

Program UX Rotterdam 2026



We wanted to build a program that reflects what's really happening in our industry.

33 Keynotes that challenge how we think about AI, systems, accessibility and leadership

12 Workshops that translate those ideas into practical skills

A strong mix of international voices and Rotterdam-based pioneers

Two Days. Two Ways to Learn. One Big Experience.

At UX Rotterdam, you decide how to experience the conference. Do you want to get hands-on and experiment in workshops? Or would you rather sit back, listen, and get inspired by big ideas on the main stage? With two parallel tracks — Workshops and Keynotes — you're free to build your own experience.

How it works

1

Workshops and keynotes run in parallel — choose where you want to be, session by session

2

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

3

Mix and match: join a workshop in the morning, keynotes in the afternoon — or the other way around



Thursday 16th Of April

Big Theater - capacity 650 people # Keynotes

Time

08.00

09:00 – 09:20

09:30 – 10:00

10:00 – 10:30

10:30 – 11:00

11:00 – 11:30

11:30 – 12:00

12:00 – 12:30

12:30 – 13:30

13:30 – 14:00

14:00 – 14:30

14:30 – 15:00

15:00 – 15:30

15:30 – 16:00

16:00 – 16:30

16:30 – 17:00

17:10 – 17:25

Program

Doors open: Registration and Coffee

Opening by Pieter van Hoof - Co Founder & Welcome by Robert Simons - Vice Mayor

Chrissy Welch | Designing for the Age of Asking: How AI is Rewriting the Rules of Experience

Natalia Marmolejo | Designing for Buy-In

Hector Ayuso | Everything you have is what you give away

Coffee Break

Ivo van Hulst | The Future Of Driver Experience At Porsche

Alain Dujardin | Designing with, not for: A co-design mindset for societal impact

Lunch Break

Julia Bastian | Discovery Slop - The research that looks shiny but is sh'tty

Amrita Joerawan | Interactive keynote on mental health and career development

Henk Haaima | Are AI agents taking over UX?

Coffee Break

Karolina boremalin | Who's Really in Control?

Ruddy Rodriguez | How design teams can extend strategic influence in the age of AI

Jeroen van Geel | Curiosity Unleashed The Key To True Innovation

Wrap-up Day 1 by Pieter van Hoof



Thursday 16th Of April

Small Theater - capacity 250 people # Keynotes

Time

08.00

09:30 – 10:00

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14:00 – 14:30

14:30 – 15:00

15:00 – 15:30

15:30 – 16:00

16:00 – 16:30

16:30 – 17:00

Program

Doors open: Registration and Coffee

Bart Jan Steerenberg | Developing creative growth for the next generation designers

Mei Zhang | The AI Design Toolkit: Mapping Design Methods with Gen AI Technology

Jean Jacques Sliepen | Start from Zero: Trust Yourself, Not the Process

Coffee Break

Merel Backers | Designing from the Inside Out

Marc Laros | Agentic AI as a new layer in the guest journey

Lunch Break

Harmen Van Balen | The power of design in an AI-shaped world

Merel Schöffel | Skill Kill: Craft in the age of automation

Ilayda Küçükosmanoğlu | Why Accessible Design Still Leaves People Behind

Coffee Break

Tiffany Chew | The Human Cost of Human-Centered Design

Stijn Nering Bogel | This talk was not designed for you

Maarten Reijgersberg | The Renaissance of Mascots to Virtual Brand Ambassadors

Thursday 16th Of April

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

Workshop Zaal Z - capacity 60 people

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

Why Workshops Matter

In many conferences, workshops are optional add-ons. At UX Rotterdam, they are part of the core experience.

Because learning doesn't happen by listening alone. Our 12 hands-on workshops are designed to go deeper:

- Designing AI-driven journeys
- Strategic storytelling & stakeholder influence
- DesignOps roadmapping
- Accessibility beyond the checklist
- Speculative design for future challenges
- Business-aware UX
- Human-centered AI practices

Each session is built to give you something concrete: a framework, a method, a mindset shift.

Curiosity, experimentation, and community at the core

Thursday 16th Of April

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

Workshop Doro - capacity 50 people

Time

08.00

09:30 – 11:00

11:00 – 11:30

11:30 – 12:30

12:30 – 13:30

13:30 – 15:00

15:00 – 15:30

15:30 – 16:30

Program

Doors open: Registration and Coffee

Anna Arteeva | Multimodal Prototyping with AI? - Workshop part 1

Coffee Break

Anna Arteeva | Multimodal Prototyping with AI? - Workshop part 2

Lunch Break

Thomas Gorree | Winning with Business-Aware Design - Workshop part 1

Coffee Break

Thomas Gorree | Winning with Business-Aware Design - Workshop part 2

Workshop Balkon op Zuid - capacity 40 people

Time

08.00

09:30 – 11:00

11:00 – 11:30

11:30 – 12:30

12:30 – 13:30

13:30 – 15:00

15:00 – 15:30

15:30 – 16:30

Program

Doors open: Registration and Coffee

Bente Bak | The UX Comic workshop - Workshop part 1

Coffee Break

Bente Bak | The UX Comic workshop - Workshop part 2

Lunch Break

Krasi Bozhinkova | Signals Before Stats - Workshop part 1

Coffee Break

Krasi Bozhinkova | Signals Before Stats - Workshop part 2



Friday 17th Of April

Big Theater - capacity 650 people # Keynotes

Time

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09:00 – 09:20

09:30 – 10:00

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10:30 – 11:00

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14:30 – 15:00

15:00 – 15:30

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16:30 – 17:00

17:10 – 17:25

Program

Doors open: Registration and Coffee

Opening by Pieter van Hoof - Co Founder UX Rotterdam with a special guest

Alvin Chan | Pressure Is a Privilege: Designing systems that unleashes creativity

David Oldenburg | Design at the Edge of Chaos

Ash Oliver | Is UX Changing Forever? A Conversation on AI, Vibe Coding & Lovable

Coffee Break

Serena Westra | How designers can apply "experiment design" to test business ideas

Wouter Dirks | From Rotterdam with love!

Lunch Break

Eelco Van Collenburg | The interior is the work

Peter Boersma | How to make sure the right DesignOps initiatives are executed

Anna Arteeva | Design After Screens: Crafting Experiences in the AI Era

Coffee Break

Nils Van Den Broek | Bringing Back the Human Scale to the Digital World

Jeeyoung Yang | Unshakable: Design that Never Expires

Michael Vromans | Brand Focus: Why the Loudest Brands are Losing

Closing of the event by Pieter van Hoof

Friday 17th Of April

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Workshop Zaal Z - capacity 60 people

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15:00 – 15:30

15:30 – 16:30

Program

Doors open: Registration and Coffee

Peter Boersma | How to make sure the right DesignOps initiatives are executed with the right people - Workshop part 1

Coffee Break

Peter Boersma | How to make sure the right DesignOps initiatives are executed with the right people - Workshop part 2

Lunch Break

Jeroen Den Uijl | How might we embed AI Solution Thinking into every designer's creative toolkit? - Workshop part 1

Coffee Break

Jeroen Den Uijl | How might we embed AI Solution Thinking into every designer's creative toolkit? - Workshop part 2



Friday 17th Of April

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

Workshop Doro - capacity 50 people

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15:00 – 15:30

15:30 – 16:30

Program

Doors open: Registration and Coffee

Diantha Boll | Design for the blind, rethink the way we approach design - Workshop part 1

Coffee Break

Diantha Boll | Design for the blind, rethink the way we approach design - Workshop part 2

Lunch Break

Henk Haaima | Are AI agents taking over UX? - Workshop part 1

Coffee Break

Henk Haaima | Are AI agents taking over UX? - Workshop part 2

Workshop Balkon op Zuid - capacity 40 people

Time

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13:30 – 15:00

15:00 – 15:30

15:30 – 16:30

Program

Doors open: Registration and Coffee

Rinaldo Ugrina | Strategic Storytelling: How to Persuade, Inspire, and Move Ideas Forward - Workshop part 1

Coffee Break

Rinaldo Ugrina | Strategic Storytelling: How to Persuade, Inspire, and Move Ideas Forward - Workshop part 2

Lunch Break

Yorick Dekker | Speculative Design: Innovating Beyond Present Patterns - Workshop part 1

Coffee Break

Yorick Dekker | Speculative Design: Innovating Beyond Present Patterns - Workshop part 2

The Venue: Theater Zuidplein

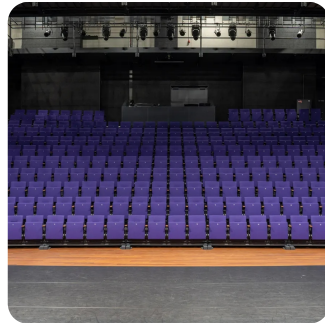


The Theater Zuidplein, serves as an ideal backdrop for the UX Rotterdam event, combining modern architectural design with exceptional facilities. This versatile venue is renowned for its commitment to cultural enrichment and community engagement.



Key Features: State-of-the-Art Facilities: The theater is equipped with advanced audiovisual technology, ensuring optimal presentation quality and an engaging experience for both speakers and attendees.

Accessibility: The venue is easily accessible via public transport and offers ample parking, making it convenient for attendees traveling from within and outside the city.



Flexible Spaces: In addition to the main auditorium, the theater offers breakout rooms ideal for workshops and interactive sessions, facilitating collaboration and skill-building among attendees.

www.theaterzuidplein.nl

The Venue: Theater Zuidplein

