

Daria Loi

Research Scientist
User Experience Group, Digital Home
Intel Corporation
Portland, OR USA

Short Biography

About Daria Loi

Daria Loi practice revolves around participatory design; ethnography; practice-based inquiry; Human Computer Interaction; Next Gen User Interfaces and multi-modal interaction; post-disciplinary research and practice; collaborative environments and practices; constructivist learning and teaching; service design; and creative management.

She currently holds a position as Research Scientist in the User Experience Group at Intel Corporation, where she develops and tests current and future usage models and design concepts for domestic environments.

In the past she has worked as architect/designer and researcher in Italy (1994-1997); researcher, coordinator and lecturer in the Industrial Design program at RMIT University (1999-2006); and Senior Research Fellow at the Globalism Institute (RMIT), working on a number of Australian Research Council projects exploring the relationships between ICT, pedagogy and T&L environments.

In 1999 Daria was Research Assistant for an Australian Research Council (ARC) SPIRT project on Urban Telecentres. Between 1999 and 2001 she has worked as a member of a multidisciplinary research team (Telstra Home Team) at the Interactive Information Institute to develop scenarios and new IT products and services for Telstra Corporation.

In 2001 and 2002, funded by the Australian Federal Government, she has undertaken extensive research in the Creator-2-Consumer Project for Common Ground Publishing exploring the potential offered by new technologies to the Printing and Publishing Industries (details at: <http://c-2-cproject.com/>).

In 2004 she was a Visiting Academic & Researcher at IADE (Instituto de Artes Visuais, Design e Marketing) in Lisbon, Portugal at the Escola Superior de Design and at the UNIDCOM/IADE research laboratory.

Daria has run workshops and presented her work in Europe, Australia, Canada and the USA over the past decade and she is committee member and reviewer for a number of journals, institutes and conferences, including: Participatory Design Conference; Design Principle and Practices: an International Journal; The Center for Children's Learning; Journal of Computers in Human Behavior; Design Research Society; Research into Practice; and CHI.

Articles, papers and more at: <http://www.darialoi.com>

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Research Scientist, Ph.D.

Intel Corporation - User Experience Group, Digital Home

20270 NW Amberglen Court – AG1-112 – Beaverton, OR 97006 USA

Tel: +1 503 456 2927 Email: [daria \(dot\) a \(dot\) loi \(at\) intel \(dot\) com](mailto:daria(dot)a(dot)loi(at)intel(dot)com)

Personal details

Born 11 June 1968 – Milan, Italy

Currently living in Portland, OR USA

Education

BArch Hons, 1996. Architecture with specialization in Industrial and Interior Design. Politecnico di Milano, Italy. Thesis awarded 100/100: Loi, D 1996, *La Musica delle Cose - Interrelazioni tra la Generazione della Forma e la Generazione del Suono*, Politecnico di Milano, Italy.

Ph.D, 2006. School of Management. Royal Melbourne Institute of Technology, Australia. Thesis awarded Class 1: Loi, D 2005, *Lavoretti per bimbi: Playful Triggers as keys to foster collaborative practices and workspaces where people learn, wonder and play*, RMIT University, Melbourne, Australia.

Career summary 1994-2008

2006- --. Research Scientist, User Experience Group, Intel Corporation, USA.

2005-2006. Senior Research Fellow, Globalism Institute, RMIT, Australia.

2006. Consultant, Social Solutions Inc.

2005-2006 – Consultant, Centre for Customer Strategy, Australia.

2004. Visiting Academic. UNIDCOM/IADE, Lisbon, Portugal.

2004-2006 – International Coordinator, Industrial Design, RMIT Australia.

2001-2002 – Senior Researcher, C-2-C Project, Melbourne, Australia.

2000-2006 – Australian Correspondent, Abitare, Italy.

1999-2004 – Design Studies Coordinator, Industrial Design, RMIT Australia.

1999-2006 – Lecturer and Supervisor, Industrial Design, RMIT Australia.

1999-2003 – Contributor, Inside (Australia) and Rassegna Bagno e Cucina (Italy).

1998-2003 – Contributor, Habitat Ufficio, Italy.

1999-2001 – Researcher, Interactive Information Institute, RMIT, Australia.

1999-2000 – Research Assistant, Melbourne IT, Melbourne Uni, Australia.

1998. Tutor, Furniture Design, Industrial Design, RMIT Australia.

1994-1996 – Researcher, Lab. di Informatica Musicale, Università' di Milano, Italy.

1994-1997 – Architect and Designer, Studio Persico, Italy.

Awards

Group Research Award. 2008. Intel Corporation, Portland OR, USA.

RMIT Research Award. 2005. ARC Linkage Award. RMIT, Australia.

RMIT Research Award. 2005. ARC Discovery Award. RMIT, Australia.

Best of Conference. 2002. Org. Behavior Teaching Conf. Chapman Uni, CA USA.

BHERT Award for Outstanding Achievement in Collaboration in Education and Training. 2000. Business/Higher Education Round Table (BHERT). Australia.

Int. Summer School of Industrial Design Award. 1994. Politecnico di Milano, Italy.

INPS Award for Undergraduate Excellence. 1989; 1988; 1987. INPS, Italy.

Research Summary

User-Centred and Participatory Design research and practice, including the development, adoption and testing of ethnographic methods and creative tools for user-driven research. Human-computer interaction including design of and research on multi-modal user interfaces and connected devices. Studies around multimodality, multisensoriality and synaesthesia. Trans- & post-disciplinary research practice as well as arts-based inquiry and practice-based research. Design of collaborative work environments and research on collaborative practice. Constructivist learning and teaching techniques and practices, including applications in digital environments. Design management, organizational practice and industry-based research.

In 2005 and 2006 coordinated one Australian Research Council (ARC) Linkage Project and one ARC Discovery Project around Australian middle-years learning environments and practices. In 2001-2003 conducted research for an Australian Federal Government funded project investigating the future of the book in the context of radical changes in the publishing supply chain. In 2000-2002, conducted investigations around new service opportunities on behalf of Telstra Corporation and in 1999-2000 investigated the opportunities offered by telecentres and product-service systems within an ARC SPIRT cooperative research effort.

Research Projects

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

2008. *Next Gen UIs for Consumer Electronics*. Exploration of Next Generation User Interfaces for Consumer Electronic devices [Intel]

2008. *Sync & Display*. Exploration of future TV capabilities and usages [Intel]

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

2007-2008. *Design Enabling*. Plan for 360° integration of design enabling into user experience projects [Intel]

2007-2008. *Emerging Market Project*. Development and testing of products & services for middle and upper middle class segments in Emerging Markets [Intel]

2007-2008. *CE/PC segmentation study*. PC and Consumer Electronics segmentation study in a number of geographic locations [Intel]

2007-2008. *Media Aggregation UIs*. UI designs for media aggregation integration into Set Top Boxes [Intel]

2007-2008. *Usage driven remote controls*. Recommendations for usage-driven button clustering of remote control for STBs [Intel]

2007. *HomeCare and Home Storage*. Ethnographic Study on how people keep, protect & find what they value at home [Intel]

2007. *Participatory tools for Taiwan Research Project*. Tools for in-home interviews to explore the consumer experience in the Taiwan market [Intel]
2007. *Participatory Tools for Youth PC*. Design of tools to test concept development of PC uniquely designed for young teens [Intel]
2007. *STB Form Factor for future TV/Internet convergence*. Design of STB form factor for UX testing [Intel]
2007. *Ensemble Computing in & around the home*. Scenarios, usages & project with Copenhagen Institute for Interaction Design, exploring the opportunities offered by ensemble computing.
2007. *Material Homes*. Study on housing stock & attitudes towards homes and ICTs integration [Intel]
- 2005-2006. *Learning-by-Design*. Australian Research Council (ARC) Linkage Project investigating how 'middle-years' teachers design, record and enact their curriculum and the relationships between pedagogical choices and learner outcomes [Globalism Institute]
- 2005-2006. *Pedagogies for eLearning*. ARC Discovery Project focusing on the needs of learners in a communication environment where digital and multimodal texts are adopted [Globalism Institute]
- 1998-2005. *Lavoretti per bimbi: Playful Triggers as keys to foster collaborative practices and workspaces where people play, learn and wonder* (PhD, Class 1, RMIT University, Australia). PhD thesis exploring ways to foster collaborative workspaces and practices by using design tools and methods. Playful Trigger were developed to elicit relationships among users. The thesis is in an alternative format.
- 2001-2003. *C2C - Creators to Consumers in a Digital Age*. Australian Federal Government funded project investigating the future of the book in the context of radical changes in the publishing supply chain from three main perspectives: technology, market and skills.
- 2000-2002. *Telstra Home Team, THT*. Range of projects investigating service opportunities for Telstra Corporation (early childhood development, health care, digital trading, and internet based services for seniors). In 2000 the THT team was awarded the Business/Higher Education Round Table Award (BHERT) for Outstanding Achievement in Collaboration in Education and Training [Interactive Information Institute, RMIT University]
- 1999-2000. *Designing Product Service Systems: Urban Telecentre study*. Australian Research Council SPIRT cooperative research between RMIT University, Melbourne IT and private institutions (Virtual Moreland and COASIT)
- 1994-1996. *La Musica delle Cose - Interrelazioni tra la Generazione della Forma e la Generazione del Suono* [Politecnico di Milano, Italy]

Keynote Speaker

2008. *Digital home storage beyond devices: a cross cultural perspective on how people keep, protect and find what they value* – UPA Europe 2008 - European Usability Professionals Association Conference, December 4-6, Turin, Italy.

2007. *Not here nor there [how I learned to stop worrying and love patchworks]* – 1st International Conference on Design Principles and Practices, January 4-7 London, Imperial College, London, UK.

2001. C2C Welcome Address, *National Seminar Series of the C2C Research project*, 3 October, Sydney, Australia.

Conference Chair

Conference Program Co-chair, *PDC10 - Participatory Design Conference* [University Technology Sydney, Australia, 2010]

ParticipART Co-Chair, *PDC08 – Participatory Design Conference* [Indiana University, Bloomington, IN USA, 2008].

Professional Service and Activities

Advisory Council, *The Center for Children's Learning* [Portland Children Museum, Portland OR USA].

Program Committee, *Journal of Computers in Human Behavior* [Special Issue: Future networked interactive media systems and services for the new-senior communities, Vol. 3, No. 4]

Conference Committee, *PDC08 – Participatory Design Conference* [Indiana University, Bloomington, IN USA, 2008].

Panel Expert at *University of Cambridge* [Subversion, Conversion, Development: Public Interests in Technologies, 6 April, Cambridge UK, 2008]

Press demo expert at *Research @ Intel* [Ensemble Computing in and around the home', 11 June 2008, Computer History Museum, Mountain View, CA USA].

Organising Committee, *e-Learning Symposium*, RMIT, Australia [2006].

Program Committee, *ALPIS - Alpine Information Systems seminars promoting the Social Study of Information Systems in the Mediterranean region* [2005].

Panel Expert, *Sharing Sustainability Research Roundtable* [UTS/DAB, 12 March, Sydney Australia, 2004]

Referee for conferences, journals, and books in design, technology and ethnographic enquiry, including: Participatory Design Conference; CHI (Computer-Human Interaction); Research Into Practice conference; Design Research Society Conference; EPIC (Ethnographic Praxis in Industry Conference); Artifact Journal; Journal of Computers In Human Behavior; Intel Technology Journal; International Journal of Arts and Technology; ozCHI (Australasian Computer-Human Interaction Conference); and for the Handbook of the Arts in Qualitative Research (Knowles. G.J. & Cole, A. 2007, Sage).

External doctoral examiner at the University of Technology Sydney.

External Masters supervisor at Politecnico di Milano, Italy.

External Masters reviewer at Interaction Institute Ivrea, Ivrea, Italy.

Professional association, Computer Professionals for Social Responsibility; Include Network, and ACM.

Other professional experience

Between 1998 and 2003 writer for a number of international design magazines, including *Abitare* and *Inside*.

Selected guest lectures and invited presentations

2007. *A thought per day: my travelling inside a suitcase*, CAIR, University of Toronto, 8 February, Toronto, Canada.

2007. *Storage: a point of view*, Intel Women's Principal Engineers Forum, 6-9 November, Portland OR.

2007. *Not here nor there – how I learned to stop worrying and love patchworks*, Danmarks Tekniske Universitet, 26 June, Copenhagen, Denmark.

2006. *Project Zoo – co-designing experiences at RMIT/ID*, Faculty of Design, Architecture and Building, UTS, 28 June, Sydney, Australia.

2006. *My design process: an account*, RMIT Communication Design, 28 March, Melbourne, Australia.

2006. *Teachers as Co-researchers*, Globalism Institute, Research Seminar series, 10 May, Melbourne, Australia (with Burrows, P)

2006. *Thesis in a suitcase: Arts-Based Inquiry and a Discussion on Methodological and Ontological Positioning*, School of Graduate Studies, University of Melbourne (organised by the Postgraduate Education Actor-Network Theory Study Group and Dr Dianne Mulcahy, Education Faculty and sponsored by the School of Graduate Studies' Academic Activity Grant), 1 June, Melbourne, Australia.

2005. *Learning-by-Design: combining a pedagogical framework and e-publishing medium to create, plan and share teaching practice*, ICS Research Day, RMIT, 28 October, Melbourne Australia.

2005. *Cultural Probes*, Facoltà di Sociologia, University of Trento, 17-18 Feb 2005, Trento, Italy.

2005. *PhD research*, RMIT School of Architecture and Design, 19 August, Melbourne, Australia.

2005. *Lavoretti per bimbi - a PhD journey*, RMIT Fashion, 26 August, Melbourne, Australia.

2005. *Participatory Design and Cultural Probes: a Teaching & Learning Experience*, IDEA Lab, University of Melbourne, 2 September, Melbourne, Australia.

2005. *My theory on Practice - Bricolaged methodologies in postgraduate research*, RMIT Communication Design, 13 September, Melbourne, Australia.

2005. *Bricolaged methodology: an introduction and an example*, Symposium Series on the Practice of Research, 'Space Cadets' - Postgraduate Association of School of Architecture, Building and Planning (ABP) - sponsored by ABP and the School of Graduate Studies, University of Melbourne, November 3, Australia.

2005. *A suitcase as a PhD? – metaphorical artefacts|play&wonder|multisensorial writing|participation|readers*, IDEA Lab, University of Melbourne, 12 August, Melbourne, Australia.

2005. *The Italian bricoleur - Teaching Participatory Design in Australia*, Alp-IS, Alpine Information Systems seminar, promoting the Social Study of Information Systems in the Mediterranean region, 19-22 February, Carisolo (TN), Italy.

2004. *Can this suitcase be a PhD thesis?* I, We, They, It: Finding Voice in Creative Research Symposium, Victoria University, 7 October, Melbourne, Australia.

2004. *Research process & examples*. Telematics Centre, Exeter University, 20 September, Exeter UK.

2004. *Research process & examples*, Department of Informatics, University of Oslo, 24 September, Oslo, Norway.

2002. *A perspective on e-publishing and e-technology*. Industry presentation to National Copyright Administration of China on e-Publishing Ecology, RMIT, 14 August, Melbourne Australia (with Loi, D, Burrows, P, Coburn, M & Wilkins, L).

2001. *A perspective on e-publishing and e-technology*. Symposium The big 'e': e-book, e-publishing, and e-technology – A collection management perspective, organized by the Library Board of Victoria with VICLINK's Collection Management Cooperative Committee, 3 August, State Library, Melbourne Australia (with Burrows, P, Coburn, M & Wilkins L).

2001. *Webe@sy*. Luga Gerontology, August 18, Melbourne Australia (with Burrows, P, Coburn, M & Wilkins L).

Selected workshops

2007. *Design Games Workshop*, Danmarks Tekniske Universitet, 25 June, Copenhagen, Denmark.

2006. *Daria's Suitcase: Part 3*, National Institute of Design Research, Swinburne University (organised by the Centre for Customer Strategy), 28 April, Melbourne, Australia.

2006. *Daria's Suitcase: Part 2*, National Institute of Design Research, Swinburne University (organised by the Centre for Customer Strategy), 17 February, Melbourne, Australia.

2005. *Daria's Suitcase: A Rare Opportunity to Unpack and Explore A New Way of Thinking About Your World*, National Institute of Design Research, Swinburne University (organised by the Centre for Customer Strategy), 14 November, Melbourne, Australia.

2003. *My eyes/Your Eyes/Our Eyes*, RMIT Qualitative Research Association, 10 June, Melbourne Australia.

2002. *A Threatened Murderer: A Conceptual Spa Day for Health Service Managers*, RMIT Business, 3 December, Melbourne Australia (with Burrows, P).

Teaching and Curriculum Development

Industrial Design, School of Architecture & Design, RMIT University Australia

Undergraduate degree program designed

Redesign and implementation of Design Studies program across the undergraduate degree, including Honors program.

Undergraduate courses designed and taught

Design Theory and History. Design Methods and Tools. Participatory Design theory and practice. Design Management. Melbourne Zoo collaborative studio. Service Design and Product-Service Systems.

Doctoral Supervision

Doctoral research supervisor, Internal, Industrial Design, RMIT University.

Doctoral research supervisor, Internal, Communication Design, RMIT University.

Selected Doctoral and Masters Themes supervised

System of products and services for the Toy Museum in Milano.

Participatory framework for the practice of communication design.

Spaces where creativity, innovation and conversations can be triggered.

Visualizations to aid industrial designers during early product-development stages.

Current teaching and learning enabling methodologies.

Role of sand to foster play and learning in primary schools.

Digital pattern standards for the fashion industry.

Use of responsive lighting within urban interstitial areas.