

# AGENDA DAY 1

Sept 19th



moderation: Mirjam de Klepper

moderation: Tina Ličková



**main stage**  
expedithalle



**side stage**  
co-innovation factory

**workshop**  
superar

**workshop**  
superar

**workshop**  
superar

07.30

Doors Open

09.00

Opening - with Nicole, Andreas & Mirjam

09.15

How do we help make our old jobs go away

**Molly Stevens**, Booking.com



09.45

The tale of research: dystopian thriller, rom-com, or noir?

**Steve Portigal**, Portigal Consulting



10.15

Coffee Break

10.55

The truth about career growth

**Paola Mariselli**, Bumble



11.25

Beyond numbers: Articulating the strategic value of user research impact

**Nikki Anderson**, User Research Academy



11.55

From God-mode to Science with Experimentation

**Lucia van den Brink**, Increase Conversion Rate



12.25

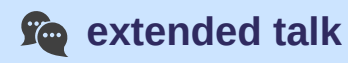
Typographer vs. accessibility

**Oliver Schöndorfer**, Pimp my Type



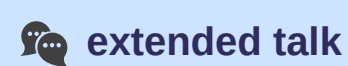
The world of AI and how it's changing the way users experience technology

**Daniel Utrilla Mellinas**, kununu



How can Heavy Metal teach us to be more respectful to our consumers?

**Bogomil Shopov - Boro**, human | artist | hacker



The science of great teams & brilliant organisations

**Imran Rehman**, Kokoro



Design for the mind: Neurodiversity and mental health in UX

**Miriam Nabinger**, Minamalism



UX research in mixed and virtual reality

**Karen Borregaard**, Meta



12.55

Lunch Break

14.25

How to measure UX and design impact

**Vitaly Friedman**, Smashing Magazine



The secret to creating engaging case studies

**Anfisa Bogomolova**, MEWS



Designing for our future selves: Entertainment and its place in the lives of older cohorts

**Kumar Kunal Jha**, Zee Entertainment



Accessible typography for web & UI design

**Oliver Schöndorfer**, Pimp my Type



Interviewing users: Uncovering compelling insights

**Steve Portigal**, Portigal Consulting



Define your UXR process

**Nikki Anderson**, User Research Academy



15.25

tba

**Noelle Ghanem**, revolut



Wish you weren't here! Overtourism by design

**Justyna Belkevic**, foodpanda



Embracing the power of content research for more engaging and effective user experiences

**Erica Jorgensen**, Chewy.com



tba



16.25

Coffee Break

17.05

tba

**Andy Healy**, independent



17.35

3 step guide to TED talk confidence by flirting with fear

**Elizé Todd**, Elizé Presents



18.00

**Get-Together** Drinks, music & chats!  
**UX Book Club** with **Sabine Ballata!**



**talk:** 30 minutes; short Q&A



**panel discussion:** group of expert in an open discussion



**live stream + video recordings**



**extended talk:** 60 minutes, interactive part/discussion



**workshop:** 2 hours, hands-on learning experience



**audio-recordings**

# AGENDA DAY 2

Sept 20th

**DRAFT**

moderation: Mirjam de Klepper

moderation: Tina Ličková



**main stage**  
expedithalle



**side stage**  
co-innovation factory

**workshop**  
superar

**workshop**  
superar

**workshop**  
superar

07.30

Doors Open

09.00

Opening - with Nicole, Andreas & Mirjam

09.15

tba

**Giles Coleborne**, cx partners

talk

09.45

Design Ethically: From Imperative to Action

**Kat Zhou**, independent

talk

10.15

Coffee Break

10.55

tba

**Indi Young**, research pioneer

talk

Designing for connection in a world of AI: love-bots, googly-eyed roombas, and the UX quandary of anthropomorphic products

**Katy Mogal**, independent

extended talk

11.25

Meeting product where they are: Why we need a knowledge management strategy

**Emma Boulton**, Waitrose & Partners

talk

Design ethically: putting it into practice

**Kat Zhou**, independent

Black mirror & the power of speculative design

**Mick Champayne**, Google

**Casey Hudetz**, DocuSign

Cyborg-centric design workshop

**Ákos Csertán**, Atlas, Rise!

**Norbert Krizsán**, Mito Digital

11.55

Bridging worlds: The value of diverse skills in technology

**Ashten "Whoopi" Winger**, Netflix

talk

tba

talk

12.25

tba

**Ania Szostek**, Zalando

talk

Decommissioning Habits: Learnings from Deprecating Legacy Platforms

**Philipp Kanape**, Engel & Völkers

talk

workshop

workshop

workshop

12.55

Lunch Break

14.25

Text to \_\_\_: What Generative AI Means for Designers

**Mick Champayne**, Google  
**Casey Hudetz**, DocuSign

extended talk

How to build CX in a traditional organisation

**Kristína Malíková**, Lightning Beetle

talk

Beyond Layoffs: Continuous Learning Strategies for Designers

**Paola Mariselli**, Bumble  
**Ashten "Whoopi" Winger**, Netflix

talk

Accessibility is not a checklist

**Laura Wisiak**, Hope Tech

**Julia Undeutsch**, Atos

workshop

The workshop workshop

**Tanya Snook**, spydergrrl consulting

workshop

tba

workshop

15.25

The human error: catastrophic incidents and their causes

**Rebecca Grier**, Lokalise

extended talk

Level up your research toolbox and hit the nail!

**Florian Tress**, Skopos Nova

talk

Co creation, the power of collaborative research among niche user groups

**Feyikemi Akinwolemiwa**, National Grid UK

talk

workshop

workshop

workshop

16.25

Coffee Break

17.05

tba



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