



## Daria Loi

Research Scientist, Ph.D. – Intel, User Experience Group

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## Short bio

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; 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 and coordinator 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 Researcher 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: Artifact; Participatory Design Conference; 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>

## Personal details

Born 11 June 1968 – Milan, Italy  
Currently living in Portland, OR USA

Languages: Italian (mother tongue); English (fluent); Spanish (basic)

## 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 – Australian Correspondent, 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.

## Patents

- XXX. Patent Pending #xx/xxx,xxx filed to United States Patent and Trademark Office (USPTO) on December 30, 2008.
- XXX. Patent Pending #x/xxx,xxx filed to United States Patent and Trademark Office (USPTO) on December 31, 2008.

## Experience & Skills

### User Experience research, testing & development – project examples:

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. Related commentary at: <http://www.anandtech.com/tradeshows/showdoc.aspx?i=3719&p=2>
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. Related event: Intel Developer Forum, Consumer Electronics Pavilion, Sept 22-24, San Francisco, CA.
- 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). Related Keynote: Loi, D 2008, 'Digital home storage beyond devices: a cross cultural perspective on how people keep, protect and find what they value', UPA Europe 2008, Dec 4-6.
- 2005-2006. *Pedagogies for eLearning, Globalism Institute*. Australian Research Council Project on the needs of learners when digital and multimodal texts are adopted (Australia). Related publication: Burrows & Loi 2006, 'Learning-by-Design: combining a pedagogical framework and epublishing medium to create, plan and share teaching practice', International Journal of Learning: 13.
- 2001-2003. *Creators to Consumers in a Digital Age*. Australian Fed. Gov. project on the future of the book in the context of radical changes in the publishing supply chain (Australia). Related books: <http://c-2-cproject.com/>
- 1999-2000. *Urban Telecentre study*. Australian Research Council cooperative research on Teleworking practices (Australia). Related publication: Morelli & Loi 2001, 'Design and Heterogeneous Networks. A Case Study Designing a Service for Internet Access', in R Cooper & V Branco (eds), Desire Designum Design, European Academy of Design, Aveiro, Portugal, pp. 348-357.

### User Centered & Participatory Design – project examples:

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). Related publication: Loi & Prabhala 2008, 'The Rise of Middle and Upper Middle Class in Emerging Markets: Product and Service Opportunities', ozCHI 2008, Dec 8-12.
2007. *Participatory tools for Taiwan Research Project, Intel Corporation*. Design, development and project management of participatory tools to explore the consumer experience (Taiwan).

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). Related award: <http://www.rmit.mobi/browse;ID=t35oghh2xddq>

### Design advocacy and practice – project examples:

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 Corporation*. Plan for 360° integration of design into user experience projects. Related publication: Loi 2009, 'Leading through design enabling: practical use of design at Intel', 8th International Conference of the European Academy of Design, April 1-3.

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 Corporation*. Project with Copenhagen Institute for Interaction Design, exploring ensemble computing. Online feature: <http://ciid.dk/consultancy/projects/intel>

1998-2005. *Lavoretti per bimbi: Playful Triggers as keys to foster collaborative practices and workspaces where people play, learn and wonder* (Australia). PhD thesis exploring ways to foster collaborative workspaces & practices using design tools/methods. The thesis is in an alternative format. Images at: <http://www.darialoi.com/my%20your%20our%20suitcase/foto%20evento%20mart.htm>

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 the impact on design (Italy). Related online source (Italian only): [http://www.sinestesie.it/main\\_fs.php?page=http://www.sinestesie.it/ArchivioTesi/](http://www.sinestesie.it/main_fs.php?page=http://www.sinestesie.it/ArchivioTesi/)

### Project Management and Strategic Planning – project examples:

2009. *Next Gen TV: Intro Demo, Intel Corporation*. Ideation & project management of a demo featured in keynote by Eric Kim (VP, Digital Home, Intel) for Intel's Developers Forum –September '09, San Francisco, CA. Related press: [http://abclocal.go.com/kgo/story?section=news/drive\\_to\\_discover&id=7035865&rss=rss-kgo-article-7035865](http://abclocal.go.com/kgo/story?section=news/drive_to_discover&id=7035865&rss=rss-kgo-article-7035865); <http://news.bbc.co.uk/2/hi/technology/8272003.stm>

2009. *The Future of TV, Intel Corporation*. Ideation & project management of a video production showcasing the 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. Online: [http://www.intel.com/pressroom/kits/events/ces2009/CES\\_FactSheet\\_Day1.pdf](http://www.intel.com/pressroom/kits/events/ces2009/CES_FactSheet_Day1.pdf)

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 and project management for media aggregation integration into Set Top Boxes.
2007. *Participatory Tools for Youth PC, Intel Corporation*. Design, development, and project management of participatory tools to test concept development of PC uniquely designed for young teens (USA). Related publication: Loi, D 2008, 'Of participation in industry: a hybridized possibility?', 10th Biennial Participatory Design Conference - Experiences and Challenges, Bloomington IN, October 1-4.
- 2005-2006. *Learning-by-Design, Globalism Institute*. Australian Research Council Projects on how teachers design, record & enact curriculum (Australia). Related publication: Burrows & Loi 2006, 'Learning-by-Design: combining a pedagogical framework and epublishing medium to create, plan and share teaching practice', International Journal of Learning: 13.

### Working with customers and across organizations – project examples:

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. *Joint Intel-XXX project, Intel Corporation*. Project management of joint project with key Intel customer for digital home products, including joint ethnographic in-home study [Intel].
2009. *Joint Intel-XXX project, Intel Corporation*. Project management of joint project with key Intel customer for digital home products, including joint usage direction development.
- 2008-2009. *Joint Intel-XXX project, Intel Corporation*. Project management of joint project with key Intel customer for digital home products, including testing of advanced input devices.
2008. *Joint Intel-XXX Research Project, Intel Corporation*. 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 investigating service opportunities for Telstra Corporation (early childhood development, health care, digital trading, and internet based services for seniors). Related award: Business/Higher Education Round Table Award (BHERT) for Outstanding Achievement in Collaboration in Education and Training, 2000.

### Disseminating results

#### Selected Commercial Publications

- Loi, D 1999, 'Public Office', HU 94, DiGreco, Milano.
- Loi, D 1999, 'Giancarlo Piretti', (Inside), 14, Niche, Sydney.
- Loi, D 1999, 'Telelavoro - Fine dei Modelli Lavorativi Inflexibili', HU 97, DiGreco.
- Loi, D 2000, 'Biennale di Venezia - Less Aesthetics?', (Inside) 17, Niche Media.
- Loi, D 2000, 'Kjell Grant', HU 100, DiGreco, Milano.
- Loi, D 2001, 'Melbourne Gateway e Bolte Bridge', Abitare 401, Segesta, Milano.
- Loi, D 2000, 'Telecentri: il lavoro nel 2000', HU 99, DiGreco, Milano.
- Loi, D 2001, 'Makio Hasuike – A Japanese in Milan', (Inside) 18, Niche, Sydney.
- Loi, D & Wilkins, L 2001, 'Virtually an Office', Supermarket to Asia, 4(4), Gorrie Group.
- Loi, D & Wilkins, L 2001, 'Tools for the Virtual Office', Supermarket to Asia, (5)1, Gorrie Group.

- Loi, D & L. Wilkins, 2001 'the Virtual Office Providers, Supermarket to Asia, 5(2), Gorrie Group.
- Loi, D 2002, Establishment Hotel, Abitare 413, Gennaio 2002, Segesta, Milano.
- Loi, D 2002, Global Design: Australia, Abitare 413, Gennaio, Segesta, Milano.
- Loi, D 2002, 'Lonely Planet Publications a Melbourne: interazioni', HU 110, DiGreco.
- Loi, D 2003, Global Design: Australia, Abitare 425, Gennaio, Segesta, Milano.

**Please refer to the Bibliography in the appendix for refereed published results. Oral disseminated results follow:**

Keynotes:

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.

Lectures and invited presentations:

2010. *Different forms/motivations/orientations to Innovation at Intel*. Goldsmiths College, 25 February, London UK.
2010. *Different forms/motivations/orientations to Innovation at Intel*. Saïd Business School, University of Oxford, 24 February, Oxford UK.
2010. *Of Playful Triggers and suitcases: field tales on the joys and dangers of experimental practice*. Experimental Objects Workshop, University of Lancaster, 19 February, Lancaster, UK.
2010. *Innovation at Intel*. Conversations about Innovation, University of Lancaster, 18 February, Lancaster, UK.
2010. *Experience Design*. Conversations about Innovation, University of Lancaster, 17 February, Lancaster, UK.
2009. *Playful Triggers, hybrid tools & anomalous artifacts: Field tales on participatory & creative practice*. Centre for HCI Design, Faculty of Informatics, City University, 31 March, London UK.
2009. *Playful Triggers, hybrid tools & anomalous artifacts: Field tales on participatory & creative practice*. Interaction Design Master Program, Domus Academy, 6 April, Milan Italy.
2009. "Creativity and Industry", seminar. CASS Business School, City University, 31 March, London, UK.
2008. *User Experience: case studies from Intel*. Masters of Business Design, Domus Academy, 18 December, Milan, Italy.
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, USA.

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, 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, Italy.
2005. *PhD research*, RMIT School of Architecture and Design, 19 August, Australia.
2005. *Lavoretti per bimbi - a PhD journey*, RMIT Fashion, 26 Aug, Melbourne.
2005. *Participatory Design and Cultural Probes: a Teaching & Learning Experience*, IDEA Lab, University of Melbourne, 2 Sept, 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), University of Melbourne, Nov 3, Australia.
2005. *A suitcase as a PhD? – metaphorical artefacts|play&wonder|multisensorial writing|participation|readers*, IDEA Lab, University of Melbourne, 12 August, 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 Oct, Melbourne, Australia.
2004. *Research process & examples*. Telematics Centre, Exeter University, 20 Sep, 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-, 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, 28 April, Melbourne, Australia.

2006. *Daria's Suitcase: Part 2*, National Institute of Design Research, Swinburne University, 17 February, Melbourne, Australia.
2005. *Daria's Suitcase: A Rare Opportunity to Unpack and Explore A New Way of Thinking About Your World*, Nat. Inst of Design Res., Swinburne Uni., 14 Nov, Australia.
2003. *My eyes/Your Eyes/Our Eyes*, RMIT Qualitative Res. Ass., 10 June, Australia.
2002. *A Threatened Murderer: A Conceptual Spa Day for Health Service Managers*, RMIT Business, 3 December, Melbourne Australia (with Burrows, P).

## Awards

- Intel Digital Home Group Recognition Award (*For delivering the "TV Reinvented" demo for CES 2010. This demo showcases the performance and graphics advantages of the Intel CE Media Processors, and was made possible through your creativity and dedication*). 2010. Intel Corporation.
- Intel Insight Award (*For the creation and development of visionary consumer experience demonstrations that have generated significant industry visibility, customer advancement and Intel technology direction*), 2010. Intel Corporation. Portland, OR.
- Intel Spontaneous Recognition Award (*For demonstrating tremendous leadership and dedication in representing DHG and Intel across the board at CES*). 2010. Intel Corporation, Portland OR.
- Intel DHG Group Recognition Award (*Thank you for your outstanding contributions to DHG at IDF 2009. Through your efforts, DHG will succeed as the industry leader in driving Internet to TV*), 2009. Intel Corporation, Portland OR.
- Intel Division Recognition Award (*For driving a critical user experience perspective & presence into Intel Developers Forum 2009*), 2009. Intel Corporation, Portland OR.
- Intel Division Recognition Award (*For interfacing, sharing, and enabling customers to bring products based on CE 3100 and Widget Channel to market*), 2009. Intel Corporation, Portland OR.
- Intel Spontaneous Recognition Award (*For driving a highly influential NGUI research and usage initiative that has had broad reach across business units and externally with DHG's Winter CBOA*). 2009. Intel Corporation, Portland OR.
- Intel Spontaneous Recognition Award (*For driving a compelling UX direction for CES, including the development of Intel's own My Media widget, our first internally driven fully prototyped widget*). 2009. Intel Corporation, Portland OR.
- Intel Division Recognition Award (*In recognition of successfully defining, designing, developing and demoing the MyMedia Widget for CES09, Intel's first internally driven widget for the Widget Channel*). 2009. Intel Corporation, Portland OR.
- Intel's Division Recognition Award (*In recognition of creating and implementing an innovative Consumer Experience Enabling Program (CEEP) that established a structured and meaningful way to solidify customer deal closures and deliver outstanding customer service*). 2008. Intel Corporation, Portland OR.
- Intel Spontaneous Recognition Award (*For your creativity, flexibility and diligence in designing and facilitating widget creation for IDF - Ads, HEMs, My Media*). 2008. Intel Corporation, Portland OR.

Intel Spontaneous Recognition Award (*For delivering a powerful vision & model for the use of design enabling inside Intel*). 2008. Intel Corporation, Portland OR.  
RMIT Research Award. 2005. ARC Linkage Award. RMIT, Australia.  
RMIT Research Award. 2005. ARC Discovery Award. RMIT, Australia.  
Best of Conference. 2002. Organizational Behavior Teaching Conference, Chapman University, CA USA.  
BHERT Award for Outstanding Achievement in Collaboration in Education and Training. 2000. Business/Higher Education Round Table (BHERT). Australia.  
International Summer School of Industrial Design Award. 1994. Politecnico di Milano, Italy.  
INPS Award for Undergraduate Excellence. 1989; 1988; & 1987. INPS, Italy.

## **Other responsibilities/activities**

### **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**

Associate Editor, *Artifact Design Journal*, Routledge.

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; Research Into Practice conference; Design Research Society Conference; EPIC; *Artifact Journal*; *Journal of Computers In Human Behavior*; *Intel Technology Journal*; *International Journal of Arts and Technology*; *ozCHI*; and for the *Handbook of the Arts in Qualitative Research*.

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 (Italy) and Inside (Australia).

### Teaching and Curriculum Development

Redesign and implementation of Design Studies program across the undergraduate degree, including Honors program. Industrial Design, School of Architecture & Design, RMIT University Australia.

### 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-dev. 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.

## APPENDIX: BIBLIOGRAPHY (refereed publications)

### 2009

**Loi, D** 2009, 'Leading through design enabling: practical use of design at Intel', *Design Connexity - 8th International Conference of the European Academy of Design*, Aberdeen Scotland, April 1-3.

### 2008

**Loi, D.** 2008, 'A thought per day: my travelling inside a suitcase', in Knowles, G. & A. Cole (Eds.) *Creating Scholartistry: Imagining the Arts-Informed Thesis or Dissertation*, Backalong Books, Halifax, NS.

Dillon, P & **Loi, D** 2008, 'Adaptive educational environments: theoretical developments and educational applications', UNESCO Observatory Refereed E-Journal - Special Issue on 'Creativity, Policy and Practice Discourses: Productive Tensions in the New Millenium', 1:3.

**Loi, D & Melican, J** 2008, 'Rethinking the smart home: an environmental perspective', *Changing the Change - An international conference on the role and potential of design research in the transition towards sustainability*, Torino, Italy, July 10-12.

**Loi, D** 2008, 'Of Material Homes (the experiential, the physical and the technological: an eternal golden braid)', *2008 American Anthropological Association Conference*, 19-23 November, San Francisco, CA.

**Loi, D** 2008, 'Of participation in industry: a hybridized possibility?', *10<sup>th</sup> Biennial Participatory Design Conference - Experiences and Challenges*, Bloomington IN, October 1-4.

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

**Loi, D & Prabhala S** 2008, 'The Rise of Middle and Upper Middle Class in Emerging Markets: Product and Service Opportunities', *ozCHI 2008, Australasian Computer-Human Interaction Conference*, Cairns Australia, Dec 8-12.

### 2007

**Loi, D.** 2007, 'TUIs as mediating tools within adaptive educational environments', in McKay, E. (Ed.) *Enhancing Learning Through Human Computer Interaction*, Idea Group, Hershey, PA.

Roibás, A. & **Loi, D.** 2007, 'DIY iTV producers: emerging nomadic communities', in *International Journal of Web Based Communities (IJWBC) - Special issue on Mobile Virtual Communities*, 3:4, Inderscience, UK, pp. 416-426.

**Loi, D** 2007, 'Not here nor there [how I learned to stop worrying and love patchworks]', Keynote, 1st Int. Conf. on Design Principles and Practices, London, UK, January 4-7.

Burrows, P & **Loi, D** 2007, 'Designing and using a participative methodology for eliciting insights from teachers' practices', *International Conference on Design Principles and Practices*, London, UK, Jan 4-7.

**Loi, D.** 2007, 'Playful Triggers', *International Conference on Design Principles and Practices*, London, UK, January 4-7.

**Loi, D & Burrows, P** 2007, 'Pea Project: five years after the making', *International Conference on Design Principles and Practices*, London, UK, January 4-7.

**Loi, D** 2007, 'Project Zoo: when students, keepers, orang-utans, seals, bears and baboons become design partners', *Include 2007 - International conference on Inclusive Design*, RCA, London, UK, 2-4 April.

**Loi, D** 2007, 'Reflective Probes, Primitive Probes and Playful Triggers', *EPIC07 – Ethnographic Praxis in Industry Conference*, Keystone CO, 3-6 October.

**Loi, D** 2007, 'Of Suitcases, Playful Triggers and Other Stories - Enabling Collaborative and Creative Practices in Post-Disciplinary Worlds', *SIOP 2007 - Enabling Innovation in Organizations: The Leading Edge*, Kansas City, MO, October 26-27.

## 2006

- Loi, D.** 2006, 'Can this suitcase be a PhD thesis? Author, readers, academia, multisensorial writing and the story of an anomalous thesis format', in Booth J. (Ed.) *I, We, It They: finding voice in creative research*, Common Ground Publishing, Australia.
- Burrows, P. & **Loi, D.** 2006, 'Learning-by-Design: combining a pedagogical framework and e-publishing medium to create, plan and share teaching practice', in *The International Journal of Learning*, 13, Common Ground Publishing, Australia.
- Loi, D.** & Dillon, P. 2006, 'Adaptive Educational Environments as Creative Spaces', *Cambridge Journal of Education* 36(3), Routledge, Oxford, UK.
- Loi, D.** & Burrows, P. 2006, 'Magritte and the pea: anomalous artefacts and the contexts they create', Working Papers in Art and Design, - The role of the context in the interpretation of artefacts and visual semantics in art and design research, vol. 4.
- Loi, D.** 2006, 'Project Zoo: co-designing behavioural enrichment products and activities for orang-utans', *PDC06 - Participatory Design Conference*, University of Trento, Italy, July 31-August 5.
- Loi, D.** & Burrows P. 2006, 'Magritte and the pea: anomalous artefacts and the contexts they create', *Research into Practice Conference*, Hertfordshire University, UK, 7-8 July.
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- Loi, D.** 2006, '[my|your|our suitcase]', Interactive and Refereed Installation at MART, Museum of Modern and Contemporary Art of Trento and Rovereto (installation part of Participatory Design Conference 2006, University of Trento, Italy, August 1-5).
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