

Luca-Maxim Meinhardt

Dr. rer. nat. | UX Project Lead

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PROFILE

I am a UX project lead with experience of managing 30+ projects, secured roughly 588K € in budget, and delivered results ranging from soft- and hardware prototypes to publications and a European patent. I build and study **accessible technology and intelligent systems**, from non-visual interfaces that let people with visual impairments ride and exit highly automated vehicles independently, to interventions on social media platforms that millions of people use every day.

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 and 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 users, 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.

588 K€ budget acquired • 3 grants secured • 30+ projects led • 20+ people supervised • 18+ publications • 1 granted patent

CORE COMPETENCIES

Project Management	Project ownership, budget planning & controlling, proposal and grant writing, roadmapping, timeline management, Agile/SCRUM
Leadership	Mentoring, cross-functional collaboration (engineering, design, IP/legal, marketing), international partner & agency steering, stakeholder communication
Research (quant.)	Experimental design, linear & generalised mixed models, Bayesian multilevel modelling, Bayesian optimization, longitudinal field studies, experience sampling
Research (qual.)	Interviews, participatory design, co-design workshops, design thinking, thematic analysis
Tools	Python, R, Swift, JavaScript, C++ Android, Arduino, 3D Modelling Adobe Creative Suite
Languages	German (native) English (fluent, professional working proficiency)

PROFESSIONAL EXPERIENCE

Ulm University — Chair of Human-Computer Interaction

Ulm, Germany

Research Associate / Postdoctoral Researcher / Project Lead

Feb 2022 – Present

- Led 30+ research projects from scoping, development, 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.
- Supervised and mentored 20+ students (theses, project groups, seminars) and 3 research assistants; coordinated deliverables and timelines across parallel workstreams
- Directed agile, iterative development of novel hardware/software prototypes (Android, Unity, Arduino) from requirements to field-tested systems
- Initiated international research collaborations (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

- Delivered an iOS mobile application (Swift, OpenCV) for self-diagnosis of corneal astigmatism
- Communicated across **algorithms, patent, and development teams** within an Agile/SCRUM setup; reported outcomes and trade-off decisions to stakeholders at sprint reviews.
- **Outcome:** contributed to a granted European patent, [EP4586881B1](#)

Bosch GmbH — Industry Research Collaboration (via University of Siegen)

Remote

Student Project Lead

Feb 2020 – Nov 2020

- Led a three-person project team addressing driver inattentiveness in semi-automated driving
- Designed and prototyped an ambient-display HMI concept to reduce driver distraction.
- **Outcome:** concept was adopted, implemented, and field-tested by Bosch on public roads.

AUDI AG — Marketing and Brand Experience

Marketing and Project Management Intern

Ingolstadt, Germany

Nov 2018 – Apr 2019

- Managed three campaigns (classic, digital, social) against fixed deadlines and budgets; **briefed and steered external creative agencies** to align deliverables with the national brand strategy.
- Ran on-site brand activation at the *Berlinale Film Festival* (Berlin) and *Online Marketing Rockstars* (Hamburg), coordinating event teams under live conditions.

Kolle Rebbe (Accenture Interactive)

Digital Art Intern

Hamburg, Germany

Mar 2018 – Aug 2018

- Delivered 50+ design campaign assets for global brands including AUDI, coordinating with copywriters and strategists.

FUNDED PROJECTS

German Research Foundation (2025)

297,260 €

Context- and Content-tailored Interventions to Social Media Usage to Enhance Digital Well-being. **Lead proposal author**, co-applicant (PI: Prof. E. Rukzio). Responsible for work-package structure, budget plan, and idea. [Project 561828495](#)

German Research Foundation (2023)

280,901 €

Non-Visual Interfaces to Enable the Accessibility of Highly Automated Vehicles for People with Vision Impairments. **Lead proposal co-author**, co-applicant (PI: Prof. E. Rukzio). Responsible for work-package structure, budget plan, and idea. [Project 536409562](#)

Graduate & Professional Training Centre, Ulm University (2024)

10,000 €

Context- and Content-Specific Interventions for Infinite Scrolling on Social Media Platforms. **Sole Principal Investigator**, full budget authority, directed student researchers and delivery.

EDUCATION

Ulm University

Ulm, Germany

Dr. rer. nat. (PhD), Human-Computer Interaction. Grade: *magna cum laude*

Feb 2022 – Apr 2026

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

Santa Clara University — Human-Computer Interaction Lab

Santa Clara, CA, USA

Visiting Researcher (host: Prof. Kai Lukoff)

Jan 2025 – Feb 2025

Collaborated with local undergrad and grad students. Supported research projects.

University of Siegen

Siegen, Germany

M.Sc. Human-Computer Interaction. Grade: 1.0

Oct 2019 – Dec 2021

Thesis conducted at Carl Zeiss AG; results partly published at ACM CHI '23 and granted as [EP patent](#).

Ostfalia University of Applied Sciences

Salzgitter, Germany

B.A. Media Design. Grade: 1.3

Sep 2015 – Nov 2018

Thesis: [Opportunities and Risks of Voice User Interfaces in Marketing and User Engagement](#)

SELECTED PUBLICATIONS & PATENTS

Full list of 18+ peer-reviewed publications: [Google Scholar](#)

D. Döbelstein, 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*. **European Patent** [EP4586881B1](#).

L.-M. Meinhardt, M. Dragic, M. Colley, K. Lukoff, E. Rukzio (2026). *Can't Stop: How Context and Individual Traits Influence Effectiveness of Different Gradual Interventions for Infinite Scrolling on Short-Form Video Platforms*. Proc. ACM IMWUT '26. [10.1145/3831979](#)

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](#)

J. Rixen, **L.-M. Meinhardt** et al. (2023). *The Loop and Reasons to Break It: Investigating Infinite Scrolling Behaviour in Social Media Applications*. Proc. ACM HCI '23. [10.1145/3604275](#). **Honourable Mention**

COMMUNITY INVOLVEMENT & RECOGNITION

- **Workshop organiser**, 2nd/3rd *Workshop on UX in Urban Air Mobility*, ACM AutoUI '22/23: programme planning, international coordination, on-site moderation.
- **Selected participant**, [12th Heidelberg Laureate Forum](#), one of 200 young researchers worldwide (2025)
- **Invited talk**, University of [Tokyo](#) (2025)
- **Reviewer**, 31x ACM SIGCHI & IJHCS. 2x *Outstanding Review*.
- **Dancing Instructor**, '24 - '26. Teaching Latin and Ballroom to up to 60 students.