



1a Enterprise UX

09:00	Strategic Design for Human-AI Collaboration Benjamin Rancic Interblock Gaming	09:00
09:40	Consumer grade Enterprise UX Daria Tarawneh Miro	09:40
10:25	Transforming Design Governance @ Allianz Alina Rubina Allianz Susanne Haselbauer Allianz	10:25
11:20	All together now: Design Principles in Collaboration across Enterprise Scott Parker Scott Parker: Design & Experience Consult...	11:20
11:25	Lunch break	11:25
12:05	Enterprise UX - A masterclass in the anatomy of enterprise class product design Nathan Marcus Fleischmann Exostar	12:05
13:30	The Human - Agentic Workforce Design for Human AI collaboration for enterprise jasmeeet sethi Clarisights	13:30
15:00	Enterprise UX	15:00
15:30		15:30
16:10		16:10
16:20		16:20
17:00		17:00

1b AI & UX

09:00	Strategic Design for Human-AI Collaboration Everton Lewis Impact Signal	09:00
09:40	UX & AI- LOVE, LOYALTY, LONGEVITY Vivian Gomes Shnorh Stealth AI	09:40
10:25	10 principles for responsible & sustainable use of AI in UX Thorsten Jonas SUX Network	10:25
11:20	AI Strategy for UX Research Ben Anyasodo Redrock Consulting	11:20
11:25	Lunch break	11:25
12:05		12:05
13:30	Fun with Language: Crafting Engaging Conversations Sascha Wolter DB Systel GmbH	13:30
15:00	The Exciting Landscape of Generative AI for User Experience. Catharin Walker Eure Nike	15:00
15:30		15:30
16:10		16:10
16:20		16:20
17:00		17:00

Full Day Workshops

How to create a UX vision Dominique Winter OBI Group Holding SE & Co. KGaA / Die Pro...	Facilitating Design Decisions - from context setting to next steps Shipra Kayan Miro
Accelerate your UX work with AI Martijn Millecamp AE NV	Usability Testing & Metrics Benedikt Salzbrunn University of Applied Sciences Technikum...
a11y first! Stefan Barac strategic a11y Gerhard Kühne OTTO GmbH & Co KG Claudio Zeni Selbständig	Experience Mapping – From Different Data to One Big Picture Martina Mitz Martina Mitz
Research in Context: Better insights with complementary methods Janaina Pantoja Google Giles Harrison-Conwill Google	



1a UX Strategy

1b UX Research

2 Leadership

3 Masterclass

09:00	Keynote Becoming a Changemaker by leading with design Maria Giudice Hot Studio			09:00	
10:00	Hall 1a 40min Design Dilemmas: Navigating the Influence of Corporate Animals in Product Design Mohit Gupta CDK Global	Hall 1b 40 min Unlocking the Black Box: Making AI Interpretable Through UX Research Hossein Raspberry Booking.com	Hall 2 40 min Navigating turbulence: Strategies for sustaining a design team in changing times Swapnali Thakar Cybersapien Inc.	Hall 3 100 min Rolling Out Accessibility on a Corporate Level Hanna Köhler Deutsche Telekom IT GmbH Nina Hundhausen Deutsche Telekom IT GmbH	10:00
10:30	Hall 1a 40min The UX Superpower: Seeing Problems No One Else Can See John Bowie Colorado Design Labs; Citizant (US Federal...	Hall 1b 40 min UX Research Reimagined: Expanding our role and contributing in novel ways Meltem Naz Kaso Coskun Glovo	Hall 2 40 min From UX Management to Experience Leadership Nico Licht SAP		10:30
11:10					11:10
11:30					11:30
12:10					12:10
	Lunch break Gallery / Networking Area 90min				
13:40	Hall 1a 40min Crafting Cohesive Journeys for your Customers Tim Scanlon Rockwell Automation	Hall 1b 40 min Gaining Trust in Zero Trust Luis Daniel Rodriguez Trellix	Hall 2 100min Ask me anything about: Career Insights from UX Leaders Javier Bargas-Avila Google Hanna Köhler Deutsche Telekom IT GmbH	Hall 3 100 min Continuous research strategy - from chaos to structured customer understanding Raffaella Roviglioni Thoughtworks	13:40
14:20					14:20
14:30	Hall 1a 40min Ask me anything about: UX Strategy Prof. Clemens Lutsch International University SDI Sara Mastro Perceptronics Solutions, Inc. / UXPA Intern...	Hall 1b 40 min Stories & Statistics: Application of Mixed-Methods in UX Research Tim-Can Werning METRO.digital	Hall 2 40 min Why we do what we do - Loving the User Joe Lanzisero Lanzisero Creative		14:30
15:10					15:10
15:30	Hall 1a 40min The UX Pro's Playbook: How to Tame the "Beastly" Challenges of Your Stakeholders Jen Blatz BECU (Boeing Employee Credit Union)	Hall 1b 40 min Five things I have learned from Psychological Coaching for UX Research Monika Owczarek goodbutbetter	Hall 2 40 min Leading the Experience Revolution: A Comedy of Errors and Triumphs Helle Jensen Valtech	Hall 3 40 min Conceptual Design – The end of fear for decisions. Claudia Bruckschwaiger Swohlwahr	15:30
16:10					16:10
16:30	Keynote Implementing UX Triage: The Path to UX Restoration Darren Hood KaizenUX Consulting & Education			Hall 1a 1b 50min	16:30
17:10					17:10







1a UX Strategy

1b UX Management

2 Accessibility & Inclusion

3 Masterclass

08:00	Styrian Breakfast				08:00
09:30	Building a UX-oriented organisational culture  Dominique Winter OBI Group Holding SE & Co. KGaA / Die Pro...	Riskmanagement & Business value  Simone Zunterer Eplan	Lessons Learned From Our Accessibility-First Approach to Data Visualization  Kent Eisenhuth Google	Ethics in UX: The Code of Professional Conduct for UX Professionals  Prof. Clemens Lutsch International University SDI	09:30
10:30	Design Strategy and it's Impacts on Business  Nancy Kumar Airbus Group	Unlocking the Power of UX KPIs: Insights for Enhanced Organizational and Product  Andreas Hinderks UX7Consulting	Accessible Design Considerations for Styles, Components, Patterns, and Pages  Karen Hawkins Level Access		10:30
11:30	How to design if your user doesn't exist. Yet.  Sara Mastro Perceptronics Solutions, Inc. / UXPA Intern...	What it means being customer-centric - best practices and lessons from DATEV  Ulf Schubert DATEV	Inclusive design; how to succeed and why consider gender.  Mirjam Wouters Philips I&S	5 UX Writing mistakes every UX Designer makes  Sarah Loigge Ascent, Freelancer	11:30
12:10	Lunch break				12:10
13:40	Humanizing Industry: Crafting a Powerful UX Strategy  Timothy Burk Waschbär GmbH	What to expect when you're expecting a new team  ilona Moreland Fidelity Investments	Websites and apps for everybody - making accessibility easy  Mari-Ell Mets Trinidad Wiseman	Measuring UX Impact: Introducing the Research Promoter Score  Frederik Bader HeidelbergMaterials	13:40
14:50	Keynote The light side of dark patterns  Barbara Koop Philips				14:50
15:30	Keynote Shift From Cycles of Failure to Quality and Value  Debbie Levitt Delta CX				15:30
16:10	Closing, Speakers Award, Final meet-up for chestnuts and Sturm				16:10

Gallery / Networking Area 90min