

UX360

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Organised By

Merlien
I n s t i t u t e

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#UX360

UX360 EU 2024

Berlin,
May 16 & 17

UPCOMING EVENTS

26-27 June
MRMW NA
Atlanta
na.mrmw.net



10-11 October
MRMW EU
Berlin
eu.mrmw.net



6-7 November
Qual APAC
Singapore
apac.qual360.com



10-11 December
MRMW MENA
Dubai
mena.mrmw.net



WELCOME FROM MERLIEN INSTITUTE

We would like to welcome you to UX360 EU 2024! The global UX conference series brings together leading innovators from the international research community to do business, discuss strategies and get the latest updates on UX research. Below you will find important information about the conference and your participation. Should you have any questions or need assistance during the conference, please speak with any of the Merlien staff on site.



BADGES

Badges have been provided to help you identify fellow participants and the speakers. Easy identification also helps the conference staff when delivering messages. Badges must be worn at all times and for all activities related to UX360. Please return your badge to the registration desk at the end of the conference.



QUESTIONS FOR SPEAKERS

For questions to our speakers and panelists you may signal to the speaker or chairperson and wait until you receive a microphone from one of the helpers in the room. Please announce your name and company before addressing the audience or speakers.



ONLINE PLATFORM

We are using Bizzabo as the online conference platform. You can contact fellow delegates and review the latest agenda via your ticket link. You can also access decks and recordings of the presentations through the platform after the conference concludes.



TWITTER / SOCIAL MEDIA

We encourage participants to share their views via twitter and other social media channels. When tweeting about the event, please use #UX360 to tag your post.



CONFERENCE EVALUATION

(Win complimentary passes to UX360 EU 2025!)

An electronic evaluation form is available for the event. Please share your feedback by completing the poll on our conference platform!



Enjoy UX360 EU 2024!

Jens Cornelissen

Managing Director
Merlien Global Events

CONFERENCE AGENDA

DAY ONE | MAY 16

9:00 | OPENING REMARKS BY MERLIEN INSTITUTE & CONFERENCE HOST

Nikki Anderson, Founder & Managing Director, **User Research Academy**

OPENING KEYNOTE

9:15 | UNLOCKING THE SECRETS OF UX: MEASURING CRITICAL USER JOURNEYS (CUJS) FOR PRODUCT SUCCESS

In today's competitive digital landscape, understanding and optimizing UX is paramount. This talk delves into the concept of Critical User Journeys (CUJs) and their significance in product development. I will show effective methods to measure CUJs using logs and surveys which enables a deeper understanding of how users are experiencing the most important aspects of your products. That way you can harness the power of CUJ insights to enhance your product development and deliver exceptional user experiences.

Javier Bargas-Avila, Director, Google Play UX Research, **Google**

9:45 | THE NEW RESEARCHER: NAVIGATING THE EVOLVING LANDSCAPE OF UX RESEARCH

- Focused driven research: What is working well and what we could shift.
- Re-elevating our role as researchers: Crafting the story of research impact.
- Quality against quantity: Formulating focused research questions.
- How to elevate our role: Building strong relationships and facilitating evidence driven decision making.
- Understanding our role in driving organisational change: Leading research utilisation and adoption.

Vanessa Arango, Director UX Research, **Delivery Hero**

10:15 | UNCOVERING DIGITAL ACCESSIBILITY: A JOURNEY FROM AUTOMATION TO HUMAN INSIGHT

- Delving into the critical aspects of digital access for the blind and low vision community, with an emphasis on real-world digital navigation challenges.
- Discovering how market research can offer a platform for individuals with disabilities to share their thoughts, opinions, and experiences with digital products and services.
- Exploring how accessibility in digital products enhances user satisfaction and loyalty, aligning with the rising demand for an inclusive brand experience.

Julia Gurney, Senior UX Researcher & Accessibility Lead, **Eye Square**

10:35 | HOW TO SHOW THE VALUE AND ROI OF RESEARCH

This talk will explore the substantial return on investment (ROI) from UX research, highlighting its role in informed decision-making and risk mitigation. By optimising features and streamlining development, UX research ensures efficient product design right from the first attempt, significantly reducing costs and enhancing user satisfaction. We discuss methods to quantify these benefits, such as creating team KPIs and evaluating direct impacts. Supported by real-world examples, the talk underscores UX research as a strategic asset in gaining competitive advantage and boosting overall business performance

Emmanuelle Savarit, Head of Global User Research, **Just Eat Takeaway.com**

11:05 | NETWORKING BREAK

11:35 | SHARE, EDUCATE, COLLABORATE - ENSURING HIGH IMPACT OF RESEARCH IN ORGANIZATIONS

Most modern organizations now make it customary to enlist the services of researchers and bring on board designers, product managers, or engineers. When looking at university curricula for these disciplines, you'll find that virtually everyone you hire today has, at the very least, a familiarity with or practical experience working with research. However, seamlessly integrating research into organizational processes is not an effortless task. I'd like to delve into the challenge of harnessing the true potential of research, making it a purposeful and impactful component of your organizational operations and success.

Arno Papenheim, Global Head of Research, **SumUp**

12:05 | CRAFTING SUCCESS: THE STORY OF THE UX SCORE TOOL DRIVING WEBSITE UX, MANAGEMENT KPIS, AND STAKEHOLDER COLLABORATION

- The transformative power of UX score and the tool's role in identifying performance gaps.
- Collaborating with Volkswagen on a custom UX score and understanding the score's growing importance within Volkswagen.
- Resulting cooperation and shared goals across departments and opportunity for a user-centric perspective reshaping automotive UX.
- Customer story: Volkswagen spokesperson, Tobias Kühnen, on the UX Score's impact at Volkswagen.

Janina Schönebeck, Senior Researcher Qualitative & Quantitative UX Research, **Ipsos Deutschland**
Tobias Kühnen, Global Digital Marketing Head of Brand & Product Website, **Volkswagen**

CONFERENCE AGENDA

DAY ONE | MAY 16

PANEL DISCUSSION

12:25 | LONG TERM STRATEGIC RESEARCH VS SHORT TERM TACTICAL RESEARCH: WHAT DELIVERS VALUE?

- How are these research methods impacting the mindset and the business?
- Do we need to outsource the technical aspects of research to agencies?
- Finding the middle path that is more present and foundational to have an immediate impact on product development

Moderator:

Emmanuelle Savarit, Head of Global User Research, **Just Eat Takeaway.com**

Panelists:

Javier Bargas-Avila, Director, Google Play UX Research, **Google**

Sebastian Syperek, Director CX/UX Research, **Kaiser X Labs (Allianz)**

Vanessa Ko, Director of Design Research, **IKEA Digital, IKEA**

13:00 | NETWORKING LUNCH BREAK

HANDS-ON SESSION

14:00 | LEVERAGING YOUR ORGANISATIONAL CULTURE INSIGHTS TO SET UP USER RESEARCH PRACTICE FOR SUCCESS

Attending this results-oriented workshop by Soma will help you

- Understand the nuances of organizational culture and how it can impact your research strategy.
- Gain actionable insights and practical tools for decoding your organization's culture and creating a research strategy that aligns with it
- Adapt your research approach to fit your organization's needs and priorities

By the end of the workshop, you'll have a better understanding of how to tailor your research to your organization's unique cultural context, and ensure that your research strategy is effective and impactful

Soma Ray, Founder, **Manthan UX**

PANEL DISCUSSION

15:15 | LEADERSHIP: HOW CAN WE BECOME BETTER UX LEADERS

- What is the role of mentorship in leadership?
- Upskilling and growing your research mindset
- How to lead during volatility and in difficult macroeconomic situations
- Accountability: Making your seat at the table meaningful and actionable

Moderator:

Nikki Anderson, Founder & Managing Director, **User Research Academy**

Panelists:

Wolfgang Bremer, Vice President, Head of Design - **Elli, Volkswagen Group**

Javier Bargas-Avila, Director, Google Play UX Research, **Google**

Esin Isik, Product Design Manager, **Zalando**

Ole Heydekamp, Lead Customer Experience Management, **Deutsche Telekom**

15:45 | NETWORKING BREAK

16:15 | FOR THE LOVE OF (MY) DATA: WHY UX RESEARCHERS NEED TO KNOW ABOUT DATA LEGISLATION TO BEST PROTECT THEIR USERS.

- What do you really need to think about when considering the data of your user when carrying out research?
- GDPR, Data Protection, CCPA, what's it all about?
- 3rd party tools or keeping it all in house?
- Data issues cross-country due to ringfenced banking legislation

Natasha den Decker, User Research Lead, **Santander**

16:45 | NAVIGATING CURIOSITY IN INTERNATIONAL UXR

Petra Kubalcikova, Head of User Research, **Omio**

17:15 | ROUND TABLE DISCUSSIONS

Topic 1: How to enhance your brand value as a researcher and market yourself better

Petra Smolcic, UX/UI Designer

Topic 2: What role can research play in sustainability

Andrea Lewis, Director of User Experience, **Goodhabitiz**

Topic 3: Will AI be a game changer in UX Research

Josipa Bauser, Ex-Global Head of User Research, **SumUp**

Topic 4: The dark side of democratization

Vivien Melcher, Senior Design Research Lead, **eBay**

17:45 | END OF FIRST DAY AND NETWORKING DRINKS RECEPTION

CONFERENCE AGENDA

DAY TWO | MAY 17

9:00 | OPENING REMARKS BY MERLIEN INSTITUTE & CONFERENCE HOST

Nikki Anderson, Founder & Managing Director, **User Research Academy**

OPENING KEYNOTE

9:15 | DO THE CONDEMNED LIVE LONGER? PAST, PRESENT AND FUTURE OF DESIGN THINKING

In the last decade, Design Thinking (DT) has undergone a fickle development from every manager's pet to the innovator's hated step child. Even within the Design community, DT has been criticized to cannibalize the discipline and eventually destroy the craft. In this talk, we will review the rise and downfall of Design Thinking and take a look into the future. What has led to the large hype around DT and why couldn't it hold up to the expectations? Is DT really stone-dead – or are there still situations in which the framework can be used and actually produce valuable outcomes? And finally: How can we leverage its potential in the future?

Flavius Kehr, Head of UX, **SAP**

9:45 | RISING UP: EMPOWERING RESEARCHERS AS HOLISTIC PRODUCT THINKERS AND LEADERS

As researchers progress in their careers, they face a crucial turning point: moving from researchers with a product lens to becoming strategic product thinkers with a research-centric approach. Join me for this session where I will delve into personal growth, helping researchers rise as influential leaders in product development. Learn straightforward techniques to position yourself as a more holistic product thinker and driver, shape user experience, and elevate your career.

Nicole Bacchus, Director of UX Research, **Thumbtack**

10:15 | RESEARCH OPS: HOW WE STREAMLINED OUR USER RESEARCH PROCESS USING 700 FEEDBACKS PER MONTH

- Gathering and organizing your team around feedback
- How to make feedback drive your roadmap
- Streamlining your research process through feedback
- Leveraging Generative AI to uncover feedback

Romain Dechamps, UX Research Ops, **Agicap**

10:45 | NETWORKING BREAK

11:15 | THE DESIGN LANGUAGE SYSTEM AT PHILIPS EXPERIENCE DESIGN

Niels Wolf, Global Digital Design Lead, **Philips**

PANEL DISCUSSION

11:45 | AGILE VS DESIGN THINKING VS SYSTEMS THINKING: HOW EFFECTIVE ARE THESE FRAMEWORKS IN THE MODERN UX ECOSYSTEM?

- Is Design Thinking overrated or is it still the pillar that the UX discipline leans on?
- Do standardized frameworks work in today's agile and product-driven environments?
- What role does systems thinking play in modern UX and design research?

Moderator:

Vivien Melcher, Senior Design Research Lead, **eBay**

Panelists:

Laura Müller, Head of UX, **Henkel**

Andrea Lewis, Director of User Experience, **GoodHabitz**

Natalia Filvarova, Sensory Neuroscientist & UX Researcher, **Google**

12:30 | NETWORKING LUNCH

13:30 | DATA DRIVEN UX/CX IKIGAI: AN OMNI-CHANNEL APPROACH TOWARDS THE FUTURE OF UX AND GOING BEYOND USER CENTRICITY

Balancing is an art in IKIGAI and essential for sustainable CX/UX. Hamed Yahyaei will show some examples and elaborate on the importance of data driven experience improvement.

Key takeaways include:

- Why the future of customer experience is more complex than traditional customer-centricity
- Why humanizing digitalization is needed even in Metaverse, AI, HMI, data, and mobility UX/CX
- The role of sustainability in the future of user/customer experience

Hamed Yahyaei, Europe Manager, **IxDF (Interaction Design Foundation)**

CONFERENCE AGENDA

DAY TWO | MAY 17

14:00

DEMOCRATIZATION - QUO VADIS UX RESEARCH? WHAT'S LEFT WHEN THE TIDE HAS RECEDED

In 2022 we talked about democratization - when hype meets reality. Two years later we would like to take a critical reflection onto the recent developments in the field of democratization as well as the UX Research discipline as a whole. Taking into account the latest industry trends, we dare to provide an outlook on the future role of UX Researchers

Diana Lenz, UX Research Manager, **Aviv**
Alexander Kurt, UX Department Lead,
MediaMarktSaturn

14:30

FINDING A SHARED UNDERSTANDING OF ACTIONABLE INSIGHTS

Are you sometimes wondering what actionable insights or actionable research truly means? In this session we will explore the challenge of defining actionable insights and share a solution approach. Through structured workshops and a collaborative dialogue with stakeholders, we established a common understanding and accepted definition within the organisation. Join the talk to bring in and challenge your definition of the term

Lydia Penkert, UX Research Lead, **Trivago**

15:00

NETWORKING BREAK

15:30

THE RISE OF QUANT IN GLOBAL UX RESEARCH

Quantitative research feels like a clearly increasing trend in UX research. In many places, a convergence with (quantitative) market research can also be observed.

Sebastian Syperek presents the results of a survey among UX researchers around the world that investigates the quant trend. How did quant UX researchers get into their role, what is their background, what are their specific needs and how do they see the future development of quant and mixed methods in UXR?

Sebastian Syperek, Director CX/UX Research, **Kaiser X Labs (Allianz)**

16:00

ENABLING RESEARCH AND DESIGN TEAMS IN THE ERA OF GEN AI

- Combining Gen AI with traditional methods
- How can we leverage Gen AI to improve research workflows in a valid and sustainable way
- How to apply Gen AI models in data gathering, report gathering, analysis of large bodies of text, video etc.

Laura Müller, Head of UX/UI, **Henkel**

PANEL DISCUSSION

16:30

WHAT IS THE FUTURE OF UX RESEARCH?

- Exploring new user research methods and reinventing existing approaches
- Localization: As we become more global, how can we tap into localization, culture, and language better
- Innovation: How can research successfully drive future innovation
- What's next in AI for research
- How to bridge the gap between human and AI generated research

Moderator:

Hamed Yahyaei, Europe Manager, **IxDF (Interaction Design Foundation)**

Panelists:

Nicole Bacchus, Director of UX Research, **Thumbtack**

Akshay Verma, Head of UX Research, **Duolingo**

Arno Papenheim, Global Head of Research, **SumUp**

17:00

HOST'S CLOSING SPEECH AND END OF CONFERENCE

SPEAKERS



NIKKI ANDERSON

Founder & Managing Director, User Research Academy

Nikki Anderson - AKA The User Research Resource Queen - is a blogger podcaster, and founder of User Research Academy. She started The User Research Membership, where she helps user researchers embrace impostor syndrome to lead impactful research projects that create FOMO and turn heads. She also publishes weekly Substack content dedicated to helping user researchers conduct research more creatively and confidently, and has published a book, "Impact" to help UXRs set up successful research practices at any organization.



JAVIER BARGAS-AVILA

Director, Google Play UX Research, Google

Results-driven UX Research Director with a 20+ year track record of building scalable, inclusive teams across global contexts. Javier is dedicated to ethical research practices, delivering actionable user insights, and cultivating talent through a coaching-focused leadership style. He has a proven ability to craft user-centric products that resonate with diverse audiences. Javier is currently leading a diverse UX Research team of 25+ professionals across Google Play (North America and Europe).



VANESSA ARANGO

Director UX Research, Delivery Hero

Vanessa, an experienced UX Research Director with 15 years of experience navigating the digital landscape across various industries, specializing in crafting effective UX strategies and leading teams to success. Currently, she steers the Research and UX Operations teams, made up of researchers, service designers, managers, and UX Operations specialists. Originally from Colombia and now based in Berlin, her journey has been enriched by experiences in Buenos Aires and Montevideo. Outside of work, she's passionate about photography, embroidery, and tarot reading. As an educator, public speaker, and mentor, she enjoys sharing insights and fostering growth within the UX community.



JULIA GURNEY

Senior UX Researcher & Accessibility Lead, Eye Square

Julia Gurney is a Senior UX Researcher and Accessibility Lead at eye square. With a social science background and experience from the healthcare world, Gurney brings a unique perspective to the UX space. Gurney has worked in research for half a decade, with the last 3 years spent leading accessibility research studies for Fortune 100 companies. In her role at eye square, she leads digital accessibility research, dedicated to the goal of giving every user a voice. Her efforts focus on turning the ideal of 'access for all' into everyday practice, thereby helping brands keep their promise to every customer.



DR. EMMANUELLE SAVARIT

Head of Global User Research, Just Eat Takeaway.com

Dr Emmanuelle Savarit has a strong academic background and is a data and solutions-driven User research Leader with over 15 years of international experience. She's managed research initiatives and developed, motivated and led multi-disciplinary teams to deliver qualitative and quantitative research programs and business strategies for a variety of prestigious organisations such as Just Eat Takaway.com where she is heading the global UX research team. Emmanuelle published her first book "Practical User Research" on: How to integrate User Research into product development in July 2020. She is very active in the UX space, very often invited to give talks and to run workshops. In November 2022 Emmanuelle launched The UX Research Club, a podcast dedicated to the field of UX research, that you can listen to on all your favourite platforms.



ARNO PAPENHEIM

Global Head of Research, SumUp

Dedicated research leader with a background in Psychology and Economics, complemented by an additional degree in Psychotherapy. Over the course of more than a decade, Arno has worked in various research roles at companies of all sizes and currently leads a team of market and user researchers at SumUp. He firmly believes in the value of research as a tool to uncover the unspoken needs and emotions of customers. Arno is committed to the idea that research can play a defining role for organizations, to enable them in creating solutions that truly address customer needs in alignment with business goals.



JANINA SCHÖNEBECK

**Senior Researcher Qualitative & Quantitative UX
Research, Ipsos Deutschland**

Janina has been supporting and advising companies in the automotive and mobility sector for 12 years in researching the needs, expectations and perceptions of customers. She combines qualitative and quantitative research methods to generate a comprehensive understanding. Specialized fields of application include satisfaction research and user experience research for websites and apps.



TOBIAS KÜHNEN

**Global Digital Marketing Head of Brand &
Product Website, Volkswagen**

Tobias has been the Head of Brand & Product Website since 2011. In his capacity, he has been instrumental in the development of the "Next Generation Website" program, a novel initiative that has established a global brand and product website for Volkswagen. This platform, catering to millions of users worldwide, plays a significant role in shaping brand perception and implements a state-of-the-art user-centric approach influencing purchasing decisions throughout the entire lifecycle. The central Volkswagen Website is currently accessible in over a hundred countries, serving both Volkswagen and Volkswagen Commercial Vehicles.



SEBASTIAN SYPEREK

Director CX/UX Research, Kaiser X Labs (Allianz)

Sebastian Syperek has a degree in psychology and is an expert in quantitative market and UX research. He specializes in segmentation and personas as well as driver and pricing analyses. He is currently Director CX/UX Research at Kaiser X Labs, an in-house digital agency of Allianz. Prior to that, he worked for Ipsos, eBay / [mobile.de](https://www.mobile.de), Daimler and Deutsche Bahn, among others



VANESSA KO

Director of Design Research, IKEA Digital, IKEA

Vanessa is a Director of Design Research at IKEA, Ingka Digital, where she leads a research team working across Malmo, Amsterdam and Madrid. She has been leading, building and scaling multi-disciplinary insights teams across a number of organisations over the last 5 years. With a background in both business and social sciences, she brings together business strategy, design and insights to create products that actually work for both people and companies. Originally Canadian, she has worked internationally and is now based in Amsterdam.



SOMA RAY

Founder, Manthan UX

After over a decade of experiencing life in UX and product for organisations like Nvidia, IBM, and Booking.com, Soma established Manthan UX - an independent UX consultation, advisory, and partnership practice. She uses her skills and experience to professionalise human centered design and research practices at scale. Her unique sauce is the cross-cultural immersions she's been lucky to have experienced. Growing up in India, and then having lived in the US and now in the Netherlands, she takes a lot of those life lessons to 'make technology accessible for all users' through a human centered design lens. Her superpower is to 'Read the entire room and then read further between the lines'; the ability to make sense of the subtle nuances and insights that go beyond the surface.



WOLFGANG BREMER

Vice President, Head of Design - Elli, Volkswagen Group

Wolfgang Bremer is a German Canadian award-winning design veteran with 20+ years of experience. He has managed global design teams and worked on products used by tens of millions of users in 190+ countries. Wolfgang likes building products and simplifying people's lives. He currently serves as the Vice President & Head of Design at Elli – A Brand of the Volkswagen Group.



AKSHAY VERMA

Head of UX Research, Duolingo

Akshay is a research leader, product strategist, and ethnographer. He's currently the Head of UX Research at Duolingo, based in Brooklyn, New York. At Duolingo, he leads a research practice that spans foundational, formative, and evaluative research, and works closely with the executive team to uncover problem spaces and illuminate long-term business and product opportunities. He previously led UX research at Spotify, LinkedIn, and Gong.io. As a trained qualitative researcher, he's inspired by grounding technology in humanity.



ESIN ISIK

Product Design Manager, Zalando

Esin is the Product Design Manager at Zalando for Loyalty Services. She is an experienced leader, designer, user researcher and strategy consultant with 15+ years of experience. She is passionate about technology and sensitive topics, emotional design. She teaches design, storytelling and leadership and mentors mid-career professionals regularly.



OLE HEYDEKAMP

Lead Customer Experience Management, Deutsche Telekom

Ole is a very experienced UX and CX professional with a long career in Design and Innovation. Since he took his first steps in Screen and Webdings in the late 1990s he has continuously broadened and deepened his skillset. As a certified Scrum Product Owner, he has years of practice in Agile Product Development. With his experience as a Design Thinking Facilitator, he enables teams to conduct design sprints and translate user needs into innovative products. In recent years he has grown his skillset as a UX Researcher and in CX Measurement to enable the company to take customer centric decisions in the complete Product Innovation cycle. As a People Lead, he coaches teams and employees to perform to the best of their abilities. With over 15 years at Deutsche Telekom, Ole currently leads the customer experience management at the organization.



NATASHA DEN DEKKER

UX Research Lead, Santander

Natasha den Dekker is currently a Lead UX Researcher at Santander UK. Her role is focussed on developing the ongoing UX Research strategy for multiple areas of the bank as well as supporting her team with Europe-wide research. Prior to this she worked at LexisNexis, working across current products and the new development of products. She has also worked at varying agencies as a User Research consultant focussed on improving digital services for different government departments across the English government and abroad. Natasha has also worked as information professional in the NHS and a librarian at Microsoft. Outside of work Natasha is most likely to be found planning a holiday, playing the drums or lifting weights (not necessarily in that order!).



PETRA KUBALCIKOVA

Head of User Research, Omio

Petra Kubalcikova is an accomplished user research professional with two decades of international and mixed methods expertise. Originating from Australia, she has honed her research skills whilst working in Japan, Hong Kong, the UK, Czech Republic and now Germany. Petra is a champion and advocate of the user voice, ensuring that user-centricity remains the cornerstone of strategy, innovation, and development. With a hands-on approach, she has personally conducted research in 40+ countries and successfully led research teams at Dyson and currently at Omio. Outside of work, Petra channels her energy into volunteering, sailing, woodworking and the Wallabies



NICOLE BACCHUS

Director of UX Research, Thumbtack

With over 15 years immersed in UX research and business strategy, Nicole Bacchus excels at harnessing the collective brainpower of a team to uncover profound user insights, shaping user experience, product strategy, and innovation. A Kellogg MBA graduate, she has refined her distinctive approach through roles at American Express, Mars Chocolate, and Meta, complemented by invaluable experiences at design innovation consultancies such as Smart Design. Residing in Brooklyn, New York, Nicole specializes in seamlessly integrating insights and strategy to propel consumer-led product innovation. Her noteworthy achievements include leading research teams in supporting the impactful launches of Instagram Reels, Facebook Shops and Ray-Ban Meta Smartglasses, and crafting an award-winning customer transformation strategy for Amplifon, a leading hearing-aid retailer. As the current Head of Research at Thumbtack, Nicole leads a formidable team of UX Researchers, Market Researchers, and Research Operations, steering impactful projects at the intersection of strategy and user experience.



PETRA SMOLCIC

UX/UI DESIGNER

Petra is a self-employed UX/UI designer whose professional journey started over a decade ago. Formerly a digital media designer, she transitioned to UX/UI, where she discovered a deep passion for UX research and creative product development. Working with a variety of industries, Petra gained experience in different approaches to product discovery and strategic planning. Her great passion is in systems, usability, and helping smaller teams achieve their business goals. Currently living and working in Germany, Petra also dedicates her time to continuous learning and sharing her UX experiences with others whether it's through her Instagram page, mentoring, or speaking at events. She also is actively building a community of designers through her Instagram presence, while helping them with the day-to-day challenges of UX/UI and professional growth.



JOSIPA BAUSER

Ex-Global Head of User Research, SumUp

Josipa is a user research leader and operator with 14 years of experience working with Big Tech and startups in Silicon Valley and Europe. She helps companies to build research practice and operations. She coaches teams and leadership in establishing a data-driven culture by incorporating insights into product strategy and design decision-making to maximize impact. Also, she helps researchers and new leaders to reach their full potential in driving impact, people leadership and career development. Josipa teaches research methods and use of data in innovation and user centric design at the IE Business School in Madrid.



VIVIEN MELCHER

Senior Design Research Lead, eBay

Vivien is a dedicated researcher with over 18 years of expertise in UX research, encompassing hands-on conduction, strategic consultation, and impactful mentoring. Her professional journey has been shaped by a profound love for observation and listening, coupled with a keen ability to discern structure within chaos. Vivien's knowledge and skill set were cultivated by many agency years and further elevated by substantial contributions to shaping the strategic product direction at both Forto and eBay



FLAVIUS KEHR

Head of UX, SAP

Having a background in Psychology and Business Innovation, Flavius has been working as a user researcher and design leader for over ten years. Most of his industry experience stems from working in three large B2B corporates (Bosch, IBM and SAP). Currently, he is leading a design team with mixed competencies, including user research, interaction design as well as content design. He is dedicated to bring a research mindset to designers and stakeholders alike and strongly believes in design excellence as a driver to business success



ROMAIN DECHAMPS

UX Research Ops, Agicap

With over a decade of experience in the product management field, Romain has honed a particular expertise in integrating user research into product teams in recent years. His primary goal is to guide teams towards identifying and addressing the most pertinent issues, bridging the gap between user feedback and tangible business results effectively. Previously at Publicis Sapient, his focus was predominantly on B2C and B2B e-commerce platforms. Two years ago, he transitioned to Agicap and the Finance SaaS world, where his goal is to expand the research and discovery practices within a product team of more than 40+ members.



NIELS WOLF

Global Digital Design Lead, Philips

As a seasoned leader in design, Niels specializes in driving business growth through compelling user experiences. His passion for genuine customer value paired with his expertise in design excellence allowed him to deliver exceptional results for a diverse range of organizations and industries. Niels is always seeking out new opportunities that help companies, communities or individuals to flourish in a better world.



LAURA MÜLLER

Head of UX/UI, Henkel

Laura built and leads the first UX/UI team for Henkel with locations in Germany, India and China. She makes sure that the motivation behind building new products and user needs align. Her team creates meaningful digital products by combining user needs, business models and branding. She worked for leading digital and branding agencies before diving deeper into the field of business and innovation. She has a passion for inventing products and insists on following new ideas. She worked for brands such as Daimler, Airbus, VW, BMW, Siemens, ERGO, Migros, SOS-Kinderdorf and DHL. In her spare time, she coaches startup founders on digital product strategy and UX, helps students enter the UX world by mentoring them and blogs about UX-related topics



NATALIA FILVAROVA

Sensory Neuroscientist & UX Researcher, Google

Natalia Filvarova is a sensory neuroscientist & UX researcher, currently at Google. Her work is driven by giving a voice to those who need it most, and advancing multisensory and experiential designs that are inclusive at their core. Natalia has previously built startups in medical diagnosis and food design, as well as founded education & communication non-profits. She mentors aspiring juniors and career changers to find their path in UX



HAMED YAHYAEI

Europe Manager, IxDF (Interaction Design Foundation)

Hamed Yahyaei is focusing on Customer Success towards premium Customer Experience and, as a Skill Capture ambassador, evangelises inclusive and diverse Customer and Employee Experience at Scania Group in Sweden; he is a trustee at Scania Akademikerföreningen, Part of the Leadership Group at AF and also a Core team member & co-founder of VW Group Digital Meetup. As a systems thinker and enterprise design thinking coach with more than 18 years of professional experience in different design areas, he is involved in Design Leadership & Mentorship on a global scale via his various roles such as the Interaction Design Foundation (IxDF) Europe Manager; IxDA, Nielsen Norman Group, UX Design Awards, CXPA, SDN and many others. Hamed also won several awards, including Best Visual Experience 2016 at OpenHack in Greater Copenhagen, VOLVO Innovation Challenge 2018 for Transportation of Tomorrow, and OpenHack 2018 Sweden First Place for Smart Cities & Sustainability.



DIANA LENZ

UX Research Manager, Aviv

A Full stack UX Researcher with 13+ years of experience working in the field of UX Research and UX Design. Agency proof as well as corporate environment fit. Currently with Aviv as a UX Research Manager and having previously worked at eBay, PayPal, Stepstone, ImmoScout24 and others I have gained loads of experiences in the B2C as well as B2B sector within different branches like e-commerce, healthcare, real estate, etc. Lately focusing on building, establishing, and growing people and teams as UX Team Lead. Empathy, empowerment, and coaching are my favorite tools here. Respect, diversity, equality & equity are the rules I live by.



ALEXANDER KURT

UX Department Lead, MediaMarktSaturn

With almost 15 years of experience in UX, Alex is a leader who is passionate about building impactful design & research teams. As an ambassador of a user centered design process, he believes in the power of data that informs our decision-making processes. With a background in psychology and UX research, he coaches UX professionals in skills and mindset to increase the impact for the individual, their teams and their whole organization.



LYDIA PENKERT

UX Research Lead, Trivago

Lydia is a User Experience Research Lead at Trivago, with a university background in the field of cognitive psychology. At Trivago she leads the UX research team on mixed-method research to understand travellers needs to inform product and business strategy. She has experience in researching, designing, and developing user-centered products in various roles in academia and industry: as UX Designer, UX Researcher, scientific researcher and software developer

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