UX Rotterdam - program 2026

Day one - Thursday 16th of April

Big Theater - capacity 650 people
Keynotes

Time	Program
08.00	**Doors open: Registration and Coffee**
09:00 – 09:20	Opening & Welcome
09:30 – 10:00	Chrissy Welch | Designing for the Age of Asking: How AI is Rewriting the Rules of Experience
10:00 – 10:30	Natalia Marmolejo | How Design can help shape new ways of working for HR that can result in changing policy
10:30 – 11:00	Hector Ayuso | Everything you have is what you give away
11:00 – 11:30	**Coffee Break**
11:30 – 12:00	Ivo van Hulten | The Future Of Driver Experience At Porsche
12:00 – 12:30	Alain Dujardin | Designing with, not for: A co-design mindset for societal impact
12:30 – 13:30	**Lunch Break**
13:30 – 14:00	Julia Bastian | From Lagging Metrics to Leading Decisions
14:00 – 14:30	Katarina Bagherian | The Human Advantage for the Future of UX
14:30 – 15:00	Henk Haaima | Are AI agents taking over UX?
15:00 – 15:30	**Coffee Break**
15:30 – 16:00	Karolina boremalm | Who's Really in Control?
16:00 – 16:30	Ruddy Rodriguez | How design teams can extend strategic influence in the age of AI
16:30 – 17:00	Jeroen van Geel | Curiosity Unleashed The Key To True Innovation
17:10 – 17:25	Wrap-up Day 1

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Small Theater - capacity 250 people
Keynotes

Time	Program
08.00	**Doors open: Registration and Coffee**
09:30 – 10:00	Bart Jan Steerenberg	Developing creative growth for the next generation designers
10:00 – 10:30	Mei Zhang	The AI Design Toolkit: Mapping Design Methods with Gen AI Technology
10:30 – 11:00	Jean Jacques Sliepen	Start from Zero: Trust Yourself, Not the Process
11:00 – 11:30	**Coffee Break**
11:30 – 12:00	Merel Backers	Designing from the Inside Out
12:00 – 12:30	Marc Laros	Agentic AI as a new layer in the guest journey
12:30 – 13:30	**Lunch Break**
13:30 – 14:00	Harmen Van Balen	The power of design in an AI-shaped world
14:00 – 14:30	Merel Schöffel	Skill Kill: Craft in the age of automation
14:30 – 15:00	Ilayda Küçükosmanoğlu	Beyond the Checklist: Why Accessible Design Still Leaves People Behind
15:00 – 15:30	**Coffee Break**
15:30 – 16:00	Tiffany Chew	The Human Cost of Human-Centered Design
16:00 – 16:30	Anna Arteeva	Design After Screens: Crafting Experiences in the AI Era
16:30 – 17:00	Maarten Reijgersberg	The Renaissance of Mascots to Virtual Brand Ambassadors
17:10 – 17:25	Wrap-up Day 1

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Workshop main
#Workshops are first come, first seated (no pre-registration)

Time	Program
08.00	**Doors open: Registration and Coffee**
09:30 – 11:00	Flaminia Del Conte | Service Safari - Workshop part 1
11:00 – 11:30	**Coffee Break**
11:30 – 12:30	Flaminia Del Conte | Service Safari - Workshop part 2
12:30 – 13:30	**Lunch Break**
13:30 – 15:00	Hector Ayuso | Everything you have is what you give away - Workshop part 1
15:00 – 15:30	**Coffee Break**
15:30 – 16:30	Hector Ayuso | Everything you have is what you give away - Workshop part 2

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Workshop Doro
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Time	Program
08.00	**Doors open: Registration and Coffee**
09:30 – 11:00	Saskia Mosterman | Beyond the Touchpoint: Designing AI-Driven Journeys - Workshop part 1
11:00 – 11:30	**Coffee Break**
11:30 – 12:30	Saskia Mosterman | Beyond the Touchpoint: Designing AI-Driven Journeys - Workshop part 2
12:30 – 13:30	**Lunch Break**
13:30 – 15:00	Thomas Gorree | From Pixels to Performance: Winning with Business-Aware Design - Workshop part 1
15:00 – 15:30	**Coffee Break**
15:30 – 16:30	Thomas Gorree | From Pixels to Performance: Winning with Business-Aware Design - Workshop part 2

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UX Rotterdam - program 2026
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Workshop Balkon op Zuid
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Time	Program
08.00	**Doors open: Registration and Coffee**
09:30 – 11:00	Bente Bak	The UX Comic workshop - Turning design struggles into laughter - Workshop part 1
11:00 – 11:30	**Coffee Break**
11:30 – 12:30	Bente Bak	The UX Comic workshop - Turning design struggles into laughter - Workshop part 2
12:30 – 13:30	**Lunch Break**
13:30 – 15:00	Krasi Bozhinkova	Signals Before Stats - Workshop part 1
15:00 – 15:30	**Coffee Break**
15:30 – 16:30	Krasi Bozhinkova	Signals Before Stats - Workshop part 2

UX Rotterdam - program 2026
Day two - Friday 17th of April

Big Theater - capacity 650 people
Keynotes

Time	Program
08.00	**Doors open: Registration and Coffee**
09:00 – 09:20	Opening & Welcome
09:30 – 10:00	Alvin Chan	Pressure Is a Privilege: Designing systems that unleashes creativity
10:00 – 10:30	David Oldenburg	From Functional to Human: Designing the Future of EV Charging
10:30 – 11:00	Ash Oliver	upcoming keynote is still in the making
11:00 – 11:30	**Coffee Break**
11:30 – 12:00	Serena Westra	How designers can apply "experiment design" to test business ideas.
12:00 – 12:30	Wouter Dirks	Things are changing at such a rapid pace, upcoming keynote is still in the making
12:30 – 13:30	**Lunch Break**
13:30 – 14:00	Eelco Van Collenburg	Design with conviction in a time when creativity risks becoming generic.
14:00 – 14:30	Peter Boersma	How to make sure the right DesignOps initiatives are executed with the right people
14:30 – 15:00	Saskia Mosterman	Beyond the Touchpoint: Designing AI-Driven Journeys
15:00 – 15:30	**Coffee Break**
15:30 – 16:00	Nils Van Den Broek	Designing Beyond the Screen: Bringing the Human Scale Back to UX
16:00 – 16:30	Amrita Joerawan	An interactive keynote focused on mental health and career development
16:30 – 17:00	Jeeyoung Yang	Unshakeable: Design that Never Expires
17:10 – 17:25	Closing of the event

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Day two - Friday 17th of April

Workshop main
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Time	Program
08.00	**Doors open: Registration and Coffee**
09:30 – 11:00	Peter Boersma	How to make sure the right DesignOps initiatives are executed with the right people - Workshop part 1
11:00 – 11:30	**Coffee Break**
11:30 – 12:30	Peter Boersma	How to make sure the right DesignOps initiatives are executed with the right people - Workshop part 2
12:30 – 13:30	**Lunch Break**
13:30 – 15:00	Jeroen Den Uijl	How might we embed AI Solution Thinking into every designer's creative toolkit? - Workshop part 1
15:00 – 15:30	**Coffee Break**
15:30 – 16:30	Jeroen Den Uijl	How might we embed AI Solution Thinking into every designer's creative toolkit? - Workshop part 1

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Workshop Doro
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Time	Program
08.00	**Doors open: Registration and Coffee**
09:30 – 11:00	Diantha Boll | Design for the blind, rethink the way we approach design - Workshop part 1
11:00 – 11:30	**Coffee Break**
11:30 – 12:30	Diantha Boll | Design for the blind, rethink the way we approach design - Workshop part 2
12:30 – 13:30	**Lunch Break**
13:30 – 15:00	Henk Haaima | Are AI agents taking over UX? - Workshop part 1
15:00 – 15:30	**Coffee Break**
15:30 – 16:30	Henk Haaima | Are AI agents taking over UX? - Workshop part 2

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Workshop Balkon op Zuid
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Time	Program
08.00	**Doors open: Registration and Coffee**
09:30 – 11:00	Rinaldo Ugrina | Strategic Storytelling: How to Persuade, Inspire, and Move Ideas Forward - Workshop part 1
11:00 – 11:30	**Coffee Break**
11:30 – 12:30	Rinaldo Ugrina | Strategic Storytelling: How to Persuade, Inspire, and Move Ideas Forward - Workshop part 2
12:30 – 13:30	**Lunch Break**
13:30 – 15:00	Yorick Dekker | Speculative Design: Innovating Beyond Present Patterns - Workshop part 1
15:00 – 15:30	**Coffee Break**
15:30 – 16:30	Yorick Dekker | Speculative Design: Innovating Beyond Present Patterns - Workshop part 2

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