

IDZ International
Design Center Berlin

UX
DESIGN
AWARDS

Pitch Deck

UX Design Awards – Spring 2024

Stand out with Awesome Experiences!

The UX Design Awards are the Global Competition for Excellent Experiences.

The awards foster the impact of experience design on shaping our lives, products and services.

Our thorough approach – and the focus on a key design field – makes the UX Design Awards stand out among other design competitions.

84% of customers say the overall experience a company provides is just as important as its products and services. – [Salesforce](#)

Visit the [Award Website](#).

Key Benefits

- Have your work endorsed by leading industry experts.
- Gain international recognition for your experience excellence.
- Earn appreciation and credit for your experience design teams and people.
- Strengthen the visibility of your organization in business and the UX field.
- Connect with companies, the design industry, the research field and upcoming UX talents.
- Independently organized by renowned design organization with 50+ years of expertise.

Learn more about [How to Enter](#).

Get to know our [Expert Jury](#).

[About Us](#).

PR Services

- **High visibility** – mixed-media campaign on social media, website, newsletters and press outreach.
- **Product awareness** – international voting campaign for the Public Choice Award.
- **Long-term exposure** – UX Design Awards virtual exhibition and yearbook.
- **Logo packages, certificates and trophies** included at all competition levels.
- **Impactful PR moments** – engage a global audience through our virtual events and ceremonies.

The [list of Award Winners](#)

reads like a who's who of the industry.

Global Audience

- **Followers:** 150K+ (avg. monthly growth rate: 3.8K)
Industries: 37% ICT/internet/technology, 22% design/consulting
Seniority: 3% CXO, 5% director, 30% senior, 40% entry, 22% other
- **Newsletters:** 50K+ recipients worldwide
Roles: UX/UI/product design, creative, development, product management
- **Events:** avg. 3K views, 6K impressions, 4.8% engagement rate per event
- **Public Choice Award voting:** avg. 40K participants worldwide per year
- **Virtual exhibition:** 120K unique visitors, 430K page views per year
- **LinkedIn & social media:** 250K–500K native post impressions per month

Browse our [Events](#), [Interviews](#) and [Publications](#).

Visit us on [LinkedIn](#).

Sources: LinkedIn, Google Analytics, Social Media, Registered Users.

Costs & Dates

Professional categories Product & Concept: € 2,570 per entry

Stage 1: Submission fee € 320 | Stage 2: Nomination package € 2,250

New Talent category: submission fee € 70

Entry deadline: 30 November 2023

Nominee Announcement: 22 January 2024

PR Campaign Nominees & Public Choice Award: 22 January – 29 February 2024

Winner Announcement: 1 March 2024

PR campaign Winners: March – July 2024

Prices excluding VAT.

[Download full participation guidelines and GTC's.](#)

Register to [enter the Awards.](#)

We entered our project in the UX Design Awards in order to publicize the great work of our development team in the UX community.

*Tobias Kiefer, Manager User Interaction Concepts,
Mercedes-Benz*

The award helps us immensely to continue scaling our project.

*Alexandra Zahn, Director Humanizing Healthcare Design,
Siemens Healthineers*

We are very proud of this award.

It supports us in advocating a user-centric design approach both inside and outside of the company.

*Catherine Stolarski, UI Design Director,
Schneider Electric*

UX Design Awards – Enter Now!

Any questions? We're happy to talk with you.

Fabian Burns

Project Manager

+49 30 61 62 321-18

contact@ux-design-awards.com

Joanna Simson

Project Manager

+49 30 61 62 321-17

js@ux-design-awards.com

[Award Website](#)

The IDZ is an independent registered society promoting the value of good design.
International Design Center Berlin ([IDZ](#)) | NPO reg. VR 4034 B | est. 1968 in Berlin (Germany)

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