

08.00 Doors Open

09.00 (🎧) **Opening** Starting the day with your moderator Mirjam de Klepper

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09.05 (🎧) **Anker Talk** The learning organisation: How to fix the divide between UX and your business - **Giles Coleborn**, cpartners

09.35 (🎧) **Anker Talk** The nature of innovation: How to build and launch 0 to 1 projects - **Teslim Alabi**, Netflix

10.05 **Coffee Break** Visit **anzenberggallery** on ground floor and get yourself some coffee.

Mod.: Mirjam de Klepper		Mod.: Renae Elkassih		Mod.: Benjamin El'Abied		Mod.: Jörg Linder	
10.45 11.15 11.45	Talks I	AI for the creative Process Michelle Cheung Meta	People first, design second. Wolfgang Bremer Elli	Design (thinking) doing with SparkCanvas Sebastian F. Müller & Anastasia Held Sparklery & Deutscher Sparkassenverlag	A life-long learning journey: How to stay relevant as UX professional Johannes Lehner , UX Graz		
		Designers - the key to machine learning Konrad Piercey Delivery Hero	Design future(s): Using speculative design to drive product thinking Namrata Kannan , Google	*X design culture - Why BX, CX and UX design need to collaborate and support each other Christiane Moser , CUXpro	Fresh results of humans of UX - a community study Bob Marvan & Jitka Bartošová , Asociace UX		
		From my UX journey to yours: What I learned working in large organizations Kathy Toney , Mercedes-Benz	And now I would leave your website Alexander Schüller & Michael Platzer XXXLdigital	10 Principles from behavioral economics and implications for UX design Wilhelm Schmid & Bernd Bechyna , TOWA	Elevate your UX with social intelligence Dávid Gáspár , UX Budapest		
		Anker.Saal 	Superar 1 	Superar 2	Superar 3 		
12.15 Lunch Break Again: anzenberggallery on ground floor is, where the magic happens!							
01.30 02.00 02.30	Talks II	UX Debate: Bringing UX research and user-centric design practices in big and well-established organisations Kathy Toney, Paco Giurfa, Philipp Swoboda, Michael Gutsch	Conducting international research: Roadblocks, reflections, and opportunities Xuan Zheng , Instacart / former TikTok	Lessons from using the jobs-to-be-done theory to guide product strategy Sonja Bobrowska UNIQA	Medical devices and UX Thomas Grill , UX Linz		
		Sustainable collaborations: translating Vinted's mission into everyday practices Paweł Nowik Nowicki & Marcus Schaefer , Vinted	Content Science: How we can quantify qualitative information at scale Kostas Kononovas , Instagram	Sustainability by default: Beyond human-centered design Florian Sametinger & Alicia Carpousis KISKA	Community panel discussion: A career as UX professional Dávid Gáspár, Bob Marvan, Johannes Lehner, Nathalie Köck		
		Data driven experience Ania Sosztek (remote) Tinder	Understanding your global users through UX research Rüya Ince Ladies that UX Utrecht	Superar 3 	Superar 3 		
		Anker.Saal 	Superar 1 				
							

03.00 **Coffee Break** Have a break, have a chit chat - at **anzenberggallery** on ground floor.

03.40 (🎧) **Anker Talk** How to sell your designs to stakeholders - **Elize Todd**, designer & coach & youtuber (remote)

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04.10 (🎧) **UX Debate** Growing organisations (and UX departments) in a high pressure environment - **Rasika Krishna-Schmid, Teslim Alabi, Molly Stevens**

04.45 (🎧) **Closing** All good things come to an end. But we have **yoga & sightseeing** ahead!

Quick question?
Text us via WhatsApp!
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audio-recordings
live stream + video recordings



07.30 **Doors Open** Registration & welcome coffee

09.00 **Welcome!** **uxcon vienna** opening - with Nicole, Andreas & Mirjam

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09.15 **Anker Talk** Outcome based roadmaps – customer-centered product planning - **Jeff Gothelf**, author & coach

09.45 **Anker Talk** *Radical UX - the design and research practices advancing the industry - **Renee Reid**, LinkedIn

10.15 **Coffee Break** Visit **anzenberggallery** on ground floor and get yourself some coffee.

10.55 **Workshops I** Deep dive in one out of 8 different topics!



OKRs for UX'ers Jeff Gothelf author & coach Anker.Saal (🔊)	Measuring UX (tools, metrics, KPIs) Christiane Moser, CUXpro Marc Busch, rapid user feedback Superar 1	UX writing crash course Elif Alp-Marent Bitpanda Superar 2	Building DesignOps at scale through performance data Lucas Lemasters Paco Giurfa American Airlines Superar 3	UX design in circular economy Emanuel Jochum independent Besprechungsraum 1+2	Enhancement or amputation? Need driven UX for better integration of automation in everyday life Philipp Wintersberger Univ. of Tech. Vienna Projektraum	Frameworks & foundations for research team development Molly Stevens booking.com Design Thinking Space	Creating an effective, actionable career plan as a designer Teslim Alabi Netflix Ten.Fifty
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12.55 **Lunch Break** Yes, that delicious smell comes from **anzenberggallery** on ground floor...

02.10 **Workshops II** Choose your favorite topic to work on!

UX psychology - deciphering user behavior! Verena Seibert independent Anker.Saal (🔊)	Empowering UX: How leaders can help researchers & designers do their best work Renee Reid LinkedIn Superar 1	Future of design systems John Bevan bejo Superar 2	Knowledge and processes of usability testing Xuan Zheng Instacart / former TikTok Superar 3	Establishing a long-tail customer feedback setup in your company Philipp Swoboda Sabrina Egle A1 Besprechungsraum 1+2	Design includes... Sofia Carvalho WithCompany Projektraum	Advanced Simplicity Giles Coleborn cxpartners Design Thinking Space	Finding Your Path to UX Leadership Kremena Pehlivanova VMware Ten.Fifty
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04.10 **Coffee Break** Have a break, have a chit chat - at **anzenberggallery** on ground floor.

04.50 **Anker Talk** Meaningful Direction: Guiding Strategy through Intentional Listening - **Indi Young**, independent (remote)

05.20 **Anker Talk** Ethics and the designer - **Peter Purgathofer**, Vienna Univ. of Technology

05.40 **UX Debate** On the edge of ethical: Where do we draw the line between helpful and harmful design?
Verena Seibert, Peter Purgathofer, Renee Reid

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06.00 **Closing, Party & Book Club** Drinks, music and a fun program are waiting for you at **anzenberggallery** on ground floor!
Still hungry for knowledge? Visit the **UX book club** with **Sabine Ballata** on first floor

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