

FOR IMMEDIATE RELEASE:

2012 User Experience Award Winners Announced

The Premiere Juried Awards for exceptional Digital User Experience, organized by Oxford Technology Ventures in conjunction with NYC IXDA, NYC UPA and NYC-CHI, announces the 2012 winners that include Bloomberg and Mobients; HUGE and HBO; the Mill; Google Android; Adobe; Art.sy; SeatGeek; LBi and Americans Elect; ScreenPlay InterActive and the Maryland Transit Association; and Studio AKKO and Formant Studios

NEW YORK, June 14, 2012: **The User Experience Awards, the premiere international competition that celebrates and honors exceptional digital products and services based on superior user experience, today announced the winners of the 2012 UX Awards juried competition after a packed ceremony and reception that was held on Tuesday June 12 2012 in New York City.**

The 2012 Winners

The 2012 UX Awards were given at four levels: Grand Prize, Gold, Silver and Honorable Mention. The Grand Prize winner received \$1000, a crystal trophy and champagne; Gold winners received \$250 and trophies; Silver winners received a trophy and champagne; and Honorable Mentions received framed plaques.

The ten 2012 Awards winners represented the full diversity of today's digital landscape, including large tech firms, cutting-edge startups, government, non-profits and digital agencies, and included:

- GRAND PRIZE for Best User Experience: Bloomberg Anywhere by **Mobients and Bloomberg**
- GOLD for Best System Experience: Ice Cream Sandwich OS by **Google Android Team**
- GOLD for Best Touch Interaction: Mill Touch by **The Mill**
- GOLD for Best Cross-Platform Experience: HBO GO Mobile Apps by HUGE Inc. for client **HBO**
- SILVER for Best Instructional Experience: Tutorial Player for Photoshop by **Adobe**
- SILVER for Best Discovery Experience: **Art.sy**
- SILVER for Best Transactional Experience: Event Page Ticket Interface by **SeatGeek**
- HONORABLE MENTION for Pick a President, Not a Party: by **LBi US for client Americans Elect**
- HONORABLE MENTION for Maryland Transit Administration Interactive Maintenance Kiosk by **ScreenPlay InterActive for client Maryland Transit Administration**
- HONORABLE MENTION for BKIN Wayfinding System by **Studio Akko and Formant Studios**

Full details of the awards winners are available on the UX Awards website: userexperienceawards.com/2012-winners/

The Judging Process

The 2012 Awards received over 65 submissions, almost three times the number of submissions from the prior year, forcing tough decisions by the judges. Decision-making was done using a combination of points-based ranking by each judge and group consensus for the final Awards. The process was described in detail during the event.

About the User Experience Awards

Now in its second year, the **User Experience Awards** aim to raise awareness of the value and importance of great UX in creating effective, engaging and useful digital products and services in today's fast-evolving and competitive digital landscape.

The User Experience Awards are the brainchild of Beverly May and are organized by Oxford Technology Ventures LLC, a boutique user experience and product strategy consultancy in New York, with partner support from the major User Experience and usability professional organizations in NYC, including NYC-CHI, the NY Chapter of IXDA and the NY Chapter of the UPA.

The Panelists and Moderator

The 2012 judges and moderator included a representation across the cutting edge of tech and digital media, including panelists from top technology companies, venture capital firms, startups and creative agencies. The 2012 judges included:

- **Bryan Hamilton**, Vice President of User Experience, Razorfish
- **Christian Crumlish**, Director of Product, CloudOn; best-selling UX Author; co-chair of Bay-CHI
- **Gary Chou**, General Manager, Union Square Ventures
- **Kathy Baxter**, Sr. User Experience Researcher & UX Infrastructure Manager, Google; respected UX Author
- **Nicole Rubin**, Senior Consulting Director, Creative Good
- **Paul Berry**, CEO and Founder of RebelMouse and Soho Tech Lab; former CTO, Huffington Post
- **Peter March**, Director of User Experience for VML's New York office; member of steering committee of NY chapter of IxDA
- **Ronnie Battista**, UX Practice Lead at Slalom Consulting; Treasurer/Director of Certification at UPA International; co-creator of Rutgers' University Mini-MS in UX Design
- **Beverly May**, Founder & President of Oxford Technology Ventures LLC and MiniDates.com; President of NYC-CHI (Moderator)

Full biographies of panelists and the moderator are available at userexperienceawards.com/panelists/

Media Contact:

Beverly May
User Experience Awards organizer
Beverly@UserExperienceAwards.com
917-599-7694 tel

6 Enclosures:



Above: User Experience Awards logo



<http://userexperienceawards.com/wp-content/uploads/2012/06/UX-Awards-Panel.png>

Above: Photo of panelists/ jurors and organizer, Left –right: Ronnie Battista, Kathy Baxter, Paul Berry, Gary Chou, Christian Crumlish, Bryan Hamilton, Peter March, Nicole Rubin, Beverly May



<http://userexperienceawards.com/wp-content/uploads/2012/06/Beverly-May-at-UX-Awards-2.png>

Above: Photo of Grand Prize winners Pardha Pyla and Yvonne Caravia and organizer Beverly May



<http://userexperienceawards.com/wp-content/uploads/2012/06/Google-Accepting-smaller.png>

Above: Photo of Google Android team recipient Matias Duarte



<http://userexperienceawards.com/wp-content/uploads/2012/06/The-Mill-Accepting-smaller.png>

Above: Photo of the Mill recipients Bowe King and Jeff Stevens



<http://userexperienceawards.com/wp-content/uploads/2012/06/HUGE-Accepting-smaller.png>

Above: Photo of HUGE recipients Todd Grimason and Grace Salem