

GUMROAD

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

GUMROAD

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

Jennifer Fraser
 independent

 Strategizing products and
 customer experiences
 (SPACE)

Debbie Levitt
 Delta CX

 Zooming out: Service
 design beyond the interface

**Simon Herzog & Kasey
 Politano**, Angemap

11.25

 Purpose-led design
Xhensila Recí, The LEGO Group

talk

11.55

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

talk

 The race for business survival and the strategic
 power of design

Noelle Ghanem, revolut

extended 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

James McKinnon
 You. Me. Us. We.

workshop

 Unveiling the Magic of UX
 Psychology: Crafting
 Remarkable User
 Experiences

Christiane Moser
 CUXpro

workshop

Sustainable UX

Sabrina Oswald, Futura
Emanuel Jochum,
 independent

workshop

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 desigtokens

Julius Wuhnsen & Jacqueline Reiterer, TOWA

talk

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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 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

Gumroad

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

11.55

 The UX Odyssey: Navigating the journey to long-term
career success and personal fulfillment

Yao Adantor, Research Bookmark

talk

 Breaking down & researching up generative AI
experiences

 Raz Schwartz, former Spotify
Ellie Kemery, SAP

extended talk

 Kathleen Asjes,
independent

 Setor Zilevu
Meta

 Janelle Ward
Janelle Ward Insights

12.25

 Sticky & complicated:
Digital health + algorithms + inclusion

James McKinnon, You. Me. Us. We.

talk

workshop

workshop

workshop

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

 Lucas Lemasters &
Paco Giurfa
American Airlines

 Elif Alp-Marent &
Christina Markovic,
Bitpanda

workshop

workshop

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.

 talk: 30 minutes; short Q&A

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