

uxcon brings together practitioners from around the world to learn and talk about what's actually happening in UX right now. Here's what you can expect.

## PROGRAM – TOPIC AREAS

### 01 AI as a design and research tool

The future of AI & UX · Building with AI · AI-powered research tools

#### WHAT THIS COVERS

AI isn't a topic to discuss – it's a tool to build and research with. Practitioners from Microsoft, Anthropic, and Docusign share how they're actually using it: running research faster, designing features users trust, and navigating the gap between demo and reality.

*Sessions: "What no one tells you about building AI features" · "Claude Code for designers" · "Design will never be the same" · "How AI brought joy back to my design career" · "Build like an architect: Advanced AI for designers"*

#### WHAT YOU'LL LEARN

- Use AI to run research faster – without losing rigour
- Design and evaluate AI features from a user perspective
- Manage user expectations around AI behaviour
- What conversational UI means for research and information architecture
- How the researcher's and designer's role shifts in an AI-first org

### 02 The strategic value of UX research

Research in the AI era · Articulating research ROI · Research as a business driver

#### WHAT THIS COVERS

When AI can simulate users and draft findings, why invest in human research? Nielsen Norman Group's Director of Research answers that directly; with frameworks your team can use to defend research budgets and position the function as a strategic driver, not a report factory.

*Sessions: "Future-proofing UX research in the AI era" (workshop) · "Redefining research in the AI era" (talk) · "Designing for uncertainty: UX research methods for probabilistic systems" (workshop)*

#### WHAT YOU'LL LEARN

- When AI research tools are enough... and when they aren't
- How to argue for research budgets in business terms
- Position research as strategy, not execution
- Build ResearchOps workflows that integrate AI without losing quality
- What research looks like when it actually shapes decisions

# 03

## Design's role in business outcomes

Design influence · Cross-functional collaboration · Design culture · Design × Product

### WHAT THIS COVERS

Design doesn't speak for itself – it needs to connect to revenue and retention. Cases from Qonto, Wise, and Back Market show how to grow design's footprint inside a fast-scaling business. A candid panel with Back Market's VP of Product and ex-Booking.com's CPO gets honest about where the design-PM relationship breaks down.

*Sessions: "If it doesn't make cents, it doesn't make sense" · "How to do brand and design when you're a pop up, inside a start up, inside a scale up" · "Design × Product Management: not a zero sum game" · "Nobody ordered this — the future of digital product teams" · "Improv to improve: Design leadership" workshops*

### WHAT YOU'LL LEARN

- Frame design decisions in business value, not aesthetics
- Build design influence step by step inside a product org
- Reduce friction in design-PM and design-engineering relationships
- How Wise built a design culture from zero in 18 months
- What product teams need to look like in 2026

# 04

## Inclusion & responsible design

Dark patterns · GDPR · Inclusive design · Algorithmic bias · Design for underserved users

### WHAT THIS COVERS

Max Schrems (noyb, 800+ GDPR cases filed) on exactly where UX optimisation becomes legally exposed. Plus: algorithmic bias in health AI, writing for 65+ users – the most financially capable and least designed-for audience – and decolonising design frameworks.

*Sessions: "Legal limits of UX: when optimization and dark patterns clash with the law" · "When AI can't see you" · "Respect by design: writing for 65+ users" · "World-building and world-breaking" · "Whose English gets to be default?"*

### WHAT YOU'LL LEARN

- Which UX practices are legally exposed under EU law right now
- Audit AI systems for bias before it becomes a PR problem
- Design for audiences most teams ignore
- Where Western design frameworks limit what we build
- The line between persuasion and manipulation in UX



# 05

## Decisions, experimentation & human expectations

CRO · Behavioural science · Technology & human behaviour · Research methods

### WHAT THIS COVERS

Better product decisions in messy, time-pressured organisations, not labs. When to test rigorously, when to move faster, and how to compound learning over time.

Plus: how technology is reshaping human expectations and what that means for what your team builds next.

*Sessions: "The messy science of conversion rate optimisation" · "How technology is shaping human expectations" · "Pulse of UX 2026" (industry data, presented twice)*

### WHAT YOU'LL LEARN

- Choose the right level of rigour for each product decision
- Why "gold standard" experimentation often creates false confidence
- Run faster learning cycles without losing signal quality
- What the Pulse of UX 2026 data says about the profession
- How shifting user expectations should change how teams prioritise

This is where things stand as of early April. The program isn't fully finalized yet, and we'll continue to adapt it over the coming months; especially since things are evolving so quickly right now and we want to keep it aligned with the current state of the art.

## WHAT YOUR TEAM WILL BRING BACK

### 01

#### AI integration skills

Hands-on knowledge from real practitioners - directly applicable from day one.

### 02

#### Smarter product decisions, faster

Research as a competitive advantage - not a bottleneck.

### 03

#### Responsible & inclusive design

How to design inclusively across age, language, and ability, and how to turn compliance into a product strength rather than a checkbox.

### 04

#### Business-side design thinking

Connect UX work to revenue and retention and communicate it in leadership's language.

### 05

#### Cross-functional collaboration

Practical tools for design-PM relationships, stakeholder buy-in, and scaling design influence.

### 06

#### A network across 40+ countries

600 practitioners from all over the world. Relationships that last beyond the conference.

talks extended talks networking  
workshops social events side activities

600  
UXERS

38+  
SPEAKERS

45+  
SESSIONS

## THE BUSINESS CASE – RETURN ON INVESTMENT

### ★ Stay ahead of AI disruption

Your competitors are figuring out how to integrate AI into their design and research workflows. This conference accelerates that learning curve by 12–18 months.

### 👥 Build your team's external network

Connections made at uxcon have led to hires, partnerships, and vendor relationships. 600 practitioners from 43 countries in one place – that's a pipeline asset.

### ● Reduce risk, design responsibly

Inaccessible products, dark patterns, and AI bias cost money – through fines, lost users, and reputation damage. Your team learns to spot exposure and design compliantly.

### 👤 Raise team retention and morale

Investing in professional development signals that you value your team. UX professionals consistently cite conference attendance as a key factor in job satisfaction.

## WHO'S SPEAKING

Elizabeth Churchill · MBZUI · HCI pioneer

Emma Schmidt · Airbnb

Max Schrems · noyb

Meaghan Choi · Anthropic

Maria Rosala · Nielsen Norman Group

Rosie Isbell · Wise

Indya McGuffin · Netflix

Jonathan Kahati · Microsoft

Didier Hilhorst · Quonto

Ray Ho · Back Market

+40 more speakers → [uxcon.io](https://uxcon.io)

## LEARNING FORMATS INCLUDE

### TALKS

30–60 min sessions with experts on two stages

### WORKSHOPS

2h hands-on deep dives – limited spots, high impact

### DISCUSSIONS

Honest discussions on where the industry is actually heading

### SIDE PROGRAM

Side events, walk & talks, get-togethers – real connections, not small talk

Full program & lineup → [uxcon.io](https://uxcon.io)

Attending companies



## OUR ATTENDEES COME FROM COMPANIES SUCH AS:

