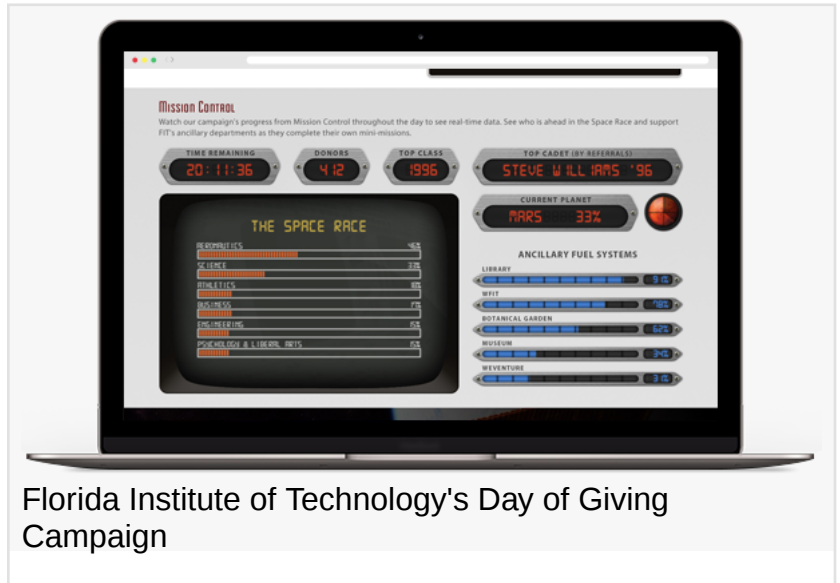


KDG Wins Two National Awards for Excellence in Web Design

ALLENTOWN, PA, USA, June 1, 2016 /EINPresswire.com/ -- KDG has received two top honors for web design from one of the nation's fastest-growing design competitions—The American Web Design Awards™. The annual competition, which is sponsored by industry magazine Graphic Design USA (GDUSA), attracts more than 9,000 entries, with only 15 percent receiving an award.

KDG was recognized in the Microsites category for superior work on Mule Madness, a record-breaking higher education crowdfunding campaign created to raise funds in support of athletic programs at Muhlenberg College.



Florida Institute of Technology's Day of Giving Campaign

“From the moment KDG launched the Mule Madness site for us, we knew it was a winner,” said Rebekkah L. Brown, Vice President for Advancement at Muhlenberg. “Not only did the site help us exceed our fundraising goals, but it made the act of giving fun and interactive for our students, parents and alumni. We are delighted that KDG’s work on this project is being celebrated by GDUSA.”

In addition to Mule Madness, KDG earned an award in the User Experience category for their higher ed web design on Florida Institute of Technology's Day of Giving Campaign website. KDG designers pulled out all the stops to deliver a space-themed site that reflected the school's NASA roots and kept people engaged long after they made a donation.

“Our goal was to launch a site that donors would be talking about even after the Day of Giving campaign was over,” said Kim Amidon, Assistant Director, Annual Giving & Donor Relations at FIT. “KDG helped us do exactly that. They definitely deserve this recognition.”

Since 2012, KDG has worked to carve out a niche for itself in the crowdfunding for higher education space. Receiving two awards for designs in this area is confirmation that the firm is poised to become a go-to choice for colleges and universities nationwide.

About Graphic Design USA - GDUSA

For 53 years, Graphic Design USA has been the business-to-business magazine for graphic design professionals. GDUSA covers news, people, project, trends, technology, products and services. The GDUSA brand now includes a 50,000 visitor-a-month website, two monthly e-newsletters, a print and digital editions of the magazine, and several Design Annuals covering the best in Graphic Design, Package Design, Corporate Design and Web Design. Other initiatives include annual recognition of

leading Designers To Watch, rising Students To Watch, and benchmark reader polls on the state of print, paper, technology, education and photography.

About KDG

KDG (www.kyledavidgroup.com) is a high technology consultancy based in the Lehigh Valley, PA and with offices in Washington, DC. For more than 14 years the tech firm has developed innovative technology solutions that allow higher education institutions to improve alumni engagement, manage enrollment more effectively, and attract a broader audience to optimized websites that are mobile-friendly. KDG also serves a variety of clients in the commercial, government, healthcare, retail, and nonprofit sectors.

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