

WaysConf 2026 / Day 2 / 17 September

Times in Kraków (CEST) - Snapshot: 17 Sept 2026, 12:19 CEST - Latest programme: waysconf.com/agenda-grid

DESIGN [WISLA]

RESEARCH [BRATYSŁAWA II]

PRODUCT & MANAGEMENT [BRATYSŁAWA I]

W1 - DESIGN

W2 - PRODUCT & MANAGEMENT

W3 - RESEARCH

8:00 – 9:20

REGISTRATION

8:00

DESIGN FAIR - OPEN ALL DAY AT THE EXPO SPACE

9:20 – 9:30

OPENING - DAY 2

9:30 – 10:15

Product In the Age of AI

Marty Cagan

FOUNDER AND PARTNER, SILICON VALLEY PRODUCT GROUP

SeniorSTRATEGY - INSPIRATIONAL

10:15 – 10:25

BREAK

10:25 – 11:20

DISCUSSION PANEL

Agents, agents, agents

Jessica Tarasoff

HOST

Mikołaj Dobruski

STAFF PRODUCT ENGINEER - CASTLE

Molly Mahar

PRINCIPAL AI DESIGNER - FIN

Erin Essex

SENIOR INTERACTION DESIGNER, YOUTUBE

SeniorSTRATEGY

10:25 – 11:20

Research: From Support Partner to Strategic Driver

Brad Orego

EX-HEAD OF RESEARCH - WEBFLOW

SeniorSTRATEGY - FRAMEWORK

10:25 – 10:50

Data Management for the LLM Agents

Michał Witkowski

HEAD OF AI AND DATA - FUN CRAFTERS

SeniorCASE STUDY

10:55 – 11:20

How I built a production validation in regulated env

Marcin Woźny

PRODUCT DISCOVERY DIRECTOR - AUTOPAY

MidCASE STUDY - FRAMEWORK

10:25 – 11:20

Q&A with Marty Cagan

Marty Cagan

FOUNDER AND PARTNER, SILICON VALLEY PRODUCT GROUP

SeniorSTRATEGY - INSPIRATIONAL

10:25 – 12:55

Gdzie i jak szukać przyszłości?

Agata Biepling

MidFRAMEWORK

11:20 – 11:40

COFFEE BREAK

11:40 – 12:25

The human glue: designing consensus across 8+ product silos

Jessica Tarasoff

LEAD PRODUCT DESIGNER - EX CLOUDFLARE

SeniorCASE STUDY - STRATEGY

11:40 – 12:25

Designing for actual humans, not who we wish to be

Anna Malena Njå

BEHAVIORAL SCIENCE CONSULTANT

MidCASE STUDY - FRAMEWORK

11:40 – 12:25

Conway's Law from the Inside: Navigating Org Structure When You Can't Change It

Michał Kosocki

HEAD OF PRODUCT DESIGN & DIGITAL EXPERIENCE - LUX MED / BUPA

SeniorCASE STUDY - STRATEGY

12:25 – 12:35

BREAK

12:35 – 13:00

Building an accessible banking app in 6 months: A true story.

Kinga Dybek

UX/UI DESIGNER, ACCESSIBILITY SPECIALIST - UNICREDIT

MidCASE STUDY

12:35 – 13:00

The AI Finds. We Decide: Building Ethical AI Research When You're Locked Out of Users

Anna Broczyna

SENIOR USER RESEARCHER - MINISTRY OF JUSTICE UK

MidCASE STUDY

12:35 – 13:30

DISCUSSION PANEL

The future of product is the Product Builder, not the Product Trio

Krzysztof Nowiński

HOST

Alex Dzielwiska

CEO AT HOUSE OF PRODUCT/FUNDACJA DESTARE

Michał Witkowski

HEAD OF AI AND DATA - FUN CRAFTERS

Antoni Dmowski

PANEL PARTICIPANT

MidFRAMEWORK

13:05 – 13:30

10 million users is too many to rely on guesswork

Liv Rutkowska

EXPERT UX DESIGNER - GREENHIVE TECHNOLOGY

Krzysztof Miroszek

HEAD OF DESIGN - GREENHIVE TECHNOLOGY

MidCASE STUDY

13:05 – 13:30

One Small Question, System-Wide Impact: How user research helped us rethink one deceptively simple icon

Stephanie Jensen

STAFF PRODUCT DESIGNER - ADOBE

MidCASE STUDY

13:40 – 14:25

Manage Up! A Guide for Product People to Understand and Influence Leadership.

Petra Wille

PRODUCT LEADERSHIP/EXECUTIVE COACH

SeniorSTRATEGY

13:30 – 13:40

BREAK

13:40 – 14:25

A sharp tool can still ruin the cut

Joia Torre

FOUNDING DESIGNER - SIMPLSTUDY, EX. SHOPFY

MidCASE STUDY - INSPIRATIONAL

13:40 – 14:25

Obserwować, żeby zrozumieć. Współtworzyć, żeby wdrożyć. Jak pracujemy nad poprawą doświadczenia pracowników Equinix

Piotr Wojciechowski

PRINCIPAL SERVICE DESIGNER - EQUINIX

MidCASE STUDY

13:40 – 14:25

Managing AI at scale: How to optimize AI costs and know when the investment is worth it?

Mikołaj Dobruski

STAFF PRODUCT ENGINEER - CASTLE

SeniorSTRATEGY

14:25 – 14:45

COFFEE BREAK

14:45 – 15:10

Unobvious Discoveries - or why it is good to have a designer in a project where there won't be a prototype

Dominika Szaniawska

EXPERIENCE DESIGN TEAM LEAD - SOFTSERVE

MidCASE STUDY

14:45 – 15:40

DISCUSSION PANEL

Your best growth strategy is already on your payroll

Yossi Aviram

HOST

Daniel Korczyński

CHIEF PRODUCT OFFICER & CO-FOUNDER - SURVIVATE

Filip Jaskolski

COO - TEST

Marcin Woźny

PRODUCT DISCOVERY DIRECTOR - AUTOPAY

PartnershipSeniorSTRATEGY

14:45 – 15:10

...with but why?

Wojciech Smęga

SENIOR TECHNICAL PM - IBM

MidINSPIRATIONAL

14:45 – 15:15

AI in a Product Team - from scattered experiments to a shared workflow

Agnieszka Szygula

BUSINESS ANALYST - PERSONIT

Mikołaj Szpakowski

TECH LEAD & SOLUTIONS ARCHITECT - PERSONIT

MidFRAMEWORK

14:45 – 15:15

When User-Centred Design is Not Enough - Systems Thinking in Practice

Agata Kowalska

INNOVATION CONSULTANT - WARSZAWSKIE LABORATORIUM INNOWACJI SPOŁECZNYCH "SYNERGIA"

SeniorFRAMEWORK

15:15 – 15:40

From Insight to Impact: Building a Design-Led Experimentation Culture

Joah Thomson

LEAD CONTENT DESIGNER - SKYSCANNER

MidCASE STUDY - FRAMEWORK

15:15 – 15:40

Przeżyłem rok w AI-native Product Team. Hype „Product Builders” kontra moja rzeczywistość.

Tomasz Tomaszewski

HEAD OF PRODUCT - AI BRAINBITS

SeniorCASE STUDY - STRATEGY

15:40 – 15:50

BREAK

15:50 – 16:35

The 8-Year-Old (day) Trader

Holly Rice

PRODUCT DESIGNER - REVOLUT

MidCASE STUDY