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International UX Awards to Move to San Francisco for 2014

--The Fourth Annual International UX Awards honor the innovators behind the digital products and services that enhance our world--

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SAN FRANCISCO, May 1, 2014 /PRNewswire/ -- The International User Experience Awards (www.UXAwards.org), the premier awards for digital experience, today announced that its 2014 event will be held in San Francisco, marking the first time in its four-year history that it will be held outside of New York. Nominations and submissions for the 2014 awards will be accepted online at UXAwards.org from May 1 to June 15, 2014, and all digital project work created in the past two years will be eligible for consideration.

The International UX Awards (The UXies) honor exceptional UX design, products, services, research, process, and concepts across the digital spectrum, including apps, software, sites, kiosks, installations, devices, and digital marketing. The 2014 event will be held on Thursday, September 11 in San Francisco and will include an evening gala, talks, receptions, and a job fair.

Six-hundred people are expected to attend the San Francisco event. Past winners of the International UX Awards have spanned the digital spectrum, including Cava Interactive, ZocDoc, Cerner, Amplify, SAP, Morgan Stanley, Bloomberg, Adobe, Nike, Art.sy, HBO, American Express, Mobients and Amplify.

"New digital products and services simply won't survive without a superior and differentiated customer experience, and the organizations that value UX are winning in the marketplace," says Beverly May, founder of the International UX Awards. "Participants are at the forefront of defining and evolving our relationship with new technology. The UX Awards' unique form of judging allows maximum flexibility to reflect evolving trends and empowers judges to apply their own specialist expertise and knowledge in the review process"

A diverse panel of senior UX experts judge submissions through a transparent voting process that gives awards based on merit, outcome, impact, methodology, and innovation, rather than in fixed categories. "Great UX is all about designing and building experiences that make peoples' lives easier; it's about identifying user needs and solving them elegantly and efficiently," said UXie judge Michal Pasternak, chief experience officer for HUGE, the interactive advertising agency that has collaborated with past UXie Gold winner HBO and finalist American Express. "The UX Awards recognize the very best work that is changing the way in which people interact with companies and brands."

Matias Duarte, vice president of Android design at Google, and winner of the grand prize in 2013 for Google Now, added: "The soul of all great products is the user experience. The UX awards play an important role in recognizing the individuals, teams, and companies that create those great experiences."

[About the International UX Awards](#)

The UXies (UXAwards.org) were the first awards dedicated exclusively to showcasing the latest achievements in user experience-guided process and digital products. The UX Awards evangelize the essential value of UX, inspire and educate the broader community about UX, celebrate and reward exceptional UX practitioners and companies for their contributions, and advance the craft of UX as a discipline. The UX Awards are produced by Oxford Tech + UX in partnership with major local and national UX, technology and design organizations.

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