**Announcing the UX Design Awards – Autumn 2025 Nominees**

*Berlin, 9 July 2025 –* **The International Design Center Berlin (IDZ) is excited to share the nominees for the UX Design Awards – Autumn 2025. A total of 146 projects from around the world have been nominated across the competition’s three categories: Product, Concept, and New Talent.**

The nominated projects demonstrate how user experience design can address complex societal and technological challenges through thoughtful and inventive solutions. All nominated projects are now on view in the [online exhibition](https://ux-design-awards.com/winners/awards-autumn-2025), where the public is invited to cast a vote for the **UX Design Award | Public Choice** until **22 August 2025**.

**Digital Solutions for a Changing World**

The **Product** and **Concept** categories feature work from established global players and emerging innovators alike. Nominees include Carl Zeiss, L’Oréal, LG, Honeywell, HP, Philips, Siemens, Siemens Healthineers, and Whirlpool, as well as startups such as Colossyan, Neubility and Tenum.AI. Contributions from design consultancies including Accenture, EY M&C Saatchi, Futurice, and IBM Consulting round out a strong professional field.

The 146 nominated projects reveal key developments across industries, such as:

* Integrated platforms that simplify access to essential services
* AI-powered tools enhancing everyday productivity
* Digital health and wellbeing services tailored to individual needs
* Sustainable solutions that reduce waste and resource consumption
* Systems that promote inclusive, remote, and collaborative work environments

**New Talent, Fresh Perspectives**

In the New Talent category, 63 student projects from leading universities present original ideas that combine emerging technologies with social relevance. Among this year’s nominees are students from Hong Kong Design Institute (China), HTW Berlin (Germany), National Taipei University of Technology (Taiwan), Politecnico di Milano (Italy), Umea University (Sweden), Royal College of Art (United Kingdom), School of Visual Arts (USA), and many others.

Their work engages with topics ranging from accessible navigation and mental health to environmentally conscious lifestyles, educational empowerment, and inclusive urban design.

**A Platform for Impactful Design**

“The nominated projects show how user experience design continues to evolve—shaping not only digital tools but the systems and structures that define how we live, work, and interact,” says Ake Rudolf, Strategic Director of the International Design Center Berlin.

**Award Timeline:**

* Public Choice Voting: 9 July to 22 August 2025 on the [awards website](https://ux-design-awards.com/winners/awards-autumn-2025)
* Winner Announcement: 3 September 2025 via livestream on the [UX Design Awards website](https://ux-design-awards.com/) and [LinkedIn](https://www.linkedin.com/company/ux-design-awards/)

**Looking Ahead**

The Call for Participation for the **UX Design Awards – Spring 2026** will be open from 1 September to 15 November 2025. Designers, companies, and educational institutions worldwide are already invited to register their profiles to receive updates and key dates at [ux-design-awards.com/enter](https://ux-design-awards.com/enter).

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

**About the UX Design Awards**

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

**Organizer**

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

**For media inquiries, please contact:**

Wilhelm (Billy) Noeldeke

UX Design Awards  
IDZ Designpartner Berlin GmbH   
Hagelberger Str. 52  
10965 Berlin  
  
T +49 30 61 62 321-0  
[press@ux-design-awards.com](mailto:press@ux-design-awards.com) | [ux-design-awards.com](https://www.ux-design-awards.com/en)  
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General Manager: Ralf Huss | Amtsgericht Charlottenburg HRB 77023  
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