

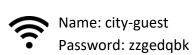
## ICID2025 Conference Schedule 'Paradigm Shift'



10:30am	Registration (University Reception)			
	WELCOME & OPENING KEYNOTE (ELG03)			
11:00am (Keynote duration 35 mins followed by 10 min Q&A)	Welcome from Organiser  Stuart Scott  HCID - City St George's, University of London	Facing the Poly-Crisis: How Strategic Design Can  Help Navigate Chaos  Christoph Hassler  H:DEI		
	Sustainability / Accessibility (ELG08)	Design / Practice (ELG11)	Debating AI (ELG01)	
12:00pm (Talk duration 20 mins followed by 5 min Q&A)	Digital Agriculture: (Un)responsible Innovation for Sustainable Food Futures Sebastian Prost HCID - City St George's, University of London	Designing for the Paradigm Shift: Building Tools for a Creative Future  Lili Eva Bartha  GENERA LABS	Smarter Systems, Softer Skills: Rethinking UX in the Age of AI  Rebeca Miranda  Global Relay	
12:30pm (Talk duration 20 mins followed by 5 min Q&A)	Battling Monsters For Credit: Introducing interdisciplinary education for climate and sustainability  Dom Pates City St George's, University of London	Rethinking the User eXperience Paradigm  Tony D Sampson  University of Essex	Data: Quality vs Quantity – challenges of using  Al as your research partner  Dave Grayson  Fluent Interaction	
1:00pm (Talk duration 20 mins followed by 5 min Q&A)	The Third Place Revolution: Designing for Community in a Fragmented World  James Gadsby-Peet  William Joseph	<b>The Future Room</b> Bill Gaver  Northumbria University	An AI for UX: Wielding generative AI to reshape user experience research  Tania Ostanina  LexisNexis	
1:30pm	Refreshments and Networking (ELG03 Foyer)			
2:30pm (Talk duration 20 mins followed by 5 min Q&A)	User Research: the key to supporting disabled customers Ashley Peacock AbilityNet	Resistance is not futile and is everywhere: re- working power as cooperation Clara Crivellaro Open Lab / Newcastle University	Just Add Bots: Will the adoption of AI reshape the Pro Services Niche? Stephen Wood End Grain Studio	







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Join the conversation:



	Sustainability / Accessibility (ELG08)	Design / Practice (ELG11)	Debating AI (ELG01)
3:00pm (Talk duration 20 mins followed by 5 min Q&A)	Beyond Subtitles and Audio Description: Rethinking Media Access for Complex Communication Needs Dr Timothy Neate King's College London	Behaviour Design – The Neglected Aspect of Good User Experience Patrick W. Jordan Middlesex University	Creative Rightsholders vs GenAI: Mediating Trust, Value and Ownership through Tokenised Licensing and Content Authenticity Tools Dr Chris Elsden Institute for Design Informatics, University of Edinburgh
3:30pm (Talk duration 20 mins followed by 5 min Q&A)	"The Internet is Hard. Is Words": Investigating Information Search Difficulties Experienced by People with Aphasia and Strategies for Combatting Them Stephann Makri / Andrew Macfarlane HCID - City St George's, University of London	By Whose Design?  Digital Comics and User-Centred Research [Panel]  Francesca Benatti, Linda Berube, Ernesto Priego  The Open University & HCID - City St George's, University of London	Feeling for the edges around Anything and Everything Carol Butler Deloitte Digital
4:00pm (Talk duration 20 mins followed by 5 min Q&A)	Aphasia and Alexa: 'I dinnae ken if I'm capable of that'  Amy Hanschell  NHS Tayside	Content design systems — practical lenses from GOV.UK  Rik Williams  Government Digital Service (GDS)	Rage For / Against the Machine [Panel] Rebeca Miranda, Dave Grayson, Tania Ostanina, Stephen Wood, Dr Chris Elsden, Carol Butler Various
4:30pm	Networking and Nibbles (ELG03 Foyer)		
5:30pm (Keynote durations 35 mins followed by 10 min Q&A)	Words from HCID Leadership  Stephanie Wilson  Centre for HCI Design	THANK YOU & CLOSING KEYNOTES (ELG03)  Humanitarian AI: A shift or a continuation?  Reem Talhouk  Northumbria University	The only constant is change Raj Arjan Google
7:00pm		End	

