



daria loi, Ph.D. (Management), BArch (with ID specialization)

UX Innovation Manager – PC Client Solutions Division, Intel Corporation

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experience

10+ years as user experience professional

- Passionate for and advocate of UCD & Participatory practice; believer in adopting the method and process that best suit a given project
- Demonstrated ability to lead small to large UX projects using diverse methods (ethnography, usability, competitive analysis, design tools)
- Solid track record in conducting research internationally (China, Brazil, Indonesia, EMEA, USA, Japan, Taiwan, South Korea), socializing results with diverse audiences (clients, execs, press) and managing all logistics (incl. budgets, staffing & vendors)

12+ years as cross- organization, culture & discipline lead

- Comfortable with diverse clients (internal, external, executives, teams...) and diverse contexts (industry, academia government)
- Solid experience in working across disciplines (design, engineering, marketing) and with distributed teams (time zones and cultures)
- Experienced in translating research into actionable design and technical guidelines and in working with engineering/technical teams

10+ years mentoring and managing small/medium sized teams

- Collaborative leadership style – can take hard and independent decisions but team/people come first and foremost
- Experienced in managing teams distributed across locations/organizations and passionate about mentoring researchers and designers
- Solid thought leadership record (publications, keynotes, press, workshops) - enjoys sharing ideas and putting herself on the line

bio

Daria Loi's work focuses on participatory design; UX, ethnographic & practice-based inquiry; UI & multi-modality; and collaborative practice. She currently holds a position as UX Innovation Manager in the PC Client Solutions Division at Intel Corporation. Previously, she was Sr Research Scientist in the Interactions & Experiences Research group (Intel Labs) and in the User Experience Group (Digital Home, Intel). In the past Daria has worked as architect in Italy; Sr Research Fellow at RMIT; and researcher for ARC projects and at the Interactive Information Institute. Daria has run workshops and presented her work in Europe, Australia, China, Canada and the USA and she is committee member and reviewer for a number of journals, institutes and conferences. She serves as Chair for the Fetzer institute's Advisory Board for the Engineering Professions.

education

- Ph.D, 2006. School of Management. RMIT University, Australia. Thesis awarded Class 1: *Lavoretti per bimbi: Playful Triggers as keys to foster collaborative practices and workspaces where people learn, wonder and play.*
- BArch Hons, 1996. Architecture with specialization in Industrial and Interior Design. Politecnico di Milano, Italy. Thesis awarded 100/100: *La Musica delle Cose - Interrelazioni tra la Generazione della Forma e la Generazione del Suono.*
- Scientific Lyceum, 1987. Liceo Scientifico G. Aselli, Cremona Italy.

career summary

period	role	affiliation	location
2011-present	UX Innovation Manager	PC Client Solutions Division, Intel Corporation	Portland OR - USA
2012-present	Chair	Fetzer Advisory Council for the Engineering Professions	
2010-2011	Sr Research Scientist	Interactions & Experiences Research, Intel Labs	
2006-2010	Sr Research Scientist	User Experience Group, Digital Home, Intel Corporation	
2005-2006	Senior Fellow	Globalism Institute, RMIT Uni.	Melbourne, Australia
1999-2006	Design Studies Coord.	Industrial Design, RMIT	
1999-2002	Senior Researcher	Interactive Inform. Inst. (99-01); Melbourne IT (99-00); C2C (01-02)	
1998	Lecturer	Industrial Design, RMIT	
1994-1997	Architect	Studio Persico	Cremona, Italy

Additional: correspondent for design/architectural magazines: *Abitare* (2000-2006); *Inside* (1999-2003); *Rassegna Bagno e Cucina* (1999-2003); and *Habitat Ufficio* (1998-2003).

patents

Loi, D. *Widget Development Tool*. Patent Pending # 20100169155 filed to United States Patent and Trademark Office (USPTO) on 12/31/2008 and published on 07/01/2010.

Loi, D. & S. Prabhala. *Data management of aggregated devices through a television platform*. Patent Pending #20100169279. Filed to United States Patent and Trademark Office (USPTO) on 12/30/2008 and published on 07/01/2010.

projects : : **user experience research & development** (related resource/videos/press at <http://darialoi.com/researchNEW.htm>)

- 2012. *Windows 8 First Experience*, Intel. Joint Microsoft-Intel UX project focused on Win8 adoption and usage on multiple platforms.
- 2012. *ForcePad UX study*. Joint Synaptics-Intel UX project.
- 2012. *Sensors on Ultrabooks™*, Intel Corporation. UX exploration focused on sensor-based technology and usages on Ultrabooks™.
- 2011. *Touch on Clamshell*. UX effort focused on investigating the value of touch on laptops and notebooks.
- 2011. *Cove Point*, Intel. UX Vision Lead.
- 2011. *Playful Interactions*, Intel Corporation. UX and Design lead for yearlong effort focused on Ultra-Mobile based gaming.
- 2010. *Latency Study, TV Reinvented*, Intel Corporation. UX lead for UXA on users' perceptions around different latencies in TV products.
- 2010. *TV of the Future demo for CES2010*, Intel Corporation. UX lead for Intel-Imagination development of OpenGL demo running on Intel SoC based box (CE3100) and featuring a concept of an advanced 3D user interface for TV platform.
- 2009. *NGUI advanced usages*, Intel Corporation. Ideation, project management and user testing of user centered 3D animations demoing future TV-based scenarios featuring voice, touch and gesture input.
- 2007-2008. *CE/PC segmentation*, Intel Corporation. PC and Consumer Electronics segmentation study (US, UK, China, Japan and Brazil).
- 2007. *HomeCare & Material Homes*, Intel Corporation. Ethnographic study on how people keep, protect & find what they value & their attitudes towards ICTs integration (Sweden, Indonesia, China).
- 2005-2006. *Pedagogies for eLearning*, Globalism Institute. Australian Research Council Project on digital and multimodal texts (Australia).
- 2001-2003. *Creators to Consumers in a Digital Age*. Australian Fed. Gov. project on the future of the book. Reference: <http://c-2-cproject.com/>
- 1999-2000. *Urban Telecentres*. Australian Research Council research on Teleworking practices (Australia)

projects : : **user centered & participatory design** (related resource/videos/press at <http://darialoi.com/researchNEW.htm>)

- 2009. *My Channel*, Intel Corporation. Ideation and project management of 3D user interface of personal channel aggregating personal media, contextual advertising, social networking and broadcast content.
- 2008-2009. *Next Gen UIs for Consumer Electronics*, Intel Corporation. Exploration of Next Generation User Interfaces (voice, touch and gesture) for Consumer Electronic devices.
- 2007-2008. *Emerging Market Project*, Intel Corporation. Design & user testing (Brazil, China, Egypt, India).
- 2007. *Participatory tools for Chungwa Telecom*, Intel Corporation. Design, development and project management of participatory tools to explore the consumer experience of Chungwa Telecom (Taiwan) products.

2000-2002. *Telstra Home Team*, *Interactive Information Institute*, *RMIT University*. Service opportunities for Telstra Corporation on early childhood dev., health care, digital trading, and internet based services for seniors (Australia).

projects : : **design advocacy and practice** (related resource/videos/press at <http://darialoi.com/researchNEW.htm>)

2010. *MAF Reinvented*, *Intel Corporation*. Ideation, project management & testing for three distinct user interfaces for Multi-App Framework on Intel SoC based box (CE4100).

2009. *MyMedia 3DUI*, *Intel Corporation*. Ideation, project management & testing (in-home interviews + focus groups) of 3D user interface for a media aggregation TV app.

2008-2009. *Sync & Display*, *Intel Corporation*. Exploration of future TV capabilities and usages for connected devices in the home.

2007-2008. *Design Enabling*, *Intel*. Plan for design integration into UX projects.

2007. *Set Top Box for future TV/Internet convergence*, *Intel Corporation*. Design of STB for User Experience testing.

2007. *Ensemble Computing in & around the home*, *Intel*. Project with CIID, exploring ensemble computing.

1998-2005. *Lavoretti per bimbi: Playful Triggers as keys to foster collaborative practices and workspaces where people play, learn and wonder*. PhD thesis on collaborative workspaces & practices.

1994-1996. *La Musica delle Cose - Interrelazioni tra la Generazione della Forma e la Generazione del Suono*. Thesis on the relationships between form and sounds and impact on design (Italy).

projects : : **project management and strategic planning** (related resource/videos/press at <http://darialoi.com/researchNEW.htm>)

2011-2012. *Vision for 2014-2017*. Strategic plan to define vision for 2014-17 platforms.

2009. *Next Gen TV demo*, *Intel*. Ideation & project management of demo for VP keynote @ IDF –Sept '09, San Francisco, CA.

2009. *The Future of TV*, *Intel Corporation*. Ideation & project management of video production on value of Next Gen UIs for the future of TV.

2008-2009. *MyMedia Widget*, *Intel Corporation*. Design, development and project management of media aggregation widget for the Widget Channel.

2008. *Remote controls: strategic planning*, *Intel Corporation*. Strategic plan to define platform directions for remote controls development.

2007-2008. *Usage-driven remote controls*, *Intel Corporation*. Design, Development of usage-driven remote controls for Set Top Boxes.

2007-2008. *Media Aggregation UIs*, *Intel Corporation*. UI designs & project management for media aggregation integration into STBs.

2007. *Participatory Tools for Youth PC*, Intel Corporation. Design, development, and project management of participatory tools to test PC for young teens.

2005-2006. *Learning-by-Design*, Globalism Institute. Australian Research Council Projects on how teachers design, record & enact curriculum (Australia).

projects : : **working with customers and across organizations** (related resource/videos/press at <http://darialoi.com/researchNEW.htm>)

2010-2011. *Intel-UPC project*, Intel Corporation. Lead for joint research project with key European Cable provider for digital home products.

2010. *Intel-Free project*, Intel Corporation. Project management and Design Lead of user interface and experience reviewing of FreeBox V6.

2009-2010. *Intel-Google project*, Intel. Project management of Intel UXA of Google TV, incl. joint ethnographic studies.

2009. *Living Room of the Future*, Intel Corporation. Usage development & project management of a joint demo featuring voice, touch and gesture-based TV interfaces.

2009. *Intel-Cisco project*, Intel Corporation. Project management of joint usage direction development.

2008-2009. *Joint Intel-Philips project*, Intel. Project management of joint project on home products, including testing of advanced input devices.

2008. *Intel-Samsung Project*, Intel. Exploration of emerging consumer-driven usages, services and business opportunities for future home CEs.

2000-2002. *Telstra Home Team*, Interactive Information Institute, RMIT University. Range of projects on service opportunities for Telstra Corporation (early childhood development, health care, digital trading, and internet services for seniors).

awards, press & other responsibilities/activities : : please refer to <http://darialoi.com/awards.htm>

presentations, keynotes, panels & workshops : : please refer to <http://darialoi.com/presentationsNEW.htm>

selected commercial publications : : please refer to <http://darialoi.com/commercial%20publicationsNEW.htm>

refereed publications : : please refer to <http://darialoi.com/refereed%20%20publNEW.htm>