

WaysConf 2026 / Day 1 / 16 September

Times in Kraków (CEST) - Snapshot: 16 Sept 2026, 13:46 CEST - Latest programme: waysconf.com/agenda-grid

DESIGN (WISLA)		RESEARCH (BRATYSŁAWA II)		PRODUCT & MANAGEMENT (BRATYSŁAWA II)		W1 - DESIGN		W2 - PRODUCT & MANAGEMENT		W3 - RESEARCH	
8:00 – 9:30 REGISTRATION											
8:00 DESIGN FAIR - OPEN ALL DAY AT THE EXPO SPACE											
9:30 – 9:40 GRAND OPENING											
9:40 – 10:25		9:40 – 10:25		9:40 – 12:10		9:40 – 12:10					
When Careful Innovation Beats Disruption: Using Ethics for Long-Term Product Success Bligi Karan DESIGN LEADER / INNOVATION STRATEGIST - IKEA		The Impact Theater Trap Nikki Anderson FOUNDER, DROP IN RESEARCH		Build scalable design system with and for AI Maciek Kociela FOUNDER - MENO.SO		Discover what's worth building: How to Turn User Signals Into Testable Beta Before They Become Expensive Commitments. Aleksander Uzunicki FOUNDER, PRODUCT TRIO					
Senior CASE STUDY - STRATEGY		Senior STRATEGY - FRAMEWORK									
10:25 – 10:35 BREAK											
10:35 – 11:00		10:35 – 11:00		10:35 – 11:30							
Before you read the first word Mateusz Machalski CO-FOUNDER - CAPITALICS Borys Kosmyńska CO-FOUNDER - CAPITALICS		Designing for Cognitive Overload: UX When Your User Might Be Concussed Victor Churchill Akpan SENIOR PRODUCT DESIGNER - ORB INNOVATIONS		DISCUSSION PANEL How to build digital bank in 2026? Krzysztof Ras HOST Piotr Dziedzić PANEL PARTICIPANT Kinga Dybek UX/UI DESIGNER, ACCESSIBILITY SPECIALIST - UNICREDIT							
Partnership Mid INSPIRATIONAL		Mid CASE STUDY - FRAMEWORK									
11:05 – 11:30		11:05 – 11:30									
Designing for Two Intelligences: The New Craft of Product Design Molly Mahar PRINCIPAL AI DESIGNER - FIN		Hi, I'm Going to Be Your Lawyer Today – UX Researcher, Power, Politics and the Researcher's Role in the Organization Joanna Brudnik SENIOR QUALITATIVE UX RESEARCHER - ORANGE POLSKA Katarzyna Isakova SENIOR QUALITATIVE UX RESEARCHER - ORANGE POLSKA									
Senior CASE STUDY - STRATEGY		Senior STRATEGY		Senior CASE STUDY							
11:30 – 11:50 COFFEE BREAK											
11:50 – 12:35		11:50 – 12:35		11:50 – 12:35							
Designing beyond the screen Erin Essex SENIOR INTERACTION DESIGNER, YOUTUBE		Built to Spec: Bridging Engineering and UX Testing in Consumer Tech Aleksandra Stanicka SENIOR UX RESEARCHER - NEXTBASE Girdhar Bavana PRODUCT DESIGN LEAD - NEXTBASE		Escaping the Feature Factory: The Real Story of How We Started Driving Business Outcomes Through Continuous Discovery Ludmila Kostyleva HEAD OF PRODUCT - TUTTO		Mid FRAMEWORK		Mid FRAMEWORK			
Mid CASE STUDY - FRAMEWORK		Mid CASE STUDY - FRAMEWORK		Mid CASE STUDY							
12:35 – 12:45 BREAK											
12:45 – 13:40		12:45 – 13:40		12:45 – 13:30		12:45 – 13:40		12:45 – 13:40		12:45 – 13:40	
Ways Startup Awards		DISCUSSION PANEL Three of our research experts love to tell it like it is. Debbie Lewitt HOST Nikki Anderson FOUNDER, DROP IN RESEARCH Brad Orego EX-HEAD OF RESEARCH - WEBFLOW		Who Replaces the PM-Designer-Engineer Trio? Piotr Kacala CO-FOUNDER - SUPERHEROTECH Wojtek Strzałkowski CO-FOUNDER - SUPERHEROTECH		When the Magic Wears Off: The Many Limits of AI-Driven Design Wojtek Dziedzic PRODUCT DESIGN - SUPERHUMAN		Kreatywność kontra regulacje. Jak bezpiecznie projektować z AI Weronika Bednarska CEO - SO IN LAW Marysia Bywało LAWYER - SO IN LAW		Beyond declarations, into the real world: How to uncover what users can't or won't name? Małgorzata Sapeta SENIOR UX/CM RESEARCHER - EDISONIA P.S.A.	
		Mid STRATEGY		Mid FRAMEWORK - STRATEGY		Senior STRATEGY		Mid STRATEGY - CASE STUDY		Senior STRATEGY	
13:40 – 13:50		13:40 – 13:50		13:15 – 13:40							
				Teaching an Old Dog New Tricks: Rewiring a 24-Year-Old Product Company for AI Maciej Walaszczuk CTO - TEXT Filip Jaskólski CPO - TEXT							
				Partnership Senior CASE STUDY		Senior STRATEGY					
13:40 – 13:50 BREAK											
13:50 – 14:35		13:50 – 14:35		13:50 – 14:35		13:50 – 14:45		13:50 – 14:45		13:50 – 14:45	
The Creative Infinite Brad Frost CREATOR, WEB DESIGNER		UX Research, but with Logs: A One-Year Experiment Radosław Sterna SENIOR UX RESEARCHER		Ship before the ground shifts Anna Herasymenko STAFF PRODUCT DESIGNER - META		Scaling AI in design processes Kalina Tyrykiet-Szymańska CONTENT DESIGNER & UX WRITING TRAINER - ZENDESK		Koniec klasycznego Product Trio? Jak AI zmienia role PM, Designera i Engineera David Szaleka PRODUCT ADVISOR - FINTECH		The (death of the) process: Do researchers and designers even need a next Double Diamond? Filip Makowiecki SERVICE DESIGN LEAD - OUTKUMPU	
Mid INSPIRATIONAL		Mid CASE STUDY		Mid CASE STUDY - FRAMEWORK		Mid STRATEGY		Senior STRATEGY		Senior STRATEGY	
14:35 – 14:55 COFFEE BREAK											
14:55 – 15:50		14:55 – 15:20		14:55 – 15:20		14:55 – 16:25		14:55 – 16:25		14:55 – 15:50	
DISCUSSION PANEL How to see the light in AI slop? Kalina Tyrykiet-Szymańska HOST Stephanie Jensen STAFF PRODUCT DESIGNER - ADOBE Małgorzata Skonieczna SENIOR PRODUCT DISCOVERY - THEPROTOCOL.IT		"Zwołaj swojego badacza UX, przecież ogarnie CI to moderator AI". Serio? NO to sprawdzam. Marek Trawiński HEAD OF UX RESEARCH - XTB S.A.		Three Levels of Atomic Product-Market Fit Debbie Lewitt CEO - DELTA UX		Building a web accessibility framework for your organisation Wojtek Kutyla INDEPENDENT WEB ACCESSIBILITY SPECIALIST, HUMAN THING LTD		Build an AI that checks and fixes its own work: agentic loops in practice Szymon Paluch CTO - BUSTEEN		Do agents kill the design systems or prove their point? David Lewandowski PRODUCT DESIGNER - SUPERNOVA	
Partnership Mid STRATEGY		Mid CASE STUDY		Mid FRAMEWORK						Mid STRATEGY	
15:25 – 15:50		15:25 – 15:50		15:25 – 15:50							
		Three practical lessons from talking to 100 researchers about AI repositories Daniel Korczyński CHIEF PRODUCT OFFICER & CO-FOUNDER - SURVIVATE		Beyond the Screen: Designing AI Hardware for Real-World Communication Kamil Capiel HEAD OF PRODUCT - VASCO ELECTRONICS							
Partnership Mid STRATEGY		Partnership Mid FRAMEWORK		Partnership Mid CASE STUDY							
15:50 – 16:00 BREAK											
16:00 – 16:45		16:00 – 16:45		16:00 – 16:45		16:00 – 16:45		16:00 – 16:45		16:00 – 16:45	
Test your way to personalisation at scale Vedanti Joshi PRINCIPAL PRODUCT DESIGNER Emrah Sanbat HEAD OF PRODUCT DESIGN		The Evolution of Research: where do we go from here? Dalia El-Shimy DIRECTOR OF UX RESEARCH - WISE		Allegro AI Asystent: 7 wniosków z budowania produktu AI w zmiennym świecie Tomasz Skórski PRINCIPAL PRODUCT MANAGER - ALLEGRO		Mid FRAMEWORK		Senior FRAMEWORK		Senior FRAMEWORK	
Senior CASE STUDY		Mid INSPIRATIONAL		Senior CASE STUDY							
16:45 END OF DAY - GALA AWARDS											
19:00 BETWEENWAYS – HALA FORUM Google Maps											