

# Luca-Maxim Meinhardt

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## UX Researcher

I am a **UX researcher** with an interdisciplinary background across Human-Computer Interaction, UX design, and marketing, combining academic rigor with applied industry experience. My work integrates **qualitative** and **quantitative** research methods, ranging from interviews and workshops to prototyping and statistical analysis of (user study) data to optimize and evaluate user-centered interfaces.

Having worked in **agile, cross-functional environments in both industry and research**, I specialize in bridging user insight, design, and business strategy. At **Corporate Research and Technology – Carl Zeiss AG**, I developed a mobile diagnostic application that led to a pending European patent, and regularly communicated outcomes to stakeholders within SCRUM cycles. At **AUDI AG**, I collaborated with external design agencies to align digital and social-media campaigns with the national brand strategy.

## Skills (Selection)

**Qualitative Research Methods:** Participatory Design, Design Thinking, Workshops, Interviews, Thematic Analysis

**Quantitative Research Methods:** Statistical Analysis, Bayesian Optimization, Linear Mixed Models, Bayesian Statistics

**Design:** UI/UX Prototyping, Image and Video Editing, Editorial/Motion/Web Design, 3D Modeling, Marketing

**Workflow:** Agile/SCRUM, Cross-functional Collaboration, Academic Writing, Grant Writing

**Programming:** Python, R, Swift, JavaScript, PHP, C, C++

## Working Experience

### ULM UNIVERSITY - Chair of Human-Computer Interaction

Ulm, Germany

#### *Research Associate*

Feb 2022 – Present

- Lead research in HCI using *qualitative* (interviews, workshops, thematic analysis) and *quantitative* (statistical analysis, Bayesian optimization, gaze-analysis) methods on software and hardware interfaces
- Planned and directed 30+ user research studies with up to 250 participants, across VR simulations, accessibility, and social media applications
- Collaborated with international research scholars (e.g., USA, South Korea, Switzerland) on cross-lab projects
- Supervised 20+ undergraduate and graduate students, ranging from conception, data analysis, and publication

### CARL ZEISS AG - Corporate Research and Technology

Oberkochen, Germany

#### *Master's Thesis Candidate*

Apr 2021 – Nov 2021

- Designed and prototyped an iOS application using Swift and OpenCV for self-diagnosing corneal astigmatism; contributed to an EPO patent ([EP4586881A1](#)).
- Integrated user-guided workflows and computer vision to enable intuitive mobile diagnostics.
- Collaborated with cross-functional teams (algorithms, patents, development) in Agile/SCRUM workflow
- Delivered research-driven design recommendations to stakeholders

### AUDI AG - Marketing and Brand Experience

Ingolstadt, Germany

#### *Marketing and Project Management Intern*

Nov 2018 – Apr 2019

- Managed 3 classic/digital/social media campaigns
- Organized Audi's social media brand activation at the Berlinale Film Festival (Berlin) and Online Marketing Rockstars (Hamburg)
- Collaborated with event teams and external creative agencies to align campaigns with national brand strategy

### KOLLE REBBE (Accenture Interactive)

Hamburg, Germany

#### *Digital Art Intern*

Mar 2018 – Aug 2018

- Designed and conceptualized social media campaigns for global brands (AUDI, Rauch), creating digital content
- Collaborated with cross-functional teams (copywriters, strategists) to align campaigns with client goals, streamlining workflows for 50+ design works.

## Education

### Ulm University

PhD Candidate, [Human-Computer Interaction](#)

*PhD Thesis submitted; Defense scheduled for 29th April 2026*

*Thesis Title:* Special Information Needs in Emerging Automated Transportation Systems

*Research Areas:* Future Mobility, Digital Well-being, Infinite Scrolling

Ulm, Germany

Feb 2022 – May 2026 (expected)

### Santa Clara University

Visiting Researcher at [Human-Computer Interaction Lab](#)

*Research Area:* Digital Well-being

Santa Clara, CA, USA

Jan 2025 – Feb 2025

### University of Siegen

M.Sc. Human-Computer Interaction

Siegen, Germany

Oct 2019 – Dec 2021

*Industry Collaboration Project with BOSCH GmbH*

- Led a 3-student research initiative with Bosch to address driver inattentiveness in partially automated driving
- Designed and prototyped an ambient-display HMI concept to reduce distraction and improve system awareness
- Outcome: Prototype was adopted and field-tested by Bosch in real-road environments

*Master's thesis at CARL ZEISS AG - Corporate Research and Technology*

*Published parts of the thesis at ACM CHI '23: [10.1145/3544549.3585799](https://doi.org/10.1145/3544549.3585799) and as an EPO patent: EP4586881A1*

### Ostfalia University of Applied Sciences

B.A. Media Design

Salzgitter, Germany

Sep 2015 – Nov 2018

## Publications and Patents (Selection)

**L.-M. Meinhardt**, S. Demharter, M. Rietzler, M. Colley, T. Eßmeyer, E. Rukzio (2025). *Mind Games! Exploring the Impact of Dark Patterns in Mixed Reality Scenarios*. PACMHCI '25. [10.1145/3743709](https://doi.org/10.1145/3743709). Acceptance rate: 27.2%

**L.-M. Meinhardt**, L. Wilke, M. Elhaidary, J. von Abel, P. Fink, M. Rietzler, M. Colley, E. Rukzio (2025). *Light My Way. Developing and Exploring a Multimodal Interface to Assist People With Visual Impairments to Exit Highly Automated Vehicles*. Proceedings of the ACM CHI '25. [10.1145/3706598.3713454](https://doi.org/10.1145/3706598.3713454). Acceptance rate: 24.9%

**L.-M. Meinhardt**, M. Elhaidary, M. Colley, M. Rietzler, JO Rixen, A. Purohit, E. Rukzio (2025). *Scrolling in the Deep: Analysing Contextual Influences on Intervention Effectiveness during Infinite Scrolling on Social Media*. Proceedings of the ACM CHI '25. [10.1145/3706598.3713187](https://doi.org/10.1145/3706598.3713187). Acceptance rate: 24.9%

**L.-M. Meinhardt**, C. Schramm, P. Jansen, M. Colley, E. Rukzio (2025). *Fly Away: Evaluating the Impact of Motion Fidelity on Optimized User Interface Design via Bayesian Optimization in Automated Urban Air Mobility Simulations*. Proceedings of the ACM CHI '25. [10.1145/3706598.3713288](https://doi.org/10.1145/3706598.3713288). Acceptance rate: 24.9%

**L.-M. Meinhardt**, M. Rück, J. Zähnle, M. Elhaidary, M. Colley, M. Rietzler, E. Rukzio (2024). *Hey, What's Going On? Conveying Traffic Information to People with Visual Impairments in Highly Automated Vehicles: Introducing On-Board*. Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies 2024. [10.1145/3659618](https://doi.org/10.1145/3659618). Acceptance rate: 20-25%

D. Doppelstein, L. Stoppe, **L.-M. Meinhardt**, M. Wald, A. Leube (2026). *Computer-Implemented Method and Devices for Determining at Least One Astigmatism Parameter of at Least One Eye of a Person*. Active EPO Patent. [EP4586881A1](https://www.european-patent-office.org/en/epo-patents/ep4586881a1)

## Secured Funding

I have independently acquired research funding and **managed project budgets**, while supervising student researchers in executing studies and preparing joint publications.

### Graduate & Professional Training Center Ulm (2024)

*Context- and Content-Specific Interventions for Infinite Scrolling on Social Media Platforms*. Principal Investigator

**Amount:** €10,000