

Luca-Maxim Meinhardt

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UX Researcher | Research Project Lead

I am a UX researcher who has led 30+ studies, secured roughly 588K € in research funding, and delivered results ranging from peer-reviewed papers to a European patent. I am most useful where a project needs someone to scope the work, line up the people, and keep timelines honest. 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 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 marketing campaigns with the national brand strategy. My approach centers on close collaboration with product and development to ensure research directly drives decision-making. I focus on delivering actionable insights, measurable improvements, and user-centered innovation that advance both project performance and strategic goals.

Skills (Selection)

Project & Workflow: Agile/SCRUM, Stakeholder Management, Cross-functional Collaboration, Roadmapping, Grant Writing, Research Operations

Research (Qual.): Participatory Design, Design Thinking, Workshops, Interviews, Thematic Analysis

Research (Quant.): Statistical Analysis, Bayesian Optimization, Linear Mixed Models, Bayesian Statistics, Field Studies, Longitudinal Studies, Experience Sampling

Design & Tools: User-Centered Design, UI/UX (Hardware) Prototyping, Adobe Creative Suite, Python, R, Swift, JavaScript

Professional Experience

ULM UNIVERSITY - Chair of Human-Computer Interaction Ulm, Germany
Research Associate Feb 2022 – Present

- Led 30+ research projects from scoping through participant recruitment (250+ across studies), analysis, and publication.
- Secured and managed approximately 588K € in funding across three grants, with full accountability for proposal authorship, budget planning, and reporting. Lead author on two DFG proposals; sole PI on one.
- Collaborated with international research scholars (e.g., USA, South Korea, Switzerland) on cross-lab projects

CARL ZEISS AG - Corporate Research and Technology Oberkochen, Germany
Master's Thesis Researcher 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 marketing 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 marketing campaigns for global brands (e.g., AUDI)
- Collaborated with cross-functional teams (copywriters, strategists) to align campaigns with client goals, streamlining workflows for 50+ design works (social media videos/postings, digital ads, etc.).

Education

Ulm University

Doctor of Science (PhD), [Human-Computer Interaction](#)

Thesis Title: Special Information Needs in Emerging Automated Transportation Systems

Ulm, Germany

Feb 2022 – April 2026

Santa Clara University

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

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](#) 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)

D. Dobbstein, 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*. EPO Patent. [EP4586881A1](#)

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](#). 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](#). 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](#). Acceptance rate: 24.9%

L.-M. Meinhardt, M. Rück, J. Zähle, 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](#). Acceptance rate: 20-25%

Secured Funding

Graduate & Professional Training Center Ulm (2024)

Context- and Content-Specific Interventions for Infinite Scrolling on Social Media Platforms

Principal Investigator. Managed project budget and supervised student researchers.

Amount: €10,000

DFG – German Research Foundation (2025)

Context- and Content-tailored Interventions to Social Media Usage to Enhance Digital Well-being

Lead proposal author. Co-applicant (PI: Prof. Enrico Rukzio). Project number: [561828495](#)

Amount: €297,260

DFG – German Research Foundation (2023)

Non-Visual Interfaces to Enable the Accessibility of Highly Automated Vehicles for People with Vision Impairments

Lead proposal co-author. Co-applicant (PI: Prof. Enrico Rukzio). Project number: [536409562](#)

Amount: €280,901