

New Visual Direction of Qwale by Ruiqi Sun Wins Iron in A' Graphics Industry Awards

Ruiqi Sun's Innovative Branding Redesign for Qwale Earns Esteemed Recognition in the A' Graphics, Illustration and Visual Communication Design Award

COMO, CO, ITALY, July 16, 2024 /EINPresswire.com/ -- The A' [Design Award](#), one of the world's most respected and well-recognized awards in the field of [graphic](#) design, has announced [Ruiqi Sun](#) as a winner in the Graphics, Illustration and Visual Communication Design category for the exceptional work titled "New Visual Direction of Qwale." This prestigious accolade underscores the significance of Ruiqi Sun's innovative branding redesign within the highly competitive graphic design industry.

Ruiqi Sun's award-winning design exemplifies the transformative potential of user-centric branding in the fintech sector. By focusing on intuitive UI/UX design and a strategic logo redesign, the New Visual Direction of Qwale aligns with the evolving needs and expectations of modern digital consumers. This recognition highlights the importance of research-driven design in creating meaningful connections between brands and their target audiences.

The New Visual Direction of Qwale stands out through its masterful integration of color psychology and symbolism. The combination of blue and purple hues evokes trust and clarity, while the Qwale bird logo embodies freedom, growth, and financial empowerment. Ruiqi Sun's meticulous design process, anchored in user interviews, persona development, and journey mapping, ensures that every element resonates deeply with Qwale's target audience.

This Iron A' Design Award serves as a testament to Ruiqi Sun's dedication to pushing the



boundaries of fintech branding. By setting a new standard for user-centric design in the industry, the New Visual Direction of Qwale has the potential to inspire a wave of innovation and creativity among graphic designers and fintech companies alike. The recognition also reinforces Ruiqi Sun's commitment to leveraging design as a powerful tool for driving positive change and empowering users in their financial journeys.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=159609>

About Ruiqi Sun

Ruiqi Sun is a New Jersey-based digital designer specializing in UX/UI design, graphic design, branding, and digital marketing. With a diverse portfolio spanning fintech, AI, and advertising, Ruiqi brings a unique blend of analytical insight and artistic empathy to each project. Beyond corporate endeavors, Ruiqi contributes to educational and non-profit initiatives, leveraging design for positive impact. Ruiqi's creative process combines research, collaboration, and meticulous execution to achieve excellence and drive innovation in the design landscape.

About Qwale

Qwale is an innovative online marketplace that empowers individuals to enhance their credit scores through credit builder loans. With features such as credit builder accounts, credit score monitoring, ID verification, and opportunities for savings through credit history growth, Qwale provides users with the tools and resources needed to take control of their financial futures. The platform's user-centric approach and commitment to financial empowerment set it apart in the fintech industry.

About A' Design Award

The Iron A' Design Award recognizes designs that meet the rigorous professional and industrial standards set by the A' Design Awards. Recipients are acknowledged for their practical innovations and contributions to their respective fields, providing solutions that improve quality of life and foster positive change. The Iron A' Design Award is a prestigious recognition granted to designs that demonstrate great skill, expert understanding, and creative capacity. These designs are expected to be highly-regarded, admired, and cherished creations that integrate industry best practices and satisfy needs while providing fulfillment and positive feelings.

About A' Design Award

The A' Graphics, Illustration and Visual Communication Design Award is a prestigious competition that recognizes exceptional creativity and design capabilities across the graphic design and visual communication industries. Participants, including visionary designers, pioneering agencies, progressive companies, and influential brands, have the opportunity to showcase their innovative works, gain international recognition, and contribute to the advancement of the field. The A' Design Award, now in its 16th year, is an international and juried design competition open to entries from all countries and industries. Its ultimate aim is to make the world a better place by recognizing and promoting superior products and projects that

positively impact the global community. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at <https://goldengraphicawards.com>

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