



1a UX Strategy

1b UX Research

2 Leadership

3 Masterclass

09:00	<b>Keynote</b> <b>Becoming a Changemaker by leading with design</b> Maria Giudice Hot Studio			09:00	
10:00	<b>Hall 1a</b> 40min <b>Incluthon</b> Barac, Kühne, Zeni strategic a11y, OTTO GmbH & Co KG, Self-em	<b>Hall 1b</b> 40 min <b>Unlocking the Black Box: Making AI Interpretable Through UX Research</b> Hossein Raspberry Booking.com	<b>Hall 2</b> 40 min <b>Navigating turbulence: Strategies for sustaining a design team in changing times</b> Swapnali Thakar Cybersapien Inc.	<b>Hall 3</b> 100 min <b>Rolling Out Accessibility on a Corporate Level</b> Hanna Köhler Deutsche Telekom IT GmbH Nina Hundhausen Deutsche Telekom IT GmbH	10:00
10:30	<b>Hall 1a</b> 40min <b>The UX Superpower: Seeing Problems No One Else Can See</b> John Bowie Colorado Design Labs; Citizant (US Federal...	<b>Hall 1b</b> 40 min <b>UX Research Reimagined: Expanding our role and contributing in novel ways</b> Meltem Naz Kaso Coskun Glovo	<b>Hall 2</b> 40 min <b>From UX Management to Experience Leadership</b> Nico Licht SAP		10:30
11:00					11:00
11:30					11:30
12:10					12:10
	<b>Lunch break</b> Gallery / Networking Area 90min				
13:40	<b>Hall 1a</b> 40min <b>Crafting Cohesive Journeys for your Customers</b> Tim Scanlon Rockwell Automation	<b>Hall 1b</b> 40 min <b>Gaining Trust in Zero Trust</b> Luis Daniel Rodriguez Trellix	<b>Hall 2</b> 100min <b>Ask me anything about: Career Insights from UX Leaders</b> Javier Bargas-Avila Google Hanna Köhler Deutsche Telekom IT GmbH	<b>Hall 3</b> 100 min <b>Continuous research strategy - from chaos to structured customer understanding</b> Raffaella Roviglioni Thoughtworks	13:40
14:20					14:20
14:30	<b>Hall 1a</b> 40min <b>Ask me anything about: UX Strategy</b> Prof. Clemens Lutsch International University SDI Sara Mastro Perceptronics Solutions, Inc. / UXPA Intern...	<b>Hall 1b</b> 40 min <b>Stories &amp; Statistics: Application of Mixed-Methods in UX Research</b> Tim-Can Werning METRO.digital	<b>Hall 2</b> 40 min <b>Why we do what we do - Loving the User</b> Joe Lanzisero Lanzisero Creative		14:30
15:10					15:10
15:30	<b>Hall 1a</b> 40min <b>The UX Pro's Playbook: How to Tame the "Beastly" Challenges of Your Stakeholders</b> Jen Blatz BECU (Boeing Employee Credit Union)	<b>Hall 1b</b> 40 min <b>Five things I have learned from Psychological Coaching for UX Research</b> Monika Owczarek goodbutbetter	<b>Hall 2</b> 40 min <b>Leading the Experience Revolution: A Comedy of Errors and Triumphs</b> Helle Jensen Valtech	<b>Hall 3</b> 40 min <b>Conceptual Design – The end of fear for decisions.</b> Claudia Bruckschwaiger Swohlwahr	15:30
16:10					16:10
16:30	<b>Keynote</b> <b>Implementing UX Triage: The Path to UX Restoration</b> Darren Hood KaizenUX Consulting & Education				16:30
17:10					17:10





### 1a UX Strategy

### 1b UX Management

### 2 Accessibility & Inclusion

### 3 Masterclass

08:00	<b>Styrian Breakfast</b>				08:00
09:30	<b>Building a UX-oriented organisational culture</b>  Dominique Winter OBI Group Holding SE & Co. KGaA / Die Pro... Hall 1a 40min	<b>Riskmanagement &amp; Business value</b>  Simone Zunterer Eplan Hall 1b 40 min	<b>Lessons Learned From Our Accessibility-First Approach to Data Visualization</b>  Kent Eisenhuth Google Hall 2 40 min	<b>Ethics in UX: The Code of Professional Conduct for UX Professionals</b>  Prof. Clemens Lutsch International University SDI Hall 3 100 min	09:30
10:30	<b>Design Strategy and it's Impacts on Business</b>  Nancy Kumar Airbus Group Hall 1a 40min	<b>Unlocking the Power of UX KPIs: Insights for Enhanced Organizational and Product</b>  Andreas Hinderks UX7Consulting Hall 1b 40 min	<b>Accessible Design Considerations for Styles, Components, Patterns, and Pages</b>  Karen Hawkins Level Access Hall 2 40 min		10:30
11:30	<b>How to design if your user doesn't exist. Yet.</b>  Sara Mastro Perceptronics Solutions, Inc. / UXPA Intern... Hall 1a 40min	<b>What it means being customer-centric - best practices and lessons from DATEV</b>  Ulf Schubert DATEV Hall 1b 40 min	<b>Inclusive design; how to succeed and why consider gender.</b>  Mirjam Wouters Philips I&S Hall 2 40 min	<b>5 UX Writing mistakes every UX Designer makes</b>  Sarah Loigge Ascent, Freelancer Hall 3 100 min	11:30
12:10	<b>Lunch break</b>				12:10
	<b>Gallery / Networking Area 90min</b>				
13:40	<b>Humanizing Industry: Crafting a Powerful UX Strategy</b>  Timothy Burk Waschbär GmbH Hall 1a 40min	<b>What to expect when you're expecting a new team</b>  ilona Moreland Fidelity Investments Hall 1b 40 min	<b>Websites and apps for everybody - making accessibility easy</b>  Mari-Ell Mets Trinidad Wiseman Hall 2 40 min	<b>Measuring UX Impact: Introducing the Research Promoter Score</b>  Frederik Bader HeidelbergMaterials Hall 3 100 min	13:40
14:50	<b>Keynote</b> <b>The light side of dark patterns</b>  Barbara Koop Philips Hall 1a 1b 50min				14:50
15:30	<b>Keynote</b> <b>Shift From Cycles of Failure to Quality and Value</b>  Debbie Levitt Delta CX Hall 1a 1b 50min				15:30
16:10	<b>Closing, Speakers Award, Final meet-up for chestnuts and Sturm</b>				16:10