

Dr.-Ing. Michael Bonfert

Bridging people, processes, and AI

Agentic AI · Workflow Automation
Product Ownership · Rapid Prototyping
Human-Centered AI · User Research
Voice Interfaces · XR

AI Engineering & Automation

- **Agentic systems:** designing agents, workflows, tools, and data pipelines
- **Reliable operation:** validation of LLM output, QA gates, tests
- Prompt and context engineering, structured outputs
- Model selection and cost optimization

UX & Research

- Product discovery and requirements analysis with business units
- Interviews, workshops, usability tests, A/B comparisons, statistical analysis

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Portfolio and more about me:
www.michael-bonfert.de

Professional Experience

AI Automation Product Owner — **since 08/2026**
ZEIT Sprachen (ZEIT Verlagsgruppe) — Munich, Germany

- Own the AI automation portfolio across editorial and business teams
- Built an agentic editorial system: multi-agent pipeline with workflows and robust Word export/import for collaborative course creation
- Built an AI course import into the Drupal backend: code-based extraction, LLM integration, token and time optimization
- Lead agentic coding with Claude Code: architecture, tests, reviews
- Further AI solutions: sales copy, glossing, pronunciation feedback
- Run AI upskilling for the team on tools, security, and best practices

Senior Innovation Strategist — **04/2026 – 07/2026**
QM Interactive — Munich, Germany

- Introduced AI tools and integrated them into processes
- Trained the team on AI: tools, automation, use cases, risks
- Designed UX for XR, medical digital twins, and serious games
- Strategic company development and project acquisition

UX & AI Consultant — **10/2024 – 07/2026**
Freelance (startups to mid-sized businesses) — Remote & Munich, Germany

- Advised software teams on product strategy, UX, and AI products

UX Researcher and Project Lead — **12/2018 – 04/2024**
University of Bremen, Digital Media Lab — Bremen, Germany

- Conceptualized and evaluated multimodal experiences with a transformation platform using tangible, touch, and immersive interfaces
- Analyzed user requirements, facilitated design-thinking workshops, developed prototypes and PoCs for XR and voice experiences
- Lead or key contributor in 10+ UX research projects
- Study design and data collection, analysis, and visualization in quantitative (n = 294) and qualitative (n = 145) user studies

Academic Education

Ph.D. in Engineering (**Dr.-Ing.**, magna cum laude) — **12/2018 – 04/2024**
University of Bremen

- Empirical, theoretical, and methodological research on Human-Computer Interaction in VR, conversational interfaces, and AI
- 18 high-ranking UX publications (807 citations, h-index: 13)

Dissertation: *Unraveling the Fidelity of Virtual Reality Interactions: Effects of Realism in Object Manipulation and Embodiment*

Digital Media, M.Sc. (Grade: 1.0 on a 1–5 scale) — **10/2015 – 10/2018**
University of Bremen & University of the Arts Bremen

Master's Thesis: *Grip Firmness in Virtual Reality: Empirical Studies on Variable Grip for Handling Virtual Objects*

Media and Communication, B.A. (1.5) — **10/2011 – 09/2014**
University of Augsburg

Bachelor's Thesis: *The Path to the Lecture: Usability Study on the Room Navigation within the CampusApp Augsburg*

Technical Skills

- Agentic AI: Langdock (enterprise LLM platform), n8n, MCP, integrations, APIs, various LLMs, frameworks, and tools
- Agentic coding with Claude Code, GitHub/Bitbucket, scaffolding
- XR & voice: Unity (C#) development, SteamVR/OpenXR, 3D UI, sensor APIs
- Design/multimedia: Adobe Creative Cloud, Figma, Claude Design, Canva
- Project management: Scrum, Jira, Confluence, LaTeX, MS Office
- Data analysis and visualization: SPSS, JASP, MAXQDA, Atlas.ti

Communication Skills

- Participated in and conducted workshops on presenting and voice training, 10 years of experience in public speaking and moderation
- Worked in interdisciplinary, cross-functional teams in different roles
- Trained in PR, science communication, and crisis communication
- Interviews and profiles on radio, TV, online, and print media

Volunteer Work Experience

Member of the Inaugural Cohort **2026**
SAIGE Incubator for AI Safety (multi-stage selection)

Youth Counselor, Team Leader, and Organizer **since 2010**
Mensa Kids & Juniors Camps by the MinD Foundation

- Week-long educational camps for gifted children and adolescents
- Instructor and project lead at 19 onsite and 5 virtual camps
- Team and camp leadership for 13 camps

Head Officer of *KiJu Camps* and Executive Team member **2017 – 2023**
Mensa Germany

- Coordinated 10+ annual camps with 30 – 120 participants each
- Established and led a core organizing team and motivated 100+ volunteers
- Acquired and managed a budget exceeding €100k
- Advanced binding guidelines, processes, training courses, child protection, documentation, branding, internal and external communications
- Crisis management during the COVID pandemic: realized the rapid transition to virtual formats and their technical implementation

Actor, Coach, and Instructor for improvisational theater **2015 – 2025**
AMS!-Theater Bremen and freelance

Initiator and Team Lead of the CampusApp **2011 – 2013**
App of the University of Augsburg, 10,000+ installs

Founder, Chief Editor, Author, and Layout Designer **2006 – 2011**
Student magazine *Sauwalzer* at Music School Pliezhausen

Selected Projects

As you wish*: Web platform conveying the risks of AI misalignment: concept, didactics, UX, and implementation via agentic coding *(SAIGE Incubator)*

AI Canvas: Interactive live learning platform for an AI project with teenagers: concept, content, agentic coding *(European Mensa Juniors Camp 2026)*

Profile Match Tool: AI-powered matching of job postings against my profile, including an honest gap assessment *(Claude API)*

Interaction Fidelity Model: A practical tool to analyze and communicate the different aspects of realism in Virtual Reality *(T&F IJHCI, 2024)*

Languages

- German (C2, native proficiency)
- English (C1, full professional proficiency with extensive practical experience)
- French (A2, basic proficiency)

Honors and Awards

- **Heidelberg Laureate Forum**
  6x Young Researcher (2020 – 2026) and Master of Ceremonies (2025)
- **Ph.D. Scholarship**
  Klaus Tschira Foundation (2018 – 2022)
- **University Prize** for Interdisciplinary Cooperation (HfK Bremen, 2017)
- **University Award** for Student Engagement (Augsburg, 2014)

Professional Memberships

Association for Computing Machinery & SIGCHI **since 2020**

Gesellschaft für Informatik **since 2022**

Participant and Speaker at the MinD Academy **since 2013**
by the Mensa University Network

Personal Interests

Piano
CD releases and teaching

Sports
Bouldering, yoga, diving, hiking

Experimental cooking, puzzles and typography

References

Prof. Dr. Rainer Malaka
Ph.D. supervisor and Director of the Digital Media Lab, University of Bremen
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Prof. Dr. Gabriele Baudson
Vice Chairwoman of the Board Mensa Germany (MinD e.V.)
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Further details and documents are linked throughout the PDF