

MARTIN KALDA'S PROGRAM

FRIDAY

9:00 AM - 9:15 AM

OPENING REMARKS

Lucerna Great Hall

Šárka Štrossová [WebExpo](#)
Lukáš Raška [Livesport](#)

10:10 AM - 10:50 AM

DESIGN FOR BUSINESS IMPACT

Lucerna Cinema

Jan Řezáč [House of Řezáč](#)

12:00 PM - 12:20 PM

SET UP A CONTINUOUS UX RESEARCH PRACTICE

Lucerna Cinema

Yujia Cao [Kiwi.com](#)

12:20 PM - 12:40 PM

CONTINUOUS RESEARCH: WHEN NON-RESEARCHERS TAKE THE LEAD

Lucerna Cinema

Šimon Koudelka [Showmax](#)

1:00 PM - 1:40 PM

DATA-INFORMED DESIGN SYSTEMS

Lucerna Cinema

Jan Toman [Productboard](#)

2:00 PM - 2:40 PM

BUILDING LOVABLE PRODUCTS

Lucerna Great Hall

Tom Krcha [Around](#)

2:00 PM - 2:40 PM

ROUNDTABLE DISCUSSION: DESIGN SYSTEMS

Lucerna Gallery

Jan Šrůtek [Outreach](#)
Daniel Valčík [Showmax](#)

3:00 PM - 3:40 PM

THE PROBLEMS IN YOUR HEAD - HOW COGNITIVE BIASES AFFECT YOUR RESEARCH

Lucerna Great Hall

Zsuzsa Kovács [Prezi](#)

3:00 PM - 3:40 PM

ROUNDTABLE DISCUSSION: EFFECTIVE COLLABORATION BETWEEN DESIGN, PRODUCT, AND ENGINEERING

Lucerna Gallery

Adam Amran [Productboard](#)

4:00 PM - 4:40 PM

Lucerna Great Hall

SUCCESSFUL JOURNEYS: USING HUMAN-CENTRED DESIGN FOR BETTER WAYFINDING

Alastair Somerville

4:00 PM - 6:00 PM

Marble Hall

WORKSHOP: BAKING ACCESSIBILITY TESTING INTO YOUR WORKFLOWLukáš Hosnedl
Radek Pavlíček [Teiresiás Centre](#)**SATURDAY**

10:00 AM - 10:40 AM

Lucerna Great Hall

DESIGNING FOR COMPLEX UISVitaly Friedman [Smashing Media](#)

11:00 AM - 11:40 AM

Lucerna Great Hall

TRANSFORMING THE STATUS QUO - BRINGING IN UX & SERVICE DESIGN IN A CONSERVATIVE ORGANISATION

Liga Letina

12:00 PM - 12:40 PM

Lucerna Great Hall

DIAGNOSING UX CHARLATANS: HOW TO SPOT THEM QUICKLY AND STOP WASTING TIME, MONEY, AND NERVES

Martina Mitz

12:00 PM - 12:20 PM

Lucerna Cinema

OPTIMISING CORE WEB VITALS WITH WEB FONTS #FRONTENDISTIMichal Matuška [SUPERKODERS](#)

12:00 PM - 12:20 PM

Marble Hall

YOUR BRANDING AND THE MISTAKES WE DO

Petra Dolejšová

1:20 PM - 1:40 PM

Marble Hall

HOW A DESIGNER DESIGNS AN INTERVIEWAlbert Zikmund [Ataccama](#)

2:00 PM - 2:40 PM

Lucerna Great Hall

ALICE, WHO THE F*CK IS ALICE? THE CHALLENGES OF DIGITAL IDENTITY IN A POST-COVID, TINDER SWINDLER WORLDPhilip Bonhard [Lloyds Banking Group](#)

2:20 PM - 2:40 PM

Marble Hall

HOW TO MAKE A GAME FROM VEČERNÍČEKKristina Volná [Česká televize](#)

3:00 PM - 3:40 PM

EXPOSURE AND INTIMACY - DESIGN FOR PRIVACY

Lucerna Great Hall

Lutz Schmitt

3:20 PM - 3:40 PM

**CO-OWNING A STARTUP: A CRASH COURSE ON STOCK OPTIONS FOR
TECH AND STARTUP TEAMS**

Marble Hall

Jan Řežáb **Time is Ltd.**

4:00 PM - 4:40 PM

DESIGNING FOR A GLOBAL AUDIENCE

Lucerna Great Hall

Megan Dell **99designs by Vista**

SUNDAY

Martin Kalda's Program for this day is empty.