

For Immediate Release

# 2014 International UX Awards Announced

--The UX Awards honor the most talented UX innovators, highlight exceptional UX best practices, and showcase next- generation digital products that solve real customer problems --

**San Francisco, September 11, 2014** – Nineteen individual awards were presented at the 4<sup>th</sup> Annual International [User Experience Awards](#) (UXies), the premier awards for digital experience. This year's Grand Prize Winner went to Work & Co. for its fully-responsive website redesign of Virgin America. Others included Google, Deutsch for Volkswagen, SAP, Interaxon, Method for LUSH Cosmetics, Cantina for the Newport Folk Festival, Cogapp, Cantina for Qatar Museums, UberConference, Virginia Tech students, UX Vision for Maveze, and American Express.

Panelists and judges, which included senior design leads from GE, Facebook, Frog, Amazon, WIRED, Etsy and a keynote by UBER's Andrew Crow, discussed how UX has finally become recognized as a critical part of a product's success to an audience of over 350 technology executives and practitioners. Each winner also presented their projects and approach at the afternoon portion of the 2014 event, which was held at the Merchants Exchange Club in San Francisco, CA.

"The importance of exceptional UX is changing the way products and services are brought to life, presented to customers and upgraded to better serve customer needs. Without great UX, none of these products would be nearly as successful," says Beverly May, Executive Director of the UXies. "These companies understand the role of exceptional UX and are helping the industry evolve with outstanding, impactful and innovative products. This year saw over 50% more submissions than 2013 as ever more organizations realize the importance of UX". Submissions came from 15 countries.

This year's UXies honored exceptional UX design, products, services, process, and concepts across a range of industries and technologies, from "Best Everyday Activity" with UberConference, to "Best Enterprise Experience" for SAP Consumer Insight 365, to "Best Next-Generation Experience" for MUSE, a brain-sensing headband, to "Best Brand Experience" for Volkswagen's new website (vw.com). The People's Choice public crowdvoting award went to UXVision for its redesign of Maveze, a Tel-Aviv blog, based on 5,000 votes on the 200 global entries. All entries are available at: <http://uxawards.org/entries/>.

"The UXies are a great opportunity to recognize those companies that are putting customers first and taking the extra step forward to guarantee that they are engaged and satisfied with each and every touch point with their product or service," said Turi McKinley, a 2014 judge.

## 2014 User Experience Award Winners

All winners received crystal trophies; the Grand Prize recipient also received \$1000 and each Gold, \$250. All winners can be found here: <http://uxawards.org/ux-awards-2014-winners/>

- **GRAND PRIZE** for **Most Impressive Industry Evolution: Virgin America's Responsive Redesign** by **Work & Co.** for **Virgin America**
- **GOLD** for **Best Brand Experience: The new vw.com** by **Deutsch LA** for **Volkswagen of America**
- **GOLD** for **Best Contribution to UX: Material Design** by **Google, Inc.**
- **GOLD** for **Best Enterprise Experience: SAP Consumer Insight 365** by **SAP Labs LLC**
- **SILVER** for **Best Next-Generation Experience: Muse: the brain sensing headband** by **Interaxon Inc.**
- **SILVER** for **Best Multichannel Experience: LUSH Handmade Cosmetics: Redefining the brand experience** by **Method** for **Lush Cosmetics**
- **SILVER** for **Best Cultural Experience: Qatar Museums' Website** by **Cogapp** for **Qatar Museums**
  
- **BRONZE** for **Best Theoretical Exploration: Method Money: Translating exploratory research into future scenarios** by **Method**
- **BRONZE** for **Most Authentic Experience: The Newport Folk Festival® App** by **Cantina** for **Newport Folk Festival**
- **BRONZE** for **Best Everyday Activity: Everything You Love About Conference Calls** by **UberConference**
  
- **HONORABLE MENTION: 10,000ft** by **10,000ft**
- **HONORABLE MENTION: SwiftKey Keyboard: fast, easy and fun typing** by **SwiftKey**
- **HONORABLE MENTION: QardioArm** by **Qardio Inc.**
- **HONORABLE MENTION: Kennedy and Oswald** by **Mullen/ Mark Boroyan** for **National Geographic**
  
- **STUDENT** for **Best Student UX: Zone** by **Virginia Tech Industrial Design Students**
  
- **PEOPLE'S CHOICE: MaVeZe - UX Redesign of Leading Tel-Avivian Blog** by **UXVision** for **MaVeZe**
- **HONORABLE MENTION (PEOPLE'S CHOICE): Project Drive.SAP** by **SAP Ireland Ltd.**
- **SECRET ADMIRER: UX Framework: Serve Responsive Web** by **American Express Serve**
- **HONORABLE MENTION (SECRET ADMIRER): The Eventbrite Reserved Seating - Seat Designer Application** by **Eventbrite**

## 2014 UX Awards Jury

The UXies are chosen by a rotating panel of expert judges using a 5-point voting system and consensus. Awards are given based on merit, outcome, impact, methodology, and innovation, rather than in fixed categories. The 2014 Jurors included:

- Cliff Kuang, WIRED
- Alex Wright, Research Head, Etsy
- Brian Kralyevich, VP UX, Amazon
- Greg Petroff, CXO & GM UX, GE
- Janice Fraser, CEO, LUXr at Pivotal Software
- Margaret Stewart, Director Product Design, Facebook
- Michal Pasternak, Former CXO, HUGE
- Turi McKinley, Participatory Design Director, Frog

Full biographies are available at <http://userexperienceawards.com/judges/>

### **About the International UX Awards**

The UXies (UXAwards.org) were the first awards dedicated exclusively to showcasing the best in UX: practitioners, outcomes, processes and impact. The UX Awards evangelize the essential value of UX, inspire and educate the broader technology community, celebrate and reward exceptional UX practitioners and companies, and advance the craft of UX as a discipline. The UX Awards are produced by Oxford Tech + UX in partnership with dozens of major local and national UX, technology and design organizations.

The 2014 UX Awards were sponsored by HUGE, SAP, Infor, Fjord, Modus Associates, VerbFactory, Wunderland, Conjure, The Design Team, Flying Pancakes Productions, Interaction Design Foundation, Loop 11, Neo, Pivotal Labs, Pow Interactive, Proto.io, Rosenfeld Media and Sachs Insights.

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