

UX FOR LIFE SCIENCE CONFERENCE, 2026

How AI Is Redefining User Experience in Life Sciences

Date: 20-21 October 2026

Venue: GSK, Stevenage

Program – Day 1

13:00-13:30 Registration & Networking

13:30-13:45 Intro and Opening Remarks

Moderator: Farah Egby, UXLS Community Facilitator, Pistoia Alliance

Panel: GSK Host and Gold Sponsors

13:45-14:00 What is the UX Expert community

Farah Egby, UXLS Community Facilitator, Pistoia Alliance

UXLS SteerCo Members

Session 1 - AI-Augmented UX Research & Research Operations

How AI and GenAI are transforming UX research methods, insight generation, facilitation, and innovation workflows in life sciences.

14:00-14:30 Practical AI for UX Research in Life Sciences: Tools, Trials, and Takeaways

Aspen Snow, Senior User Experience Researcher, MSD

14:30-15:00 Three Levels of AI-Assisted UX Research in Biomedical Domains

Tiffany Liaw, Senior UI/UX Designer, Harvard Medical School

Break & Networking (30 minutes)

15:30-16:15 Break-out sessions:

Workshop 1: Evaluation Methods for AI experience design

Shane Moloney, Product

Design Lead, Roche

Sayali Phatak, DesignOps

Lead, Roche

Workshop 2: Leveraging GenAI to supercharge Outcome Driven Innovation research in life science

Lucia Turco, Senior User Researcher, Elsevier

Rosa Mair, UX Research Lead, Elsevier

16:15-16:20 Regrouping to the main conference room

16:20-16:35 Presentation of workshop 1

16:35-16:50 Presentation of workshop 2

16:50-17:00 Wrap up and presentation of Day 2 program

Farah Egby, UXLS Community Facilitator, Pistoia Alliance

Program – Day 2

08:30-09:00 **Registration & Networking**

09:00-09:10 **Welcome Note**

Intro and presentation of the upcoming workshops
Moderator: Pistoia Alliance, GSK Host

Session 1 - Designing Trustworthy & Human-Centered AI Experiences

UX design challenges related to AI adoption, trust, explainability, behavior, and meaningful human interaction.

09:10-09:40 **Designing trustworthy AI summaries in scientific products: a UX perspective on LLM adoption**

Ivanna Pidruchna, Senior UX/UI Designer, EMBL-EBI

09:40-10:10 tbc

10:10-10:30 **A prompt is a guess, a Skill is a system: two case studies in tailoring Skills to the UX process**

Sonia Sommariva, UX Designer, Elsevier
Tina Bota, Senior UX Designer, Elsevier

Break & Networking (30 minutes)

11:00-12:00 Break-out sessions:

Workshop 1: Hype, Hope, or Help? AI in Life Sciences UX

Paula de Matos, UX User Research Lead, AVEVA
Voula Gkatzidou, Principal Service Designer, GSK
Jing Zhang, Senior User Researcher, Enterprise AI, AstraZeneca

Workshop 2: From Interface (UX) to Intent (Behaviour): Designing the Soul

Lego hands-on play
Binny Goenka, Data & Insights Manager, GSK
Laura Farrell, Senior Designer, Global Clinical Operations, GSK
Geri Low, Lead Product Designer AI/ML, GSK

12:00-12:05 Regrouping to the main conference room

12:05-12:20 Presentation of workshop 1

12:20-12:35 Presentation of workshop 2

Lunch & Networking (60 minutes)

Session 2 - UX Strategy, Scale & Organizational Transformation

Enterprise-scale UX operations, digital operating models, and the evolving role of UX/BA professionals in AI-enabled organizations

13:35-13:50 **From Insight to Acceleration: How Agentic AI is Reshaping UX Research and Modernization in Regulated Life Sciences**

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- Julie Morrison, Senior Vice President, Instem
- 13:50-14:50 **Tbc**
- 14:50-15:20 **Implementing a Digital Operating Model in R&D: Connecting Strategy, Portfolio, and Evidence Across the Lifecycle**
Stijn Janssen, Strategic Design Leader, Novo Nordisk
- 15:20-15:50 **UX and BA roles in an age of rapid AI-driven development**
Jing Zhang, Senior User Researcher, Enterprise AI, AstraZeneca
Simon Marriott, Strategic IT Business Analyst, AstraZeneca
Asvina Brown, IT Business Partner in Early Science R&D IT, AstraZeneca

Break & Networking (30 minutes)

Session 3 - Future Skills, Confidence & AI-Enabled Practice

Preparing UX professionals for AI-enabled workflows, confidence-building, and future-ready capabilities.

- 16:20-16:35 **Walk In Ready: How AI Builds Designer Confidence in Complex Domains**
Jui Pandya, Head of Product Design, QbD Vision
- 16:35-17:00 **From Interfaces to Intelligence: Future Skills for UX Teams in AI-Driven Workflows**
Peter Hummel, Novartis

Session 4 - Group discussions

- 17:00 17:30 **UXLS Steering Committee members - Interactive discussion**
Moderator: Farah Egby, UXLS Community Facilitator, Pistoia Alliance

For Sponsorship Opportunities, contact:

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