

School:
Loughborough University

Teacher:
Gary Burnett

Website:
smonv.co



Stardust: End-of-Life Planning and Support

UX
DESIGN
AWARDS
nominated
2025

Design:
Yujin Lim, Hyeji Hwang,
Jenny Cho

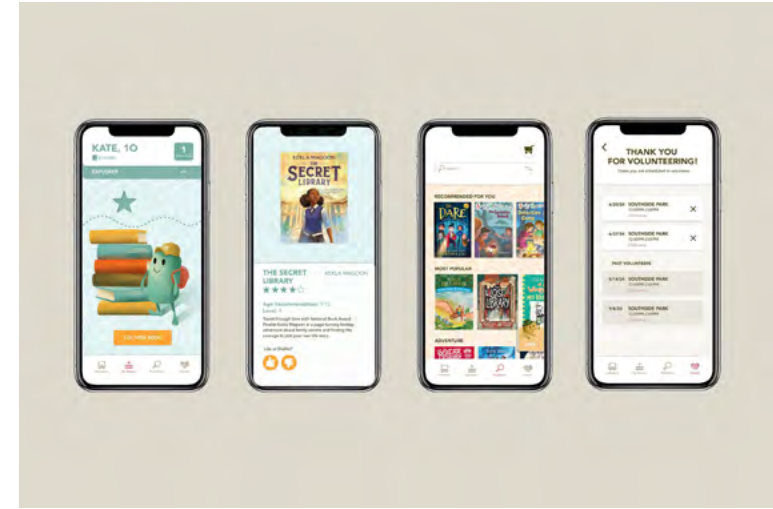
School:
School of Visual Arts |
Korea Institute of
Creative

Teacher:
Yeon Sang Yoon,
Yoo Jin Hong



Supercycle

302



Design:
Emma Bergman

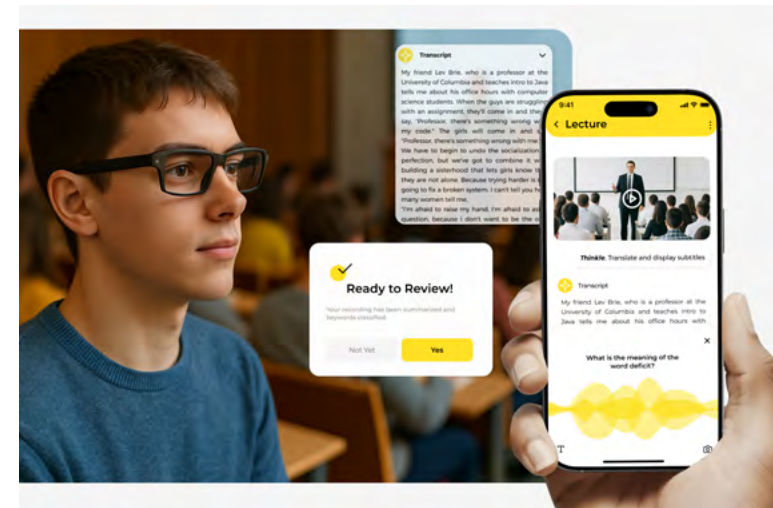
School:
Montana
State University

Teacher:
Minjee Jeon

Website:
emmabergman.com

The Bozeman Book Bus

UX
DESIGN
AWARDS
nominated
2025



Design:
Chloe Yan, Jenn Choi

School:
New York University

Website:
yanqiyun486.
wixstudio.com

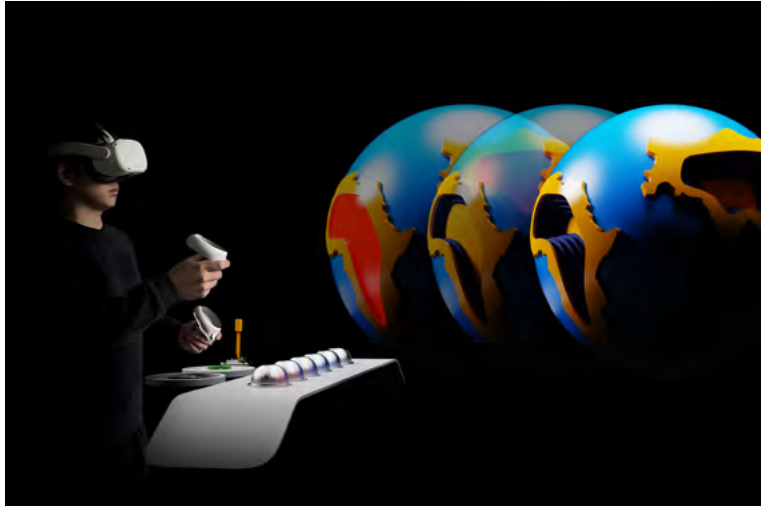
303

Thinkle: Personalized learning wisdom

Design:
Bennex Ling,
Zicheng Wang

School:
Magdeburg-Stendal
University of Applied
Sciences

Teacher:
Steffi Hußlein,
Florian Honigmann



Too convenient

UX
DESIGN
AWARDS
nominated
2025



Design:
Fateme & Hossein
Mohammadi Maklavani,
Marjan Ekhlesi

School:
The Ohio State University

Website:
maklavani.com

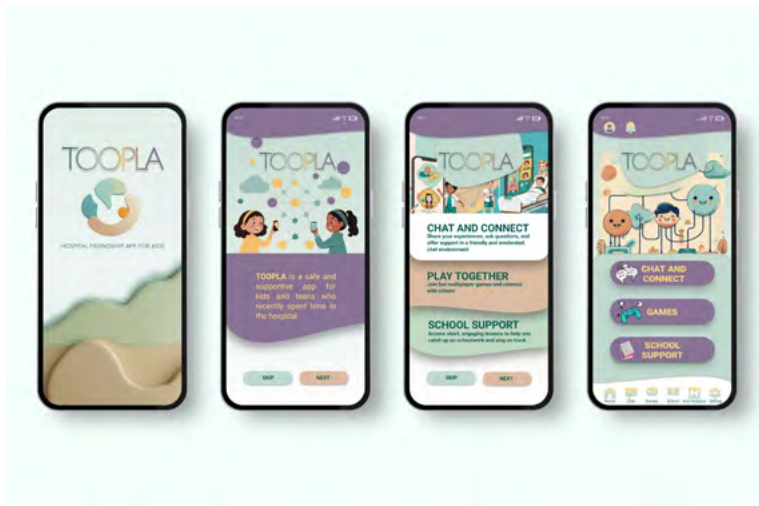
Tribal

UX
DESIGN
AWARDS
nominated
2025

Design:
Annamaria
Celeste Luce Pace

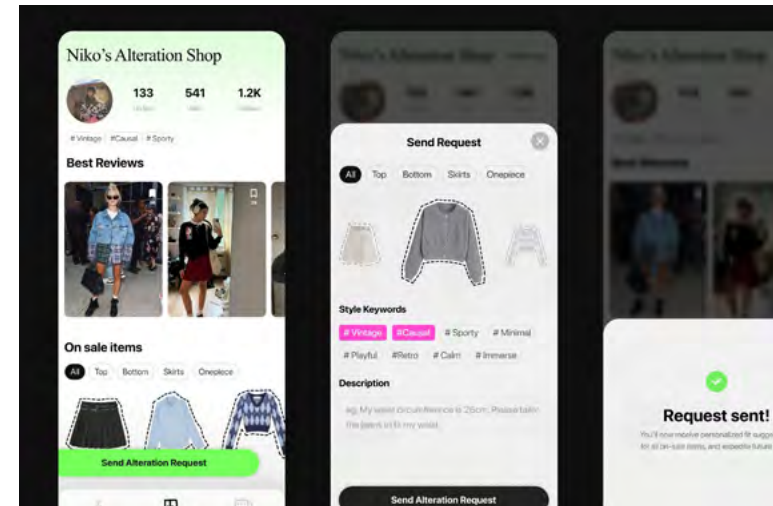
School:
Coursera

Website:
annamariapace.com



Toopla: digital hub for
young hospitalized

304



Design:
Sohee Kim, Eun Soo Cho

School:
School of Visual Arts

Teacher:
Criswell Lappin,
Roger mader

Unlock – Embrace style
without compromise

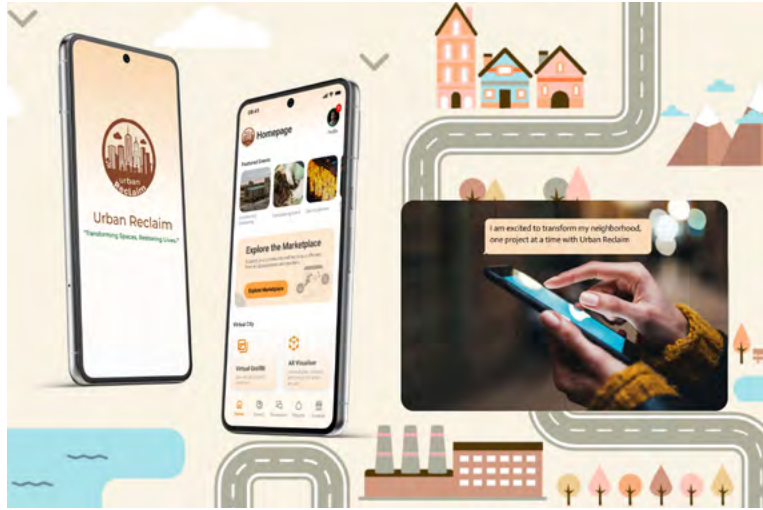
305

Design:
Bhavana Kulkarni

School:
University of Michigan,
Dearborn

Teacher:
Sang-Hwan Kim

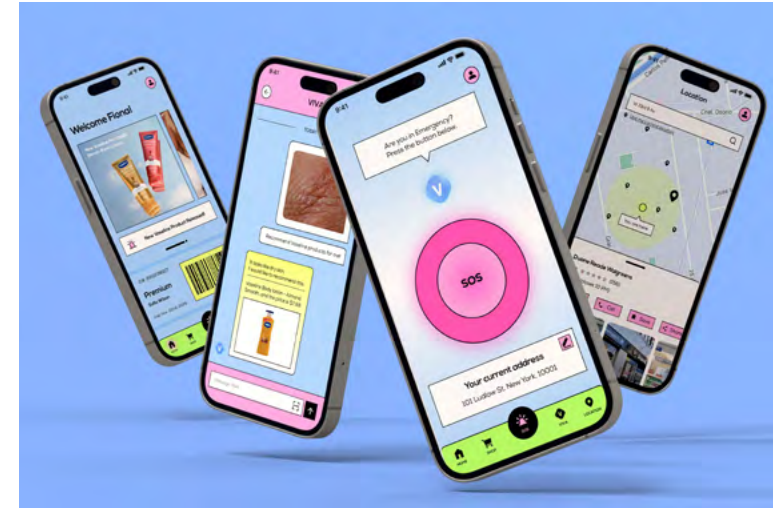
Website:
bhavanakulkarni.com



Urban Reclaim

UX
DESIGN
AWARDS

nominated
2025



Design:
Seogyong Kim,
Hayoon Byun

School:
School of
Visual Arts | Korea
Institute of Creative

Teacher:
Yeon Sang Yoon,
Yoo Jin Hong

Website:
seogyongkim.com

Vaseline Shield

UX
DESIGN
AWARDS

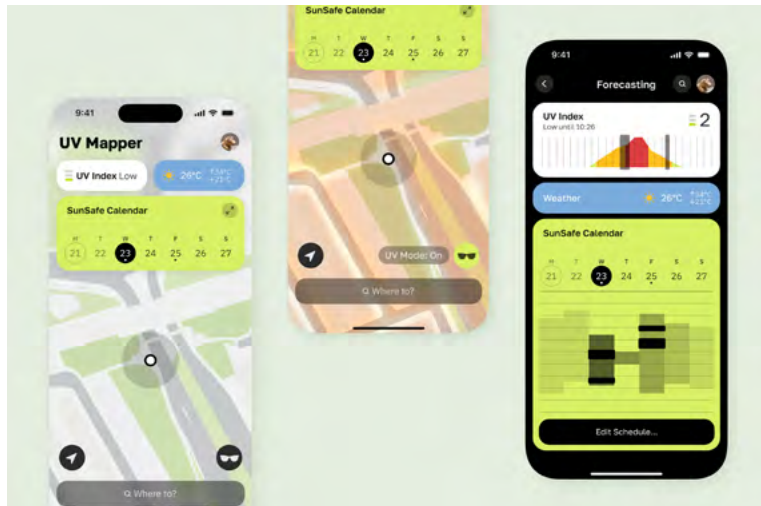
nominated
2025

Design:
Dexian Wang,
Xiyuan Han,
Felix Ke Chen

School:
University of the Arts
London

Teacher:
Alaistair Steele

Website:
devinwang.net



UV Mapper

306



Design:
Leying Bi, Ziqing Dong

School:
The University of
Edinburgh

Teacher:
Jiayi Chen

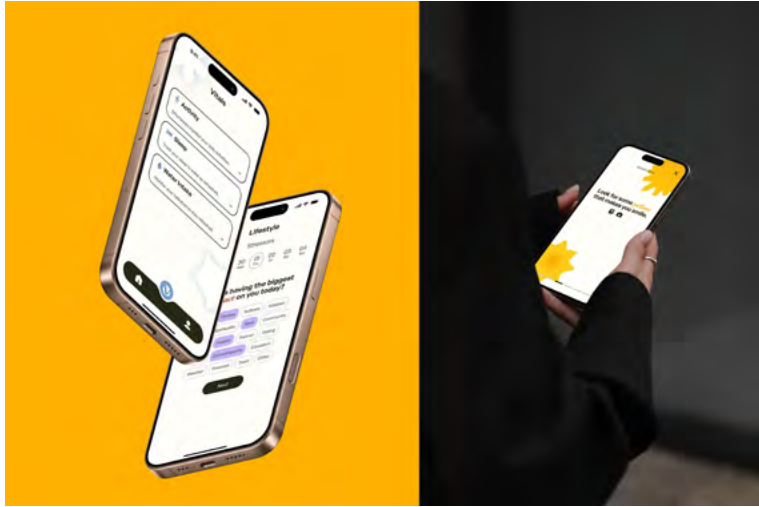
307

Vision Auction

Design:
Jaylee Lambino,
Gianna Dimperio,
Noella Hirwa,
Riley Nguyen,
Gabriela Iturralde, Marisol
Contreras,
Averie Kiesewetter,
Quinn De Leon,
Ashani Peissigma,
Jenny Nellis,
Areanna Whittington

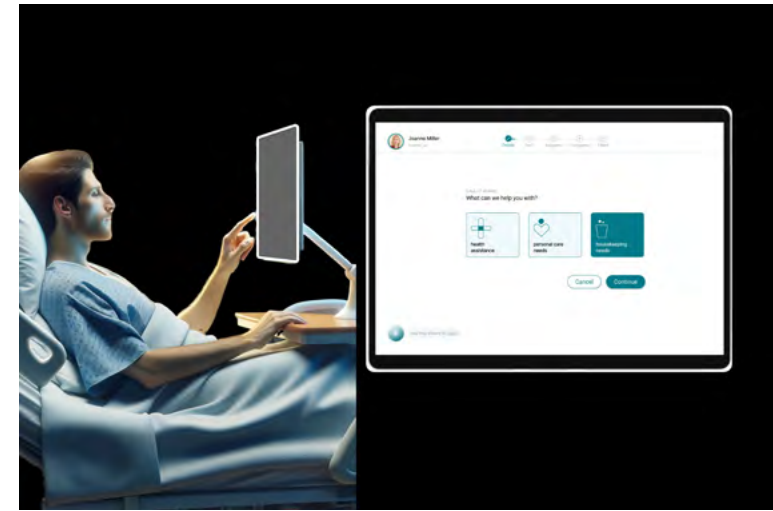
School:
Columbia College
Chicago

Teacher:
Jo-Nell Sieren



Vitality Wellbeing

UX
DESIGN
AWARDS
nominated
2025



Design:
Shriya Maru

School:
Emily Carr University of
Art + Design

Teacher:
Eugenia Bertulis

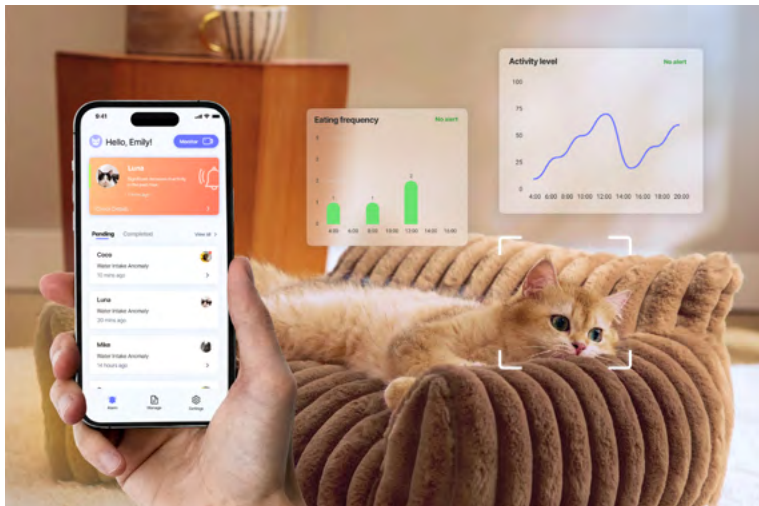
Vocera Wave

UX
DESIGN
AWARDS
nominated
2025

Design:
Hanting Zhao, Muhua Qin,
Yijin Zhang, Yitong Mo,
Yushi Sun, Yu Hu

School:
Goldsmiths,
University of London

Teacher:
Rabail Tahir



VitaPaw: AI-Powered Cats Health Monitoring System

308



Design:
Malte Fial,
Johannes Rothkegel

School:
University of
Applied Sciences
Schwäbisch Gmünd

Teacher:
Carmen Hartmann-
Menzel, Michael Schuster

309

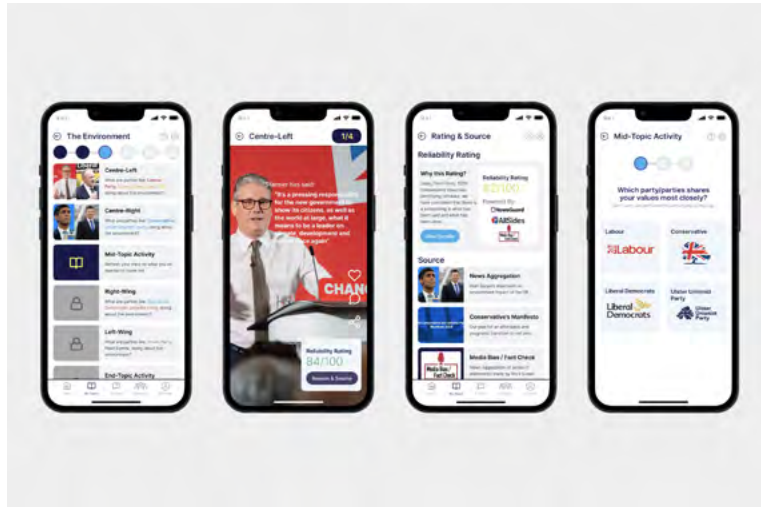
Voice Select. Focus on the voices that matter.

Design:
Miguel Divo

School:
Loughborough University

Teacher:
Andrew May

Website:
mdivo.github.io



Vote Confidently – Youth Political Empowerment

UX
DESIGN
AWARDS
nominated
2025



Design:
Jessica Krüger

School:
Magdeburg-Stendal
University of
Applied Sciences

Teacher:
Steffi Hußlein,
Dominik Schumacher

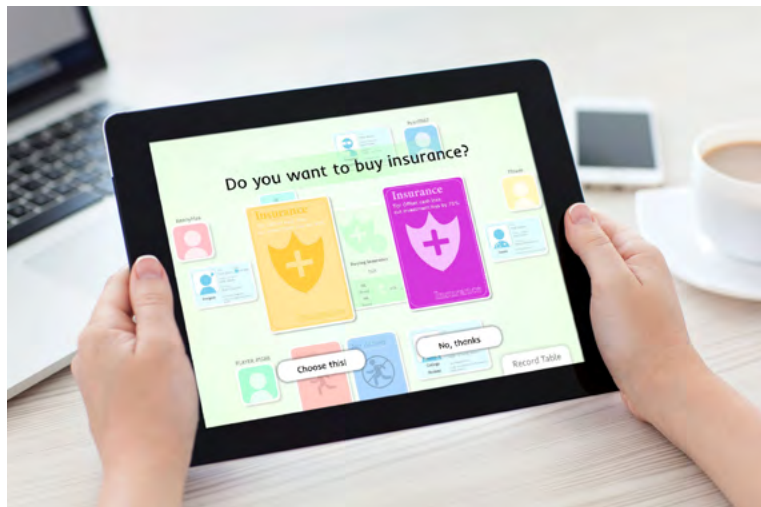
WeHush

UX
DESIGN
AWARDS
nominated
2025

Design:
Ho-Chi Wang,
Wei-Hua Liang,
Po-Yu Chen

School:
National Taipei University
of Technology

Teacher:
Sheng-Ming Wang



Wealthful Life

310



311

Design:
Ruoyan Wang

School:
ArtCenter College of
Design

Teacher:
Trevor Greenleaf

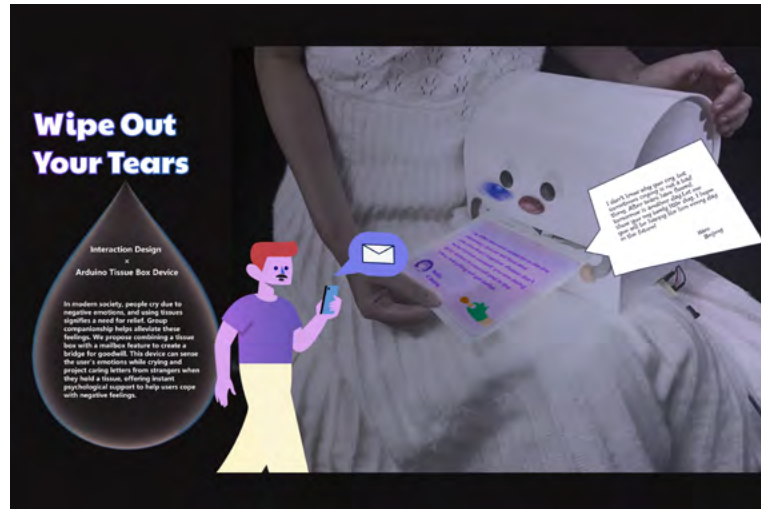
Website:
ruoyandesign.com

WellWire

Design:
Ming Zhao

School:
Sun Yat-sen University

Teacher:
Chaosen Lin



Wipe Out Your Tears

UX
DESIGN
AWARDS

nominated
2025



Design:
Huy Nguyen

School:
Lehigh University

Teacher:
Maren Less

Website:
genxyz-seven.vercel.app

XYZ – Generations Connecting App

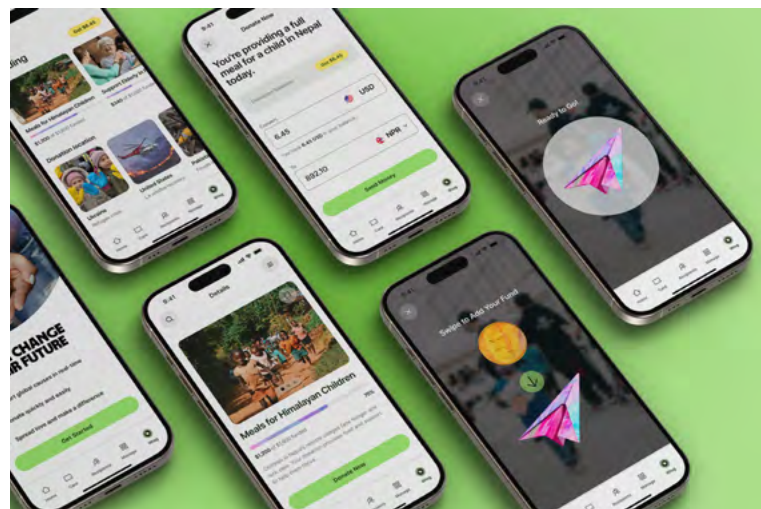
UX
DESIGN
AWARDS

nominated
2025

Design:
Jiho Shin, Chae Yun Kim,
Eunju Lee, Jenny Cho

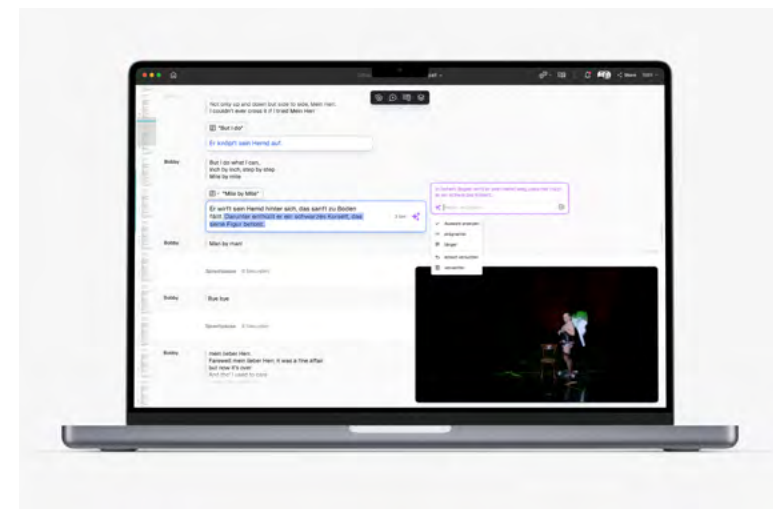
School:
School of
Visual Arts | Korea
Institute of Creative

Teacher:
Yeon Sang Yoon,
Yoo Jin Hong



WLOG

312



Design:
Joschua Rothenbacher,
Nyal Hettmer,
Fabienne Vatter

School:
University of
Applied Sciences
Schwäbisch Gmünd

Teacher:
Jens Döring,
Fabian Rauch

Website:
zebra-linktree.vercel.app

313

zebra

Design:
Chun Wai Eric, Fung

School:
Hong Kong Design
Institute

Teacher:
Chi Keung, Fung



ZENSCAPE – Biophilic Stress Relief Mat

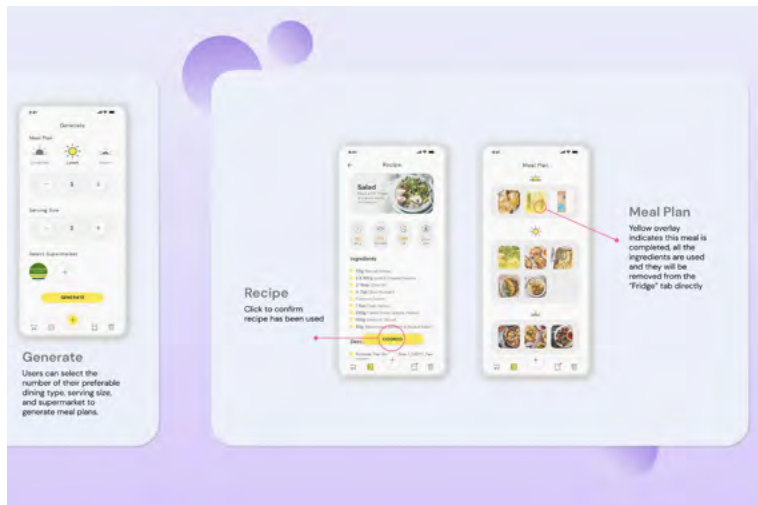
UX
DESIGN
AWARDS
nominated
2025

Design:
Lizhu Huang,
Wentao Huang,
Jingzhi Tan,
QianYuan Xu

School:
University of the Arts
London

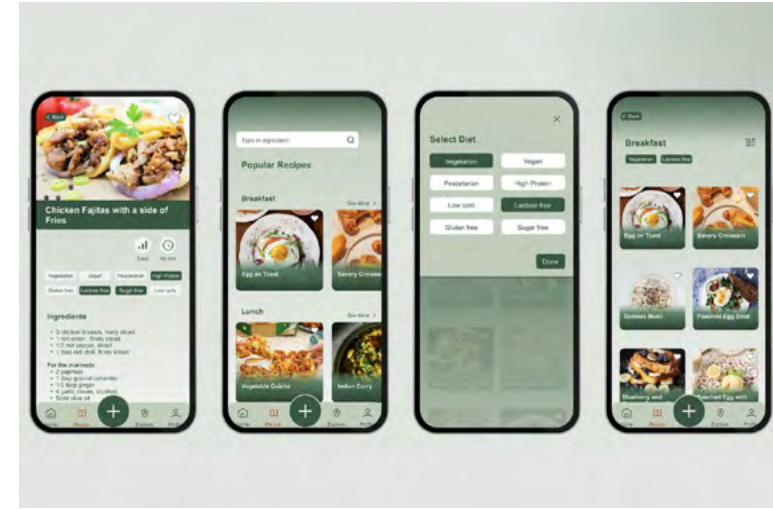
Teacher:
Paul Jackson

Website:
ggghuang.com



Zero Out

314



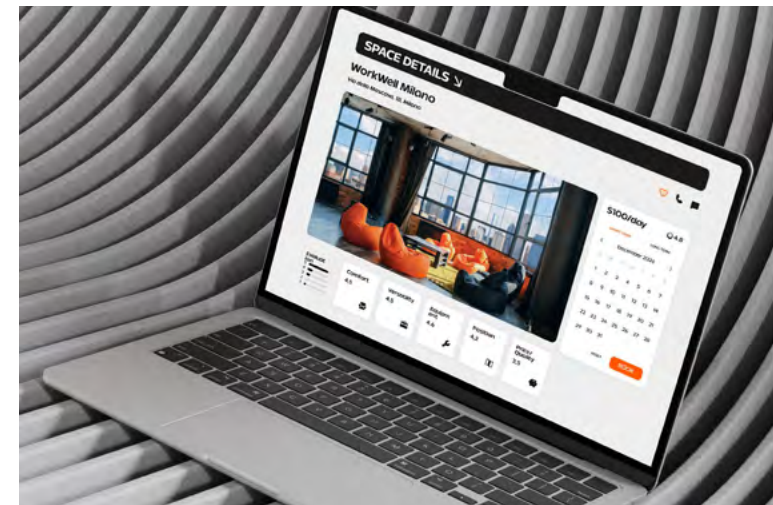
Design:
Nhi Do

School:
Macromedia University
of Applied Sciences
Frankfurt

Teacher:
Tim Klinger

UX
DESIGN
AWARDS
nominated
2025

Zerost



Design:
Simone Fusco, Maria
Grazia Presta, Davide
Cattabriga

School:
NABA, Nuova Accademia
di Belle Arti

Teacher:
Gabriele Ruscelli,
Damiano Condorelli

315

ZonaZero

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— Christoph Ortmann, Expert in User Interface & Brand Design and 2025 jury member

Among more than 870 participants from over 40 nations, 28 jury members nominated 308 projects to compete in two Award seasons. The nominees include 176 professional entries – 131 Products and 45 Concepts – and 132 projects by New Talents from around the world. The judges bestowed 34 awards and three gold awards across all three competition categories. In addition, more than 40.000 users worldwide voted for two Public Choice Award winners, one for each season. The International Design Center Berlin and the Award Jury congratulate all honorees of the UX Design Awards 2025 – we are proud to feature your work!

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