

KDG's Lehigh Valley Web Design Team Wins Two Horizon Interactive Awards

The higher ed web design team in Allentown was recognized for work they did with Drexel University and with Saint Vincent College.

ALLENTOWN, PENNSYLVANIA, UNITED STATES, April 24, 2018 /EINPresswire.com/ -- KDG's [higher ed web design](#) team has received two silver 2017 Horizon Interactive Awards for their 2016 Drexel University [higher education crowdfunding](#) campaign and their 2016 redesign of Saint Vincent College's website.

Both sites were recognized for what judges called their creativity, originality, messaging, and overall user experience. The two sites were up against over 1,000 entries from 17 countries. However, only a small percentage of entries were recognized by the awards, now in their sixteenth year.



"The 2017 competition was an extremely interesting competition for many reasons. We saw a return to simplicity of the user experiences, an emphasis on minimal design, a deepening of the importance of mobile first design and more targeted and streamlined content to bolster the user's offline experiences," said Mike Sauce, Founder of the Horizon Interactive Awards.

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Kyle David, CEO, KDG

Both Drexel University's and Saint Vincent College's websites fit this trend. Both sites were designed for a seamless mobile experience. Drexel University's giving page was developed so users could donate to the school while on the go. Meanwhile, Saint Vincent College's site pulls familiar elements from mobile displays and focuses on strong visual imagery and photography.

This is not the first award for either of the websites. Saint Vincent College's website redesign was awarded a 2017 Davey Award and a 2017 Web Award. Drexel University's 2016 day of giving was also awarded a 2017 Davey Award and a 2017 Web Award, as well as a 2017 Platinum CASE Award for fundraising.

"We're thrilled that the hard work our team and our clients have put into these projects is continuing to be recognized by leading organizations from around the world," says Kyle David, CEO of KDG.

To learn more about KDG's web design team and to view several case studies, including ones on the award-winning Drexel University and Saint Vincent College websites, visit:

<http://kyledavidgroup.com/services/web-mobile-design>.



The higher ed web design team at KDG was awarded two silver Horizon Interactive Awards

About KDG: KDG is a leading provider of web development for higher education. With over 16 years of experience in using technology to help education clients improve enrollment, campus climate, and [alumni engagement](#), KDG has developed a reputation for being able to see and respond proactively to changing markets. Most recently, KDG won wide acclaim for developing unique and engaging inbound marketing for higher education crowdfunding campaigns. Learn more at <http://www.kyledavidgroup.com/>.

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