

Spiegel Institut establishes Center of Excellence for User Experience (UX) in China

## **Effective immediately: Spiegel Institut is a member of UXPA China**

Mannheim, April 18, 2019 – **As a consulting firm with global experience in the areas of User Experience Consulting (UX) and Usability Engineering (UE), Spiegel Institut with its two locations in China has become an official member of the User Experience Professionals Association (UXPA) China.**

As the first UX non-profit organization on the Chinese mainland, UXPA China is considered as the most influential UX association in the country. It intensively promotes the development of UX consulting as a profession. UXPA China also offers a comprehensive platform for UX professionals in China to exchange ideas and information.

“Having been an active member of renowned UX organizations in Germany for many years, we are now particularly honored to receive this recognition as a member of UXPA China. I would like to thank our colleagues at our two sites in China who made this possible,” said Götz Spiegel, Managing Partner of Spiegel Institut. Spiegel Institut now has the possibility to reinforce its longstanding expertise in the areas of User Experience Consulting and Usability Engineering for customers and partners in China. As part of these efforts, Spiegel Institut Academy’s established UX seminars will be adapted for the Chinese market and translated into Chinese. For more information on the seminars offered by Spiegel Institut Academy, go to <https://seminare.spiegel-institut.de/en/>

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