



UXLS Conference 2024

UX FOR LIFE SCIENCES CONFERENCE, 2024

Date: 7-8 October 2024.

Venue: Visitor Center, Fabrikstr. 6, Novartis Basel Campus.

Program – Day 1

- 14:00 14:30 Registration & Networking
- 14:30 14:40 Introduction and Opening Remarks
Anca Ciobanu, Pistoia Alliance
- 14:40 15:00 The Pistoia Alliance 'User Experience for Life Sciences' (UXLS) Project and Community
Sven Neumeyer, Director Business Analysis and User Experience, Novartis.

Session 1 - UXLS and Gen AI

- 15:00 15:30 Integrating UX into GenAI Innovation:
Case Study of the Merck Research Labs UX Team's Impact
Dave Pace, Executive Director, Merck.
Sudha Yerramilli, Associate Director, Merck.
Kylie Wojciechowski Julian, Senior User Researcher, Merck.
- 15:30 16:00 Redefining User Experience around GenAI
Claudio Mirti, Senior Advanced Analytics & AI Specialist EMEA, Microsoft.
- 16:00 16:15 UXLS and Gen AI
Hasan Poonawala, Sr. AI/ML Solutions Architect, AWS.

Break & Networking (45 minutes)

Session 2 - UXLS Case Studies

- 17:00 17:30 Observing users in their scientific context leads to higher quality solutions
Marek Nowakowski, Associate Director, UX Research, Novartis.
- 17:30 18:00 Building a design system tailored for low-code platform
Joanna Buszyńska, Senior UI Designer, GSK.

Dinner Sponsored by Novartis from 6pm

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Program – Day 2

08:30 09:00 Registration & Networking

Session 1 - Increase UX Maturity and its Business Value

- 9:00 9:30 'The Value Wheel' for standardisation and consistent articulation of business value and UX metrics across the investment lifecycle.
Asvina Brown, Senior IT Business Partner, AstraZeneca.
Voula Gkatzidou, Lead UX Researcher, AstraZeneca.
- 9:30 10:00 Decide with Ease: a UX quality score to shortcut decision-making in procurement
Jennifer Cham, UX Writer and Content Designer, CERN.
- 10:00 10:15 Considering CX to realize the value of UX
Jon Baize, Sr. Product Manager, Thermo Fisher Scientific
- 10:15 10:45 Scaling a User Experience team in a product-centered organization
Sven Neumeyer, Director Business Analysis and User Experience, Novartis.

Break & Networking (45 minutes)

Session 2 - UXLS Best Practices

- 11:30 12:00 Streamlining Regulatory Submissions with generative AI: A Case Study in UX-Led MVP Development
Alicja Janowska, UX Strategist, GSK
- 12:00 12:30 Combining qualitative and quantitative research to evaluate usability of digital solutions - Case Study
Marek Nowakowski, Associate Director, UX Research, Novartis.
- 12:30 13:00 Unlocking the Secrets of UX: Measuring Critical User Journeys (CUJs) for Product Success
Javier Bargas, UX Director, Google.

Lunch & Networking sponsored by Lextech (13:00 – 14:00)

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Program – Day 2

Session 3 - UXLS and AI / ML

- 14:00 14:30 Evolving user experience and business analysis for the era of AI and ML.
Asvina Brown, Senior IT Business Partner, AstraZeneca.
Voula Gkatzidou, Lead UX Researcher, AstraZeneca.
Simon Marriott, BA Team Lead, AstraZeneca.
- 14:30 15:00 UX in the age of GenAI and LLMs:
How to deliver value to the business AND the users
Julia Borkenhagen, CXO, Whitespace
Philippe Tarbouriech, Executive Technology Strategist, Whitespace.
- 15:00 15:30 The Coming Computer Convergence: How The Intersection of AI and Spatial
Computing Will Transform the User Experience in Life Sciences in 2025 and
Beyond
Gary Heusner, President, Lextech Global Services.

Break & Networking (45 minutes)

Session 4 – Future of UX

- 16:15 17:00 AI Empowered Design: Exploring the Future of UX with GenAI
Shreya Valecha, User Experience Consultant, TCS
- 17:00 17:50 UXLS Steering Committee members - Interactive discussion
Sven Neumeyer, Director Business Analysis and User Experience, Novartis.
Simon Fortenbacher, Director, Design & Democratised Development, GSK.
Dave Pace, Executive Director, Merck.
Voula Gkatzidou, Lead UX Researcher, AstraZeneca.
Gary Heusner, President, Lextech Global Services.
Jesse Anton, CEO, Whitespace.
- 17:50 18:00 Wrap up.

Event details:



Feedback Survey:



Conference Organiser

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UXLS Community Facilitator:

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