

Media-Information

## **UX Design Awards 2021: Nominations Announced**

**Out of more than 400 submissions from over 50 countries, the #UXDA21-jury has nominated 140 projects for this year's UX Design Awards, the global competition for excellent experiences. // Launch of the Award Nominees online exhibition on the UXDA-website: 19 July 2021 // Online voting for the "Public Choice" Award 2021 will be open until 31 August 2021.**

*Berlin, 20 July 2021* – This year's nominees will compete in four competition categories: the Product, Concept and Vision Awards are geared toward the professional sector, while the New Talent Award will honor young designers.

"We couldn't be more pleased with the excellent submissions we received in all four categories, especially since we had entries from a record number of countries this year. This shows that, as a competition that truly spans the globe, the UX Design Awards are recognized as a showcase for international experience design excellence," said Professor Pelin Celik, chairwoman of the #UXDA21-jury and vice-chair of the board of International Design Center Berlin, the organizer of the competition. The nominated entries propose innovative solutions, products and services across diverse application fields – among them: awareness & education, healthcare, fintech, software & IoT, R&D, industry & robotics, professional & end user products.

While the jury of renowned experts that has nominated the outstanding solutions for the competition will now proceed to select winners in the four categories, users worldwide are invited to vote for their favorite solutions. Voting for the audience prize "UX Design Award | Public Choice" is open until 31 August 2021 on the UX Design Awards' website, where all nominated solutions are presented in an [online exhibition](#). All winners of the 2021 UX Design Awards will be announced and honored in a virtual award ceremony on 1 September 2021.

### **The nominated companies, agencies, and UX professionals in the "Product" category of the year 2021 are:**

*Adform; Alfresco/Little Voice Design; Appnovation; Appsfactory GmbH/Appsfactory Media BU; argodesign; AUDI AG/Gesellschaft für Technische Visualistik & schnellervorlauf gmbh; Axxid/The Techno Creatives; BMW Group/Steuerung Arbeitssicherheit und Ergonomie; BSH Hausgeräte GmbH/CMC-UX; Chroma Experience GmbH; coeo Inkasso/SUNZINET; comdirect – eine Marke der Commerzbank AG; Companion/frog; DATEV eG; Dell Technologies/Experience Innovation Group; Deutsche Bahn AG/zigzag GmbH; Deutsche Bahn Station & Service AG/Scholz & Volkmer GmbH; Deutsches Jugendinstitut e. V./ressourcenmangel; EAO AG; ENERCON IT Service GmbH/the peak lab.; experimenta gGmbH/K5 Factory GmbH; GN Hearing A/S; Häfele SE & Co. KG/Bruce B. corporate communication GmbH; Harman International/Huemen; Havas Lynx/Teva Respiratory; Healthy.io; HP Inc./Global Experience Design Group; HP Inc.; Human ICT; Independent Muffin Limited Partnership; Kontron AIS GmbH/UseTree GmbH; Koru UX Design LLP/Independent UX design agency; Lely Industries; Lenovo; LifeScan/Shore Group; Livit AG/Merkle DACH; MacPaw; Mercedes-Benz AG/Experience One AG; MTA (Metropolitan Transport*

*Authority)/Work & Co; NEDGEX a subsidiary of NETZSCH/intive; NEURA Robotics; Philips/Philips Experience Design; PRINOTH AG/BUSSE Design+Engineering GmbH; ProSiebenSat1. Digital GmbH; QUALCO; Rainfall; Robert Bosch GmbH/Connected Mobility Solutions; Robert Bosch GmbH; Robert Bosch Power Tools GmbH/Marketing Brand Bosch (PT-AC/MKB); SAIC OIMT/Star; Samsung Research America/Digital Health Lab; SAP/SAP AppHaus - Palo Alto and Heidelberg; Schaeffler Technologies AG & Co. KG/LINK Design and Development Oy; Schneider Electric Automation GmbH/HMI Project GmbH; Sielaff GmbH & Co. KG/rocket-media GmbH & Co KG; Siemens Healthcare Diagnostics Inc.; Signify; The University for the Creative Arts UK/Granite Digital; TRUMPF GmbH + Co. KG/User Interface Design GmbH; Try Consultancy; UEBERBIT GmbH; Universität Ulm/User Interface Design GmbH; Utopus Insights / Vestas Wind Systems/Creuna Denmark; V-Zug AG/milani design & consulting AG; Vestas Wind Systems/Creuna Denmark; Vistaprint/Work & Co; YUJ Designs Pvt Ltd; Ziina/Ziina Design.*

**The nominated companies, agencies, and UX professionals in the “Concept” category of the year 2021 are:**

*anooah Donations gGmbH/8reasons Digital GmbH & Co. KG; Boston UX; Charles Gregory Low; Chroma Experience GmbH; Dell Technologies/Experience Innovation Group; Ergosign GmbH; Fiducia GAD/chilli mind GmbH; iCIMS/iCIMS Labs; medondo AG/UX; Netguru/Product Design; Smollan/dY/dX Digital; UXMA GmbH & Co. KG; Samsung SDS/CX Innovation Team.*

**The nominated companies, agencies, and UX professionals in the “Vision” category of the year 2021 are:**

*Philips/Philips Experience Design; Designit/Designit Futures.*

**The nominated young designers in the “New Talent” category of the year 2021 are:**

*Diana Pang; Julia Schmitt, Martin Ehlers, Josh Cornau; Chun Ting, Leung; Hyelim Lim; Jasmin Mahmoud; Anna Maria Puchalska, Oliver Weglinski, Soh Heum Hwang; Anuja Tripathi; Gorm Labenz; Chowdhury; Herin Haramoto; Christian Motsch; Ayberk Aksu; Lisa-Marie Rosendorff, Marie A. C. Steinbrügge; Dario Iannone; Hannes Maurer, Frederic Myers, Sven Hornburg, Johanna Brandenburg, Michael Haselbeck, André Schulze; Thomas Müller; Olga Krasizkaja, Michelle Fox; Tsai-Wen Tan; Annika Tessmer, Natalie Kohler; Randy Chen, Claudia Buck; Hui-Ying Hsu, Shih-Hsuan Chiu, Xiang-Yun Chen; Julien Stoll, Valerie Grappendorf; Chien-Chen Lai, Fang-Ping Hsu; Vinaya Tawde; Zephania Lim; Anastasiya Torgashova, Diana Gus; Leigh Fu, Francis Zhou; Fang-Ping Hsu, Chien-Chen Lai; Jane Park; Ka Sin Cheung, Wan Ting To; Yanyi Lu, Dongheng Wu, Yuchen Lan, Jakob Kohnle; Hanna Harkawy; Yuan Chen; Gleb Lobovsky; Chien-Chen Lai, Fang-Ping Hsu; Seoyeong Heo; Fang-Ping Hsu, Chien-Chen Lai; Alexandra Maxim; Shih-Hsuan Chiu, Xiang-Yun Chen, Hui-Ying Hsu; Divina Lakkhiani, Dhvani Suba, Ilona Guiraud; Lisa Bisschop; Konstantinos Anastasiou; Abdelrahman Ibrahim; Joep van Stijn, Julia de Jong, Natalie Wochner, Patrick Busser, Renzo Vonk, Tian Yuan; Roman Engler, Zoë Urand; Gandhali Bapat; Kai Magnus Müller, Martin Wehl.*

## About the UX Design Awards

The UX Design Awards are a global competition for experience design. The [list of former winners](#) reads like a who is who of the industry. #UXDA21 will comprise four competition categories: Product, Concept and Vision for the professional sector as well as the New Talent Award for young designers. A jury of renowned experts will nominate outstanding solutions and select winners.

## Organizer

The UX Design Awards are organized by IDZ Designpartner Berlin GmbH on behalf of the [International Design Center Berlin e. V. \(IDZ\)](#). For more than 50 years, IDZ has been a leading independent institution for the promotion of design as a motor for innovation in business and society. IDZ offers companies access to consulting and expertise in the field of design, promotes the exchange of knowledge, and realizes projects and events. The institution works in active exchange with representatives from politics, culture and science on a national and international level.

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<https://ux-design-awards.com/en/enter>