

# Programme

Day One Thursday 20 April

08:30 CONFERENCE REGISTRATION

ROOM RHODES TRUST

09:15 WELCOME TO UX IN THE CITY: OXFORD

09:30 KEYNOTE  
**Org design for design orgs: building and managing in-house teams** 60 MINUTES  
**Kristin Skinner** CAPITAL ONE

10:30 TEA / COFFEE BREAK

ROOMS RHODES TRUST SEMINAR ROOM A SEMINAR ROOM 13

11:00 CASE STUDY  
**The future of usability testing: a cognitive and behavioural science approach to UX**  
 45 MINUTES  
**Conor Ward**  
 BRITISH GAS

SWITCHOVER

HANDS-ON  
**Sketchnoters are the better thinkers**  
 90 MINUTES  
**Dr Makayla Lewis**  
 FREELANCE

CASE STUDY  
**Integrating UX**  
 45 MINUTES  
**Westley Knight**  
 STAYSURE

SWITCHOVER

11:50 CASE STUDY  
**How I sprinkled magic UX dust to transform a company**  
 45 MINUTES  
**Dan Healy**  
 KALLIDUS

CASE STUDY  
**Designing creative teams: organisation design from the bottom up**  
 45 MINUTES  
**Chloe Heath**  
 MODERN HUMAN

12:35 LUNCH BREAK

13:30 CASE STUDY  
**Surgical UX: designing for visualisation systems in endovascular surgery**  
 45 MINUTES  
**Tim Caynes**  
 FOOLPROOF

SWITCHOVER

WORKSHOP  
**Creating a service experience from scratch**  
 150 MINUTES  
**Lily Dart**  
 DEPARTMENT FOR INTERNATIONAL TRADE

EXPERIENCE REPORT  
**Deep-rooted design principles: shifting complexity away from the user**  
 45 MINUTES  
**Pete Francomb**  
 ROOTED DESIGN / CAHOOTIFY

SWITCHOVER

14:20 CASE STUDY  
**Hetty's Hospital - health experiences for younger children to lower anxiety in hospitals**  
 45 MINUTES  
**Gareth Nixon**  
 GLOBAL INITIATIVE

CASE STUDY  
**Pattern libraries that work!**  
 45 MINUTES  
**Thomas Foster**  
 SCHRODERS

15:05 TEA / COFFEE BREAK

15:35 TUTORIAL  
**Field Research at the speed of business**  
 60 MINUTES  
**Paul Sherman**  
 KENT STATE UNIVERSITY / SHERMANUX

CONTINUED

WORKSHOP  
**Creating a service experience from scratch**  
 150 MINUTES  
**Lily Dart**  
 DEPARTMENT FOR INTERNATIONAL TRADE

WORKSHOP  
**I want my MVP**  
 60 MINUTES  
**Alastair Lee**  
 PILOT WORKS  
**Darwin Peltan**  
 PILOT WORKS

ROOM RHODES TRUST

16:35 LIGHTNING TALKS IN RHODES TRUST

17:10 SOCIAL EVENING AT THE JAM FACTORY

# Programme

Day Two Friday 21 April

09:00 CONFERENCE REGISTRATION

ROOM RHODES TRUST

09:15 WELCOME TO UX IN THE CITY: OXFORD

09:30 KEYNOTE  
**Design, technology and culture: the Good Designer** 60 MINUTES  
**Jane Austin** MOO

10:30 TEA / COFFEE BREAK

ROOMS RHODES TRUST

SEMINAR ROOM A

SEMINAR ROOM 13

11:00 CASE STUDY  
**UX and rapid prototyping: how good UX can turn bad**  
45 MINUTES  
**Anna Peniaskova**  
WHITE OCTOBER

SWITCHOVER

WORKSHOP  
**Improvise to empathise**  
90 MINUTES  
**Karen Reilly**  
ITERATE  
**Kelly Shatter**  
STOKE IMPROV

TUTORIAL  
**Icons in interfaces**  
45 MINUTES  
**Matthew Standage**  
OXFORD COMPUTER CONSULTANTS

SWITCHOVER

11:50 CASE STUDY  
**Coping with complexity**  
45 MINUTES  
**Memi Beltrame**  
LESS A MESS

CASE STUDY  
**Extreme UX: Bomb detection**  
45 MINUTES  
**Gareth Nixon**  
GLOBAL INITIATIVE

12:35 LUNCH BREAK

13:30 CASE STUDY  
**The multiple personality conundrum**  
45 MINUTES  
**Joe Dollar-Smirnov**  
RED BADGER

SWITCHOVER

WORKSHOP  
**New technology for new design research**  
90 MINUTES  
**Samantha Miller**  
IDEO

**Jonathan Flint**  
IDEO

HANDS-ON  
**Responsive HTML prototyping for user experience design**  
90 MINUTES  
**David Barker (Sheff)**  
MCSHEFFERTY

**Will Scott**  
SIFT DIGITAL

14:20 CASE STUDY  
**Leading**  
45 MINUTES  
**Andrea Provaglio**  
AGILE ENTERPRISE COACH

15:05 TEA / COFFEE BREAK

15:35 EXPERIENCE REPORT  
**Beyond the hamburger menu**  
60 MINUTES  
**Anna Dahlström**  
INDEPENDENT

CASE STUDY  
**How many hats can you really wear?**  
60 MINUTES  
**Spencer Turner**  
CULTIVATE

WORKSHOP  
**Where did all the women go? Crowd sourcing a solution**  
60 MINUTES  
**Niki Forecast**  
GLOBAL INITIATIVE

16:35 CONFERENCE CLOSE IN RHODES TRUST