



Tuesday | 14th Oct. 2025

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1a Enterprise UX

09:30	Surviving UX debt and legacy system in Enterprise Daria Tarawneh Miro	Hall 1a 40min
10:10		
10:25	Better, faster, stronger - meeting the high expectations of Enterprise UX Guy Hatton	Hall 1a 40min
11:05		
11:20	Designing for Impact: Navigating Challenges, Standards, and Inclusion at Scale Razan AlMazroo Saudi Arabia Government	Hall 1a 40 min
12:00		
12:00	Lunch break	Gallery / Networking Area 85min
13:30	User testing for Enterprise AI applications Malay Nagda Deutsche Bank	Hall 1a 100min
14:10		
14:30		
15:10		
15:30	UX Enterprise Story: How to apply a process to a company without process Ahmad Alhuwari UX Waves	Hall 1a 40min
16:10		
16:20	The Future of UX - Panel Discussion Hannes Robier Youspi	Hall 1a 90min
17:00		
19:00	UX Graz meets WUC attendees at HERZL Weinstubn	
21:00		

1b Future UX

09:30	Designing for Digital Legacy Nosipho Nwigbo Dinghy Studio	Hall 1b 40 min
10:10		
10:25	Design for XR: Embracing the Third Dimension Lisa Lokshina L3A UX Studio	Hall 1b 40 min
11:05		
11:20	UX's Apocalyptic Future (Unless We Prevent It) Joshua Randall... The Home Depot	Hall 1b 40 min
12:00		
12:00	Lunch break	Gallery / Networking Area 85min
13:30	Leading with Empathy: Building High-Performing UX Teams Mohit Gupta CDK Global	Hall 1b 100 min
14:10		
14:30		
15:10		
15:30	Authorship & Interactions Frode Hegland The Augmented Text Company	Hall 1b 90 min
16:10		
16:20		
17:00		
19:00		
21:00		

2 Human UX

09:30	Empowering UXers: Identifying and Preventing Burnout in High-Demand Roles Javier Bargas-Avila Astrolabium Meltem Naz Kaso Careerwithmel	Hall 2 40 min
10:10		
10:25	Design Psychology: your competitive advantage in the time of AI Tiziana d'Agostino tdag design	Hall 2 100 min
11:05		
11:20		
12:00		
12:00	Lunch break	Gallery / Networking Area 90min
13:30	Invisible Nudges: Designing for behavioural impact without manipulation Justyna Belkevic The Riot Games	Hall 2 40 min
14:10		
14:30	Unlocking the Creative Mind: Neuroscience Infused UX Stephanie Weber Fielmann Group AG	Hall 2 40 min
15:10		
15:30	Building UX Communities: Strategies for Connection and Growth Dominique Winter OBI Group Holding SE & Co.KGaA / Die Produktwerker eG	Hall 2 100 min
16:10		
16:20		
17:00		
19:00	Gallery / Networking Area	85min
21:00		

Halls 3-10

Full Day Workshops

- Business Value Design Thinking - Moderator Training**
SEAN MC GUIRE
Tietoevry Austria
- Measuring the User Experience**
Bill Albert
Greenlight Idea Lab
- Bridging the gap between research and design**
Luke Hay
Clearleft
- Inclusion Classic**
Stefan Barac
strategicAITy
- The future of UX Writing: Harnessing AI from research to execution**
Stefanos Zafeiropoulos
Hellas Direct
- Sustainable Concept Design Workshop: From Strategy to Design Tactics**
Claudia Bruckschwaiger
swohlwehr GmbH & CoKG
Prof. Clemens Lutsch
swohlwehr GmbH
Thorsten Jonas
Sustainable UX

Last update: 02.10.2025



Wednesday | 15th Oct. 2025

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1a UX Strategy		1b UX Research		2 Leadership		3 Masterclass	
09:00	 Opening ceremony with Hannes Robier						Hall 1a 1b 15min
09:15	Keynote						Hall 1b 50min
09:15	Digital Exclusion						
10:00	 Kerstin Röse Siemens AG...						
10:00	Get to know each other - break						Gallery / Networking Area 30min
10:30	Breaking Down Silos: How Human-Centered Design Transforms Enterprise Systems  Ines Lindner REWE International GmbH		When Responsibility meets Reality: Strategies for Making Inclusive Design Happen  Nina Hundhausen Deutsche Telekom AG		The future of user research is here  Rob Manzano Playbook Research		Rolling Out Accessibility on a Corporate Level  Hanna Köhler Deutsche Telekom IT GmbH  Nina Hundhausen Deutsche Telekom IT GmbH
11:10	Crafting for Clarity: Scaling UX in Complex Ecosystems  Rahul Balu Amazon		Don't design me out  Kausik Surendran Schneider Electric		The Future of Usability Testing: Insights from 150,000+ Unmoderated Studies  Markus Pirker Userbrain		
12:10	Lunch break						
13:40	Aligning Business Goals with User Experience: Crafting a Data-Driven UX Strategy  Mohit Gupta CDK Global		How to accessible usability for neurodivergent people?  Alide von Bornhaupt Incluthon & Inclutest		Beyond Insights: UX Research for Demonstrable Impact  Utkarsh Seth Google		Continuous research strategy - from chaos to structured customer understanding  Raffaella Roviglioni Thoughtworks
14:20	Political Design  Lloyd Hervey II... EXIT 127 LLC		Unlocking Inclusive Design: Transforming a team through accessibility-driven UX  Hannah Bjerregaard TBO Digital GmbH		From Products to Processes: How UX Research and AI Elevate Each Other  Aydeen Raspberry Booking.com		
15:10	Coffee break						
15:30	Design Strategy and Business Strategy - a dance that needs to be choreographed  Zahra Haji Ali Beigi SAP Signavio...		Building a truly inclusive and usable web  Lade Tawak Lobster Inc.		The Bias of Research  Manuel Colombo Publicis Sapient		
16:30	The World After AI: Imagining Human Experience in an AI-Integrated Future						Hall 1b 40 min
17:10	 Ramy Nassar 1000 Days Out / UX Knight						
19:00	Networking Dinner						Schlossberg Restaurant 180min
21:00							

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Thursday | 16th Oct. 2025

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1a UX Strategy

1b UX Management

2 Accessibility & Inclusion

3 Masterclass

08:00	Styrian Breakfast			Gallery / Networking Area 100min		08:00
09:00						09:00
09:30						09:30
09:30	Hall 1a 40min	Hall 1b 40min	Hall 2 40min	Hall 3 100 min		09:00
10:10	Influence the product roadmap with UX KPIs Maria Müller kleinanzeigen.de	Building a Collaborative and Efficient UX Research Team: A Case Study Frederik Bader Heidelberg Materials	AI, Gen Z and UX Research: The T-junction of digital experience Ben Anyasodo BBA Ltd	Preventing Team Burnout: 6 Evidence-Based Actions for Success Imran Rehman Kokoro GmbH		10:10
10:30	Hall 1a 40min	Hall 1b 40min	Hall 2 40min	Hall 3 100 min		10:30
11:10	The UX KPI Funnel Andreas Hinderks... University of Applied Sciences and Arts	How UX Research Skills Helped Me Navigate Power Dynamics and Design Better Teams Yoel Sumitro Delivery Hero	Sustainable AI: Revolutionizing User Experience with Responsibility Mirjam Wouters Philips	Behavior Change Design for Sustainable User Habits Andreas Nawrath Deutsche Telekom IT GmbH Rebecca Bergmann Telekom IT GmbH		11:10
11:30	Hall 1a 40min	Hall 1b 40min	Hall 2 40min			11:30
12:10	UX as Risk Management: Wake Up or Fade Out? Tara Maria Bosenick... uintent GmbH	Designing for Impact: Strategies in an Uncertain World Mohan Krishnaraj Cognizant	Testing AI with Diverse Users: Ethical and Inclusive Design in Action Everton Lewis OCAD U CO			12:10
12:10	Lunch break			Gallery / Networking Area 90min		12:10
13:40	Hall 1a 40min	Hall 1b 40min	Hall 2 40min	Hall 3 100 min		13:40
14:20	Efficiency & effectiveness in UX processes - opportunities, metrics & approaches Ulf Schubert DATEV eG	Discover the path to becoming a great leader Russ Wilson Fidelity	The Ethical Dimensions of AI Integration in UX Research: A Critical Analysis Shreya Thakkar Electrolux Group	Proof Over Prestige: Reframing UX Education Around Competence and Practice Benedikt Salzbrunn FH TECHNIKUM VIENNA		14:20
14:50	Keynote Why should I care about bad UX when my personal agent is taking care of it?			Hall 1a 1b 40min		14:50
15:30	Keynote You Have To Be Eleven Friends: Understanding The Magic Of High Performing Teams			Hall 1a 1b 40min		15:30
16:10	Chestnuts and Sturm - Bye bye networking					16:10
19:10						19:10

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