KU LEUVEN



ONLINE SESSION

# Human-centered AI

## From automation to augmentation

**19/03/2027 from 09.30 to 12.30**

PUC | CONTINUE

# From automation to augmentation

This online session on human-centered AI explores how to design and implement Artificial Intelligence systems, from traditional machine learning to generative AI and AI agents, that prioritize user needs and ethical principles, **ensuring technology augments rather than replaces or diminishes our humanity**.

## Programma

### From Automation to Augmentation: Human-Centered Design for Generative and Agentic AI

In just a couple of decades, computers have evolved from single machines used by a skilled operator in a work context to highly networked devices using artificial intelligence that promise to make our lives easier. With generative AI and AI agents that act on our behalf, this evolution has accelerated, and the question is no longer only whether AI is easy to use, but who remains in control. If we lose sight of the humans using these systems when designing and developing AI-based applications, we risk losing our humanity in the process. In this introductory webinar, David Geerts will explain how artificial intelligence, from traditional machine learning to generative AI and autonomous agents, is impacting several key principles of good user experiences. He will also explain why we should actively design human-centered AI that augments people rather than automates tasks if we want to benefit the people using it, and therefore also the developers and companies creating and selling AI-based products. David will discuss five principles that are key to human-centered AI: transparency, human agency and control, appropriate trust, interruptibility and human flourishing. He will illustrate each of these with recent examples and with insights from current frameworks, research and European regulation. Achieving these principles of human-centered AI doesn't happen by itself, so finally he will explain how human-centered design can be used to make sure AI-based systems are developed with human needs in mind.

### About the lecturer

**Dr. David Geerts** is trainer at Teach & Build AI, where he offers training on human-centered and ethical AI, enabling companies to build trustworthy and sustainable AI solutions, and on using generative AI for academic and proposal writing. Additionally, he helps organisations in Europe secure Horizon Europe and other competitive funding by leading them from concept to submission. David has a PhD in Social Sciences and is specialized in human-centered design and user experience of new technologies, including social media, interactive TV and artificial intelligence. He has published in various

international conferences and journals, and regularly gives presentations, tutorials and guest lectures on topics related to Human-Computer Interaction. From 2021 until 2024 David was senior research manager of the interdisciplinary KU Leuven Digital Society Institute. From 2004 until 2021 he was research manager of the Meaningful Interactions Lab (Mintlab) at the Faculty of Social Sciences at KU Leuven (Belgium). In 2007, David co-founded u-sentric, an SME that provided UX and CX consultancy services.

## Target audience

Profiles possibly benefiting from this training are AI Developers and Engineers, User Experience (UX) and Interaction Designers, Product Managers and Tech Entrepreneurs, Researchers and Academics in AI and HCI (Human-Computer Interaction), Business Leaders and Decision-Makers in Tech Companies, Ethicists and Policy Makers, ...

Practical

## Date and location

The training is held online via Teams on 19 March 2027 from 9.30h until 12.30h.

## Registration

Register online before 12th March 2027. The fee for the session is 150 euros.
Pay by bank transfer to account number IBAN BE31 2850 2133 2955 of PUC - KU Leuven Continue, stating '400/0030/71303 + name of participant(s) and do not receive an invoice.
If you would like an invoice, please indicate this when registering and pay AFTER receipt of the invoice.

This program is organised by PUC - KU Leuven Continue with the support of the Flemish AI Academy

**PUC - KU Leuven Continue**

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By registering, I declare that I agree to the use of the information I provide to contact me in the context of this training and for any necessary follow-up.