**UX Design Awards – Autumn 2025: Winners Announced**

**Roborock and Avio Win Gold**

*Berlin, 3. September 2025 –*The International Design Center Berlin (IDZ) is pleased to reveal the winners of the UX Design Awards – Autumn 2025. From 146 nominated projects, the jury has distinguished outstanding achievements across Product, Concept, and New Talent categories. Two projects received the highest honor, the UX Design Award | Gold: the **Roborock App** in the Product category and **avio – touch and go** in the New Talent category. All winners are featured in the [online exhibition](https://ux-design-awards.com/winners/awards-autumn-2025) on the UX Design Awards website

**UX Design Award | Gold 2025**

**UX Design Award | Gold 2025 – Product**

**“Roborock App” by Roborock Germany GmbH**

The [Roborock app](https://ux-design-awards.com/winners/2025-2-roborock-app) is a smart home platform for vacuum and mop robots with more than 1.7 million daily users. Features such as obstacle detection, multi-floor mapping, and adaptive cleaning make home care more efficient and convenient. The jury praised its intuitive UI, seamless usability and integration into everyday life.

**UX Design Award | Gold 2025 – New Talent**

**avio – touch and go – Sarah Fütterling, Nicole Krein, Freya Michl**

[avio](https://ux-design-awards.com/winners/2025-2-avio-touch-and-go) is a user interface concept for tower controllers that simplifies the complex process of managing aircraft takeoffs and landings. Created at the University of Design Schwäbisch Gmünd under the guidance of Professors Jens Döring and Carmen Hartmann-Menzel, it combines empathy with clarity to provide intuitive decision support in high-pressure situations. The jury highlighted its strong potential impact on safety and collaboration in aviation.

**UX Design Award | Product 2025**

From 68 nominated entries, the jury selected the following nine additional winners in the Product category:

* [Beyond for Online Experiences](https://ux-design-awards.com/winners/2025-2-beyond-for-online-experiences) – Carl Zeiss AG, designed by Zeiss Digital Partners
* [GFiber App Reinvents the Home Internet Experience](https://ux-design-awards.com/winners/2025-2-gfiber-app-reinvents-the-home-internet-experience) – GFiber, design by Digital Sales & Marketing
* [HP AI Print](https://ux-design-awards.com/winners/2025-2-hp-ai-print) – HP Inc., designed by Global Experience Design
* [HP Veneer Design System](https://ux-design-awards.com/winners/2025-2-hp-veneer-design-system) – HP Inc., designed by HP Design System, Research and Governance (DSRG)
* [HP Workforce Experience Platform](https://ux-design-awards.com/winners/2025-2-hp-workforce-experience-platform?utm_source=brevo&utm_campaign=UXDA25_2%20NL%207%20%20UX%20Design%20Awards%20%20Autumn%202025%20Winners%20Call&utm_medium=email) – HP Inc., designed by HP Digital Services Product Design Team
* [Kleinanzeigen](https://ux-design-awards.com/winners/2025-2-kleinanzeigen) – kleinanzeigen.de GmbH, design by the inhouse UX Team
* [MAMMOMAT B.brilliant - Mammography System](https://ux-design-awards.com/winners/2025-2-mammomat-b-brilliant-mammography-system) – Siemens Healthineers AG, designed by Siemens Healthineers Design & User Experience
* [The intelligent medication dispenser Smila Gen 2](https://ux-design-awards.com/winners/2025-2-the-intelligent-medication-dispenser-smila-gen-2) – JDM Innovation GmbH, designed by zigzag GmbH
* [Thermomix TM7 & Cookidoo](https://ux-design-awards.com/winners/2025-2-thermomix-tm7-cookidoo) – Vorwerk Elektrowerke GmbH & Co. KG, designed by the Thermomix & Cookidoo User Experience Team

**UX Design Award | Concept 2025**

From 15 projects nominated in the Concept category, the jury selected only one winner:

* [Storytelling Driven Platform for Global Mentorship](https://80o2u.r.bh.d.sendibt3.com/mk/cl/f/sh/1t6Af4Oj9PgrH6hTsSNuurw1TIAewO/qjtrWydChGW1) – Tiny Sprout Education, designed by MIUX Studio

**UX Design Award | New Talent 2025**

In addition to the Gold-winning project avio – touch and go, the jury honored seven further works by emerging designers:

* [Emergency Layer System](https://ux-design-awards.com/winners/2025-2-emergency-layer-system) – Moritz Scheffer (HTW Berlin – University of Applied Sciences / Teachers: Pelin Celik, Sebastian Feucht)
* [AutismTimeBuddy](https://ux-design-awards.com/winners/2025-2-autismtimebuddy) – Daiana Wolf (Media University of Applied Sciences / Teachers: Nora Bibel, Henrik Miers)
* [ING Aether – Banking with AI Agents and Gen UI](https://ux-design-awards.com/winners/2025-2-ing-aether-banking-with-ai-agents-and-gen-ui) – Kaiyuan Li (Eindhoven University of Technology / Teacher: Erik van der Spek)
* [Anamnese Plus](https://ux-design-awards.com/winners/2025-2-anamnese-plus) – Carl Bahra (Weißensee Academy of Art Berlin / Teacher: Nils Krüger)
* [HOOP](https://ux-design-awards.com/winners/2025-2-hoop) – Chen Suyao, Rasikarn Suwan, Zha Yi (NABA, Nuova Accademia di Belle Arti / Teachers: Gabriele Ruscelli, Damiano Condorelli)
* [Pawfect – AI powered pet adoption platform](https://ux-design-awards.com/winners/2025-2-pawfect-ai-powered-pet-adoption-platform) – Evelyn Chen, Shirley Hsieh, Qinlin Yin, Jiaqi Dong, YiChing Chen, Caroline Peng (Goldsmiths, University of London / Teachers: Rabail Tahir)
* [Gongi – The Smart & Supportive Asthma Preventer](https://ux-design-awards.com/winners/2025-2-gongi-the-smart-supportive-asthma-preventer) – Jakob Höxtermann, Zeynep Emiroğlu, Artyom Shpagin (Umeå Institute of Design / Teacher: Thomas Degn)

**UX Design Award | Public Choice 2025**

With more than 20,000 votes cast, users and UX professionals from around the globe chose [Boost: AI-powered e-commerce design platform](https://ux-design-awards.com/winners/2025-2-boost-ai-powered-e-commerce-design-platform) by Wavesfuture from China for the Public Choice Award. The platform leverages text-to-image, image-to-image, and text generation technologies to streamline content creation and brand development, offering modules for AI Product Design and AI Copy Generation.

**The UX Design Award Jury**

With the exception of the Public Choice Award, all winners were selected by the [expert jury](https://ux-design-awards.com/jury) of the UX Design Awards – Autumn 2025:

* [Cagri Mercan Bozok](https://www.linkedin.com/in/cagri-mercan-bozok-87620368/), Lead Product Designer, N26
* [Sandra Brügmann](https://www.linkedin.com/in/sandra-bruegmann/), Unit Lead Hamburg, Intuity Media Lab
* [Dominique Burkard](https://www.linkedin.com/in/dominique-burkard/), Principal Industrial and UX Design Manager, EAO
* [Trudy Cheung](https://www.linkedin.com/in/trudycheung/), UX/UI Design Manager, Manulife
* [Melanie Dreser](https://www.linkedin.com/in/melaniedreser/), Senior Director Product Design, Celonis
* [Tae-Young Kang](https://www.linkedin.com/in/tykang/), Director, Customer Experience Design, Deutsche Telekom and Jury Chair
* [Martin Krauss](https://www.linkedin.com/in/martin-krauss-080ab09/), Design Director, SAP
* [Lukas Linden](https://www.linkedin.com/in/lukas-linden/), Visual Design Director, wirDesign
* [Sogra Nishath](https://www.linkedin.com/in/sogranishath/), Purchase CX Strategy Leader in Home Print Business Unit, HP
* [Atike Pekel](https://www.linkedin.com/in/atikepekel/), Lead Designer, Philips Experience Design
* [Anna Raveling](https://www.linkedin.com/in/dr-anna-raveling-44989b1a2/), Design Management, BSH Home Appliances Group
* [Aditi Sharma](https://www.linkedin.com/in/aditi-sharma9), Head of Design & Research, Amazon Web Services (AWS)
* [Hendrik von Spreckelsen](https://www.linkedin.com/in/hendrik-von-spreckelsen-2073bb164/), Partner and Managing Director Germany, Manyone
* [Marko Thorhauer](https://www.linkedin.com/in/markothorhauer/), Executive Creative Director, IBM iX

**Winner Announcement – Autumn 2025**

You can watch the winner announcement film [here](https://ux-design-awards.com/events-media/winner-announcement-autumn-2025).

**Call for Entries: UX Design Awards – Spring 2026**

The UX Design Awards – Spring 2026 competition is open for submissions until 15 November 2025. Companies, agencies, professionals, and emerging designers from around the world are invited to participate. For complete participation details and deadlines, please visit the [Awards website](https://ux-design-awards.com/enter).

**About the UX Design Awards**

The UX Design Awards is the [global mark for outstanding experiences](https://ux-design-awards.com/) organized by [the International Design Center Berlin (IDZ)](https://www.idz.de/en/). 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. Furthermore, users worldwide are invited to determine the winner of the Public Choice Award from among all nominees.

**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.

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

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