

Sept 12: Pre-Conference Get-Together at Aux Gazelles (19.30 - Rahlgasse 5, 1010 Vienna)

moderation: Mirjam de Klepper

moderation: Tina Ličková

expedithalle

das lot

freiraum 2

freiraum 3

design thinking space

07.30 Doors Open

09.00 Opening - with Nicole, Andreas & Mirjam

09.15 Stop evangelizing UX - and what to do instead
Debbie Levitt, Delta CX
talk

09.45 The business behind the buttons
Will Miner, Slack
talk

10.15 Coffee Break

10.55 How do you research the future? 6 lessons about UX research from developing zero to one products
Raz Schwartz, former Spotify
talk

Making a career in UX
Javier Andrés Bargas-Avila, Google
extended talk

Authentic conversations: Your team's superpower When you don't have magic lassos

Strategizing products and customer experiences (SPACE)

Zooming out: Service design beyond the interface

11.25 Purpose-led design
Xhensila Recic, The LEGO Group
talk

Getting the most out of your repository: How to leverage past research to conduct large-scale learning sessions -- **Aurelia Alston**, LA Times
talk

Jennifer Fraser
independent

Debbie Levitt
Delta CX

Simon Herzog & Kasey Politano, Anglemap

11.55 The race for business survival and the strategic power of design
Noelle Ghanem, revolut
extended talk

UX marks the spot: Adapting my UXR practice to South East Asia
Ruby Pryor, REX
talk

workshop

workshop

workshop

12.25 UX marks the spot: Adapting my UXR practice to South East Asia
Ruby Pryor, REX
talk

12.55 Lunch Break

14.25 The future of technology: Merging UX & AI
Setor Zilevu, Meta
extended talk

Research Ops: Building the backbone of your research practice
Julian Della Mattia, Kiwi.com
talk

How to turn a group of designers and developers into a team
Silvana Podaras, iteratec
talk

The AI healthcare friction game

Unlocking human behavior design

Sustainable UX

15.25 (In)accessible design systems: Doing things wrong to get it right
Wendy Fox, GoTo
extended talk

Unleashing uniqueness: UX principles for game-changing design
Jason Lievesley, Fonda
talk

Design unleashed: The magic of designtokens
Julius Wuhnsen & Jacqueline Reiterer, TOWA
talk

James McKinnon
You. Me. Us. We.
workshop

Michaela Holzmann, sclable
workshop

Sabrina Oswald, Futura Emanuel Jochum, independent
workshop

16.25 Coffee Break

17.05 The power of empathy: How parenthood shapes UX leadership
Lizzie Kelly-Dyson, Define UX Ltd
talk

17.35 Ask me anything! Q&A with Erika
Erika Hall, Mule Design (remote)
talk

18.00 UX Party Drinks, music and awesome conversations. Let's go!

UX Book Club Still hungry for knowledge? Visit the UX book club at design thinking space with Sabine Ballata!

talk: 30 minutes; short Q&A

extended talk: 60 minutes, interactive part/discussion

panel discussion: group of expert in an open discussion

workshop: 2 hours, hands-on learning experience

live stream + video recordings

audio-recordings

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09.00 Opening - with Mirjam de Klepper

09.15 Human-centered leadership for positive impact at scale
Birgit Geiberger, IKEA
talk

09.45 The many ways in which DesignOps supports design teams
Peter Boersma, independent
talk

10.15 Coffee Break

10.55 UX metrics: Measuring the user experience
Javier Andrés Bargas Avilla, Google
talk

Supercharge your UX process with AI
Tom Zahler, intuio
extended talk

UXR therapy

Empathetic AI: Designing for emotional intelligence

Influencing change: Strategies for accelerating UX research impact

11.25 From sticky notes to product roadmap: driving business impact with design-led strategy
Dandi Wang, Pinterest
talk

Breaking down & researching up generative AI experiences
Raz Schwartz, former Spotify
Ellie Kemery, SAP
extended talk

Kathleen Asjes, independent
workshop

Setor Zilevu
Meta
workshop

Janelle Ward
Janelle Ward Insights
workshop

11.55 The UX Odyssey: Navigating the journey to long-term career success and personal fulfillment
Yao Adantor, Research Bookmark
talk

12.25 Sticky & complicated: Digital health + algorithms + inclusion
James McKinnon, You. Me. Us. We.
talk

12.55 Lunch Break

14.25 Creating equitable UX that matters
Zariah Cameron, Ally Financial
extended talk

Bridging the gap between UX and development
Johannes Lehner, intact
talk

Motivating users to stay fit with adiClub
Vivek Arun, runtastic
talk

Driving business impact with design-led strategy: tools and techniques to transform ideas into reality

Measuring UX: How to surface value, maturity, and cultural impact in large organizations

UX writing crash course

15.25 Panel Discussion: The future of UX
Moderator: **Christiane Moser**, CUXpro
Will Miner, Slack
Yao Adantor, Research Bookmark
Aurelia Alston, LA Times
Birgit Geiberger, IKEA
panel discussion

Only 1 item left in stock: The role of UX in excessive consumption
Anna Ratkai, Recorded Future
talk

The hopes, dreams and fallacies of research democratisation
Kathleen Asjes, independent
talk

Dandi Wang
Pinterest
workshop

Lucas Lemasters & Paco Giurfa
American Airlines
workshop

Elif Alp-Marent & Christina Markovic, Bitpanda
workshop

16.25 Coffee Break

17.05 Let's talk about Responsible AI!
Ellie Kemery, SAP
talk

17.35 How technology is reshaping the user experience in music and art
Christopher Widauer, The Mozart Experience
talk

18.00 Closing Everything good must come to an end, but we still have some fun stuff planned:

18.30 - Cool-down: Not ready for it to be over yet? We've got "Mimi im Stadtelefant" reserved just for you! Address: Bloch-Bauer-Promenade 23, 1100 Wien

19.15 - Sightseeing: Come and join us for this awesome sightseeing tour right in the heart of the city! We're kickin' things off at the Burgtheater.

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