

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 Suite, Python, R, Swift, JavaScript

Professional Experience

ULM UNIVERSITY - Chair of Human-Computer Interaction

Ulm, Germany

Research Associate/ Postdoctoral Researcher

Feb 2022 – Present

- Led 30+ research projects from scoping, 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

- 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

BOSCH GmbH - Industry Research Collaboration (via University of Siegen)

Remote

Student Project Lead

Feb 2020 – Nov 2020

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

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

- 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

Ulm, Germany

Doctor of Science (PhD) in [Human-Computer Interaction](#), *Grade: magna cum laude*

Feb 2022 – April 2026

Thesis Title: [Special Information Needs in Emerging Automated Transportation Systems](#)**Santa Clara University**

Santa Clara, CA, USA

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

Jan 2025 – Feb 2025

University of Siegen

Siegen, Germany

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

Oct 2019 – Dec 2021

*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**

Salzgitter, Germany

B.A. Media Design, *Grade: 1.3*

Sep 2015 – Nov 2018

Secured Funding

DFG – 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. Enrico Rukzio). Project number: [561828495](#)**DFG – 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. Enrico Rukzio). Project number: [536409562](#)**Graduate & Professional Training Center Ulm (2024)****€10,000***Context- and Content-Specific Interventions for Infinite Scrolling on Social Media Platforms***Principal Investigator.** Managed project budget and led student researchers.

Publications and Patents (Selection)

Full list of 18 peer-reviewed publications: [Google Scholar](#)D. Dobbelsstein, 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*. Granted European Patent. [EP4586881B1](#)**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](#)**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](#)

Invited Talks and Seminars

Honored to be one of the 200 young researchers selected for the [12th Heidelberg Laureate Forum](#) (September 2025)Research Talk at **University of Tokyo**, [User Interface Research Group](#) (May 5th, 2025), in-person