



## Dr.-Ing. Michael Bonfert

Driven by a passion for innovative  
and user-centric technology

User Experience · Human-Centric Design  
Artificial Intelligence · Voice Interfaces  
Virtual Reality · Mixed Reality · XR  
Strategic Product Design

### UX Skills

- Human-centered user research: Product discovery, study design, data collection, analysis, and insight synthesis
- Field/lab/remote studies combining objective and subjective success metrics
- **Quantitative methods:** Questionnaires, A/B testing, psychophysical methods, usability benchmarking, product analytics; Statistical analysis and visualization
- **Qualitative methods:** Interviews, expert workshops, longitudinal diary studies, storyboards, think-aloud usability tests; Thematic analysis and inductive coding

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Portfolio and more about me:  
[www.michael-bonfert.de](http://www.michael-bonfert.de)

## Professional Experience

### Senior Innovation Strategist

QM Interactive

since 04/2026  
Munich, Germany

- Integrated AI-driven workflows, automation solutions, and AI agents into production, design and development pipelines
- Designed and implemented the UX for XR applications, medical digital twins, interactive experiences, and serious games
- Strategic company development and project acquisition

### UX & AI Consultant

Freelance (startups to mid-sized businesses)

since 10/2024  
Remote & Munich, Germany

- Supported software teams and leadership in product strategy, UX, and developer onboarding for AI products, mobile and web apps
- Conducted UX reviews and product discovery; identified friction points and delivered actionable usability fixes and feature roadmaps

### UX Researcher and Project Lead

University of Bremen, Digital Media Lab

11/2022 – 04/2024  
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
- Guided 8 bachelor's and master's students through their final theses
- Effectively communicated complex concepts to novices and experts

### Media Designer

Boxcryptor (software startup, internship)

06/2015 – 08/2015  
Augsburg, Germany

- Devised and created media content and graphic designs; Market analysis, public relations, and web presence optimization

### Executive Assistant

Event Horizon (event agency, internship)

10/2013 – 02/2014  
Auckland, New Zealand

- Stakeholder relations, team coordination, on-site ops, content creation

## Academic Education

### Ph.D. in Engineering (Dr.-Ing., magna cum laude)

University of Bremen

12/2018 – 04/2024

- 18 high-ranking UX publications (696 citations, h-index: 13)
- Empirical, theoretical, and methodological research on Human-Computer Interaction in VR, conversational interfaces, and AI

**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)

University of Bremen & University of the Arts Bremen

10/2015 – 10/2018

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

### Media and Communication, B.A. (1.5)

University of Augsburg

10/2011 – 09/2014

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

## Technical Skills

- Agile, AI-assisted development: C#, C, Claude Code, MCP, Git, Scrum, ...
- XR prototyping: Unity, SteamVR/OpenXR, interaction frameworks, avatars, 3D UI, physics simulations, AR integration, hardware/sensor APIs, ...
- Proficient in AI solutions and ML algorithms: integrating generative AI, LLMs and n8n workflows to ensure user-centered and ethical AI support
- Design/Multimedia: Adobe Creative Cloud (Ps, Ai, Pr, Lr, Au), Figma, Canva ...
- Collaboration and project management: Jira, Confluence, LaTeX, 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

### 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 2011 – 2013

Student initiative *CampusApp* at the University of Augsburg

- Development of a smartphone app with 10,000+ installations
- Strategic, conceptual, and personnel responsibility

### Founder, Chief Editor, Author, and Layout Designer 2006 – 2011

Student magazine *Sauwalzer* at Music School Pliezhausen

## Selected Projects

The Interaction Fidelity Model: A Taxonomy to Communicate the Different Aspects of Realism in Virtual Reality (*T&F IJHCI*, 2024)

Comparing Experiences from Online Team Meetings on VR Platforms with Videoconferencing (*Frontiers in VR*, 2023)

Challenges of Controlling the Rotation of Virtual Objects with Variable Grip Using Force-Feedback Gloves. (*Frontiers in VR*, 2023)

Find more projects and UX studies on innovative technologies in my portfolio:

[www.michael-bonfert.de/portfolio](http://www.michael-bonfert.de/portfolio)

## 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 invited guest (2020 – 2026)  
and Master of Ceremonies (2025)
- **SAIGE Incubator Program on AI Safety**  
Selected for the inaugural cohort (2026)
- **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  
malaka at tzi.de

### Prof. Dr. Gabriele Baudson

Vice Chairwoman of the Board  
Mensa Germany (MinD e.V.)  
tanja.baudson at mensa.de



Further details and documents are linked throughout the PDF