**Announcing the UX Design Awards – Spring 2026 Nominees**

*Berlin, 19 January 2026 –* **The International Design Center Berlin e.V. (IDZ) and the UX Design Awards Team are excited to announce the nominees for the UX Design Awards – Spring 2026.**

A total of 173 projects from around the world have been nominated across the competition’s three categories: Product, Concept, and New Talent. All of them are now available – with all the details and background information – in our [online gallery](https://ux-design-awards.com/winners/awards-spring-2026).

This season’s Nominees demonstrate once again the significant role that excellent user experience design plays in the success of products, projects and concepts. Ultimately, the success of a project always depends on a well-thought-out, human-centered, and sustainable UX. And this is precisely where our jury focuses when nominating projects for the UX Design Awards and awarding prizes.

**Vote Now: Public Choice Award**

At the UX Awards, it's not just the jury that selects the winners. The public also can take part in our **UX Design Award | Public Choice** until **25 February 2025** *–* on [our website](https://ux-design-awards.com/winners/awards-spring-2026).

**People‑Centered Systems Transforming Industries**

The **Product** and **Concept** categories feature work from established global players and emerging innovators alike. Nominees include companies such as Google, Dell Technologies, Deutsche Telekom, Samsung, Mitsubishi Electric Corporation, Meta Platforms, Johnson & Johnson, and others.

The **90 nominees** for products and concepts highlight common developments and trends in various industries, including:

* **Human‑centered, AI‑powered experiences that transform complex systems** *–* from healthcare and finance to education and enterprise *–* into intuitive, accessible, and confidence‑building solutions.
* **Seamless integration of digital and physical worlds**, combining smart devices, robotics, immersive interfaces, and real‑time data to enhance safety, efficiency, and everyday usability.
* **Tools that support wellbeing, emotional safety, and personal empowerment**, addressing mental health, learning, and community connection through adaptive and empathetic design.
* **Platforms that unify fragmented workflows and data**, enabling better decision‑making, collaboration, and productivity across sectors such as marketing, industry, mobility, and ESG management.
* **Sustainable and future‑ready systems that embed responsible resource use**, climate awareness, and long‑term resilience into products, services, and infrastructure.

**New Talents, Fresh Perspectives**

The “New Talent” category showcases original ideas combining new technologies with social relevance, represented by **83 projects** from leading universities around the world. Among this year’s nominees are students and graduates from Copenhagen Institute of Design (Denmark), Harvard University (USA), National Taipei University of Education (Taiwan), ShanghaiTech University

(China), Umeå Institute of Design (Sweden), University of Applied Sciences Schwäbisch Gmünd (Germany), University of Technology Sydney (Australia), Vega School (South Africa), and many more.

Their work covers a range of topics, **including healthcare, education, sustainability and lifestyle**, with AI and digital technology serving as the connecting thread. They emphasize personalized, human-centered solutions that use AI to influence behavior, support learning or improve daily life.

**A Platform for Impactful Design**

“*This year’s nominated projects demonstrate how intelligence, design, and responsibility come together to create meaningful impact across industries. They set a strong benchmark for human‑centered innovation”*, says Ake Rudolf, Strategic Director of the International Design Center Berlin e.V. (IDZ) and Award Director of the UX Design Awards.

**Award Timeline:**

* Public Choice Voting: **19 January to 25 February 2026** on the [awards website](https://ux-design-awards.com/winners/awards-spring-2026)
* Winner Announcement**: 4 March 2026** via livestream on the [UX Design Awards website](https://ux-design-awards.com/) and on [LinkedIn](https://www.linkedin.com/company/ux-design-awards/).

**Looking Ahead**

The Call for Participation for the **UX Design Awards – Autumn 2026** will be open from **1 March to 15 May 2026**. 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), is the global mark celebrating outstanding experiences since 2015. The [list of former winners](https://ux-design-awards.com/winners) reads like a who-is-who of the industry, showcasing high standards and innovation. Twice per year, companies, agencies, and designers worldwide are invited to participate in three categories: “Product” and “Concept” for professionals, and “New Talent” for young designers. A [jury of renowned experts](https://ux-design-awards.com/jury) nominates projects and selects the winners.

**Organizer**

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

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