

# Daria A. Loi, Ph.D.

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## PROFILE

Senior technical leader, with a 20+ years industry and academic experience and the goal and passion to mix design strategy with agile user experience (UX) research and innovation to enrich people's everyday life and humanize technology. My [current focus](#) is Artificial Intelligence (AI), with an emphasis on smart spaces (e.g. home, work, factory, and classroom). Prior to Intel, I worked as architect in Italy and Senior Research Fellow at RMIT University in Australia. I am committee member and reviewer for several international journals, institutes and conferences and conducted research and presented in 6 continents. In 2018 I was recognized as one of Italy's 50 most inspiring women in tech ([InspiringFifty initiative](#)).

**UX and Design Leadership.** Passionate about identifying new market opportunities, influence business decisions and enrich end users' lives through rigorous yet agile user research and user-centered design. Long track record bringing pioneering products to the market and inspiring tech ecosystems by mixing UX, technology acumen, business analysis, design strategy and product design. High proficiency in forward-thinking design and development principles as well as diverse qualitative and quantitative techniques, including: agile; ethnography; observational techniques; heuristics; user testing; usability; global surveys; trends, ecosystem and market analysis; user-centered and participatory design; scenario and persona development; product design; storytelling; focus groups; interviews; workshops facilitation; roadmaps; tradeoffs analysis; and design thinking.

**Cross-functional and cross-domain Skillset.** Experienced working and collaborating across diverse disciplines, cultures and contexts – corporate, governmental, foundations, medium to small firms, and academia. Versed in diverse domains, including artificial intelligence, tangible and natural interfaces, ambient and mobile computing, TV platforms, epublishing, digital media and tech in education, industrial design, art, and architecture.

**Communication, creative and thought leadership.** Entrepreneurial thinker with a can-do attitude mixed with integrity, tenacity, empathy and collaborative spirit. Comfortable partnering with and influencing key senior stakeholders and executive teams. Experienced thought leader with executive-level communication skills. Ability to influence and inspire, regardless of audience and topic complexity, through powerful storytelling. Commitment and long track record mentoring junior talent and supporting underrepresented minorities.

## EDUCATION

Ph.D. (2006)  
School of Management,  
RMIT University. Class 1 award.

BArch Hons (1996)  
School of Architecture  
Politecnico di Milano, 100/100.

Scientific Lyceum (1987)  
Liceo Scientifico Aselli.

## WORK EXPERIENCE

**Intel Corporation (~103,000 employees)**  
**Hillsboro, OR US**  
**Principal Engineer (UX Innovation)**

**11/2006 to Present (12 years 4 months)**  
**Hours per week: 40**

Intel Corporation is the world's 2<sup>nd</sup> largest and 2<sup>nd</sup> highest valued semiconductor chip manufacturer, with a mission is to utilize the power of Moore's Law to bring smart, connected devices to every person on earth. At Intel, I lead UX innovation and drive a design agenda into Intel's AI, Smart Home and Client platform programs.

- Identified opportunities to improve daily life by leveraging AI and Intel technologies and designed [ten design guidelines](#) and advanced Intel's multi-modal sensor fusion and AI agenda and to humanize technology, including a program focused on leveraging AI in *aging in place* and health/wellness contexts.
- Initiated and led a [first of its kind](#) global research program that demonstrated, through an [experimental technique](#), that users spend 77% of time using touchscreens during daily tasks. This work was [instrumental](#)

\* Principal Engineer is a high rank in Intel's technical track (Senior Director level role). The PE grade is given to a small percentage of leads, recognized for their outstanding technical contribution, leadership & IP. Regardless of the term 'Engineer', the PE rank can be given to any technical discipline, including UX and design. Various IT companies have similar roles (e.g. Microsoft or Dell Distinguished Engineer; HP Distinguished Technologist; Chief Technologists in other places).

for Intel's touch strategy to drive business growth, resulting in millions marketing funding, >\$300m ecosystem investment, novel go-to-market strategy, multiple design-wins, and changes to Ultrabook specs (with touch made mandatory for 4<sup>th</sup> generation Ultrabooks).

- Designed and developed novel user centric, agile processes ([10x10](#); [heuristics tool](#)) to drive fast innovation cycles and enable data-driven decisions and strategy refinements. I used these techniques in multiple programs, including collaboration with Dell CTO and Intel engineering teams, that enabled us to bring to market consumer/enterprise products such as [XPS12](#) and [Latitude 12 7000](#).
- Led 50+ UX and design projects in collaboration with product leads, executives, platform architects, engineering departments, marketing teams, and external agencies to drive go-to-market platform strategies and products, including reference Designs such as [Llama Mountain](#) and [North Cape](#), which laid the foundations for many Ultrabook systems.
- Created innovative performance technology ([Adaptive Performance](#)), docking capability ([Docking Station](#)) and display behavior ([Smart Frame](#)) for Ultrabook systems – leading to designs wins and IP filing.
- Reimagined the [future of TV](#), enabling Intel products and novel interfaces, including: [MyMedia 3D](#) and its [adaptation](#) by Orange; [Natural UIs use cases](#); remote controls guidelines; the 1<sup>st</sup> Canmore demo featuring natural interfaces; and Intel's [Multi-App Framework UIs](#) on [CE4100](#) System on a Chip.
- Manage complex, cross-functional multi-stakeholder programs and collaborations. Worked with Google as lead Intel UX investigator to bring Google TV to market. Ongoing mentoring of junior leaders and thought leadership (please refer to Appendix for details).

**RMIT University (~11,000 employees)**  
**Melbourne, Australia**

**01/1999 - 06/2006 (7 years 8 months)**  
**Hours per week: 40**

**Head of Design Studies & Senior Research Fellow**

RMIT University (Royal Melbourne Institute of Technology) is an Australian public research university located in Melbourne, Victoria. At RMIT, I Coordinated the Design Studies Program in the Industrial Design department; Supervised undergraduate and graduate students; conducted research for Australian Federal Government or corporate sponsors funded projects.

- Curriculum and program design, development, and delivery, including redesign of the department's Design Studies Course (4 years degree) and creation of [pioneering program](#) centered on Participatory Design.
- UX-centric Principal Investigator for complex, cross-functional multi-stakeholder programs, such as the Australian Federal Government funded *Creator-to-Consumer* project, that paved the way for new publishing supply chain business models and Australian Research Council funded [Learning by Design](#) project, focused on digital media and technology in education contexts.
- Won the prestigious [BHERT Award](#) for research work sponsored by Telstra Corporation.
- Supervised and mentored 100s of undergraduate and graduate students.
- Numerous scientific publications and international conference presentations (please refer to Appendix).

**Studio Persico (5 employees)**  
**Cremona, Italy**  
**Architect**

**1994-1997 (3 years)**  
**Hours per week: 20**

Studio Persico was a studio focused on interior design and historic palaces refurbishment. While in this role, I designed and implemented designs following the lead architect's specifications; engaged in customer relations; created documentation and developed requirements; and supported daily logistics.

## OTHER PROFESSIONAL WORK

- Co-drove [Master Course in Design Process and Digital Fabrication](#) with Aarhus University, Fablab@schoolsDK and Danish School Municipalities.
- Co-Editor for [Special Issue](#) of CoDesign Journal, Volume 8, Nos. 2-3 (2012)
- [Engineering Council](#) Chair at the [Fetzer Institute](#) (relevant project [here](#))
- Australian Correspondent for [Abitare](#) magazine (2000-2006)
- Contributor for [Inside](#) magazine (1999-2003)
- Australian Correspondent for Habitat Ufficio (1997-2003)

## VOLUNTEER WORK

04/2018-present	<a href="#">ACM CHI 2019</a>	Newcomers Chair
01/2018-present	<a href="#">UPWARD Women</a>	Portland Chapter Leader
11/2017-present	Women at Intel Network	Global Conference Chair
04/2015-present	<a href="#">Participatory Design Advisory Board</a>	Senior Member
2018-2019	<a href="#">DIS 2019 Conference</a>	Paper Associate Chair
2017-2018	<a href="#">Design Research Society 2018</a>	International Review Committee
2017-2018	<a href="#">PDC2018</a>	Industry Chair, Program Committee
2015-2016	<a href="#">PDC 2016</a>	Industry Chair, Program Committee
2014-2015	<a href="#">Engineering4Society</a>	Program Committee
2013-2014	<a href="#">PDC 2014</a>	Industry Chair, Program Committee
2011-2012	<a href="#">PDC 2012</a>	Program Committee
2009-2010	<a href="#">PDC 2010</a>	Conference Chair
2007-2008	<a href="#">PDC 2008</a>	ParticipART Chair

## AWARDS

2018	<a href="#">InspiringFifty Italy</a> (Named one of the 50 Most Influential Women in Tech).	Italy
2018	Intel's Global Diversity & Inclusion Achievement Award (In recognition of work on the Global Board for Intel's Women at Intel Network)	USA
2006-2019	10 Intel Division Recognition Awards; 1 Intel Client Achievement Award; 1 Intel Achievement Award nomination; and 6 Intel Spontaneous Recognitions	USA
2005	RMIT Linkage Grant Award for project "Learning by Design: Creating pedagogical frameworks for knowledge building in the 21st Century"	Australia
2005	RMIT Discovery Grant Award for project "Pedagogies for eLearning"	Australia
2002	Best of Conference (Organizational Behavior Teaching Conference).	USA
2000	Business/Higher Education Round Table (BHERT) Award (For Outstanding Achievement in Collaboration in Education and Training)	Australia
1989, 1988, 1887	INPS Award for Undergraduate Excellence (Incl. Bursary)	Italy

## PATENTS

<a href="#">Data management of aggregated devices through a TV platform</a>	USPTO #8504525	Issued 07/21/2010
<a href="#">Systems, methods, and applications for dynamic input mode selection based on whether an identified operating system includes an application program interface associated with the input mode</a>	USPTO #9658713	Issued 05/23/2017
<a href="#">Representation of group emotional response</a>	USPTO #15/639361	Filed 06/30/2017
<a href="#">Dynamic Input Mode Selection (continuation)</a>	USPTO # 15/601966	Filed 05/22/2017
<a href="#">Incoming Communication Filtering System</a>	USPTO # 15/639337	Filed 06/30/2017
<a href="#">Compatibility prediction technology in shared vehicles</a>	USPTO # 15/857930	Filed 12/29/2017
<a href="#">Technologies for synchronizing physiological functions</a>	USPTO # 15/161,362	Filed 05/23/2016
<a href="#">User-input interaction for movable-panel mobile device.</a>	USPTO # 15/163,399	Filed 05/24/2016
<a href="#">Docking Station</a>	USPTO # 15/770984	Filed 11/24/2015
<a href="#">Enhanced wireless charging through active cooling</a>	USPTO # 14/583,052	Filed 12/24/2014
<a href="#">Dynamic Input Mode Selection</a>	USPTO # 14/492,205	Filed 09/22/2014
<a href="#">Widget Development Tool.</a>	USPTO # 12/345,784	Filed 12/31/2008

## APPENDIX 1 – Publications

### Book Chapters

1. Loi, D 2016, '[Researcher Thresholds](#)', in Portugal, S. Doorbells, Danger, and Dead Batteries: User Research War Stories. Rosenfeld Media, pp. 32-34.
2. Loi, D 2013, 'Ultrabooks and UX – when users inform product strategy', in Prabhala, S & Ganapathy, S (Eds) [Transforming Ethnography: User Experience Methods and Practices](#). Nova Science Publisher.
3. 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.
4. 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. pp. 178-191.
5. 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.
6. Burrows, P., Coburn, M. & Loi, D. 2002, 'The reader as user in a re-intermediated supply chain: Making the shift from Consumer to User', in B. Cope & M. Kalantzis (eds), [Markets for Electronic Book Products](#), 163-179.
7. Burrows, P., Coburn, M. & Loi, D. 2002, 'John Paul College - Publishing Futures in an eLearning Community', in B. Cope & M. Kalantzis (eds), [Markets for Electronic Book Products](#), Common Ground Publ., Australia, 27-44.
8. Burrows, P., Coburn, M. & Loi, D. 2002, 'A Case Study: Tea Tree Gully eDocument Initiative', in B Cope & D Kalantzis (eds), [Markets for Electronic Book Products](#), Common Ground Publishing, Australia, 11-26.
9. Burrows, P., Coburn, M. & Loi, D. 2002, 'Finding a place in the epublishing ecology', in B Cope & D Kalantzis (eds), [Markets for Electronic Book Products](#), Common Ground, Australia, 181-198.
10. Bellamy, C., Burrows, P., Coburn, M., Loi, D. & Wilkins, L. 2001, 'Creating a viable etext market', in B. Cope & D. Mason (eds), [Creator-to-Consumer in a Digital Age: Australian Book Production in Transition](#), CommonGround, 115-143.
11. Burrows, P., Loi, D., Wilkins, L. & Coburn, M. 2001, 'Electronically mediated learning materials', in B. Cope & M. Kalantzis (eds), [Print and Electronic Text Convergence - Technology Drivers across the Book Production Supply Chain, from Creator to Consumer](#), Common Ground Publishing, Australia, 183-221.
12. Coburn, M., Burrows, P., Loi, D. & Wilkins, L. 2001, 'eBook readers: Directions in enabling technology', in B. Cope & M. Kalantzis (eds), [Print and Electronic Text Convergence - Technology Drivers across the Book Production Supply Chain, from Creator to Consumer](#), Common Ground, Australia, 145-181.
13. Loi, D., Burrows, P., Coburn, M. & L. Wilkins 2001, 'A multi-disciplinary team based approach to innovation and research for an Australian telecommunications company', in L. Collina & G. Simonelli (eds), *Designing Designers - Training strategies for the third Millenium*, POLI.DESIGN, pp. 79-88.
14. Loi, D., Burrows, P., Coburn, M. & Wilkins, L. 2001, 'The need for a new mindset - Books and text as part of a product-service system', in B. Cope & M. Kalantzis (eds), [Print and Electronic Text Convergence - Technology Drivers across the Book Production Supply Chain, from Creator to Consumer](#), Common Ground, 17-57.
15. Wilkins, L., Coburn, M., Burrows, P. & Loi, D. 2001, 'The trials of technology - The Brisbane ebook reader trial and focus group', in B. Cope & M. Kalantzis (eds), [Print and Electronic Text Convergence - Technology Drivers across the Book Production Supply Chain, from Creator to Consumer](#), Common Ground, Australia, 223-265.

### Journal Articles

1. 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.
2. 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.
3. Burrows, P. & Loi, D. 2006, '[Learning-by-Design: combining a pedagogical framework and epublishing medium to create, plan and share teaching practice](#)', in The International Journal of Learning, 13, Common Ground Publishing, Australia.
4. Loi, D. & Dillon, P. 2006, '[Adaptive Educational Environments as Creative Spaces](#)', Cambridge Journal of Education 36(3), Routledge, Oxford, UK.
5. Loi, D. & Burrows, P. 2006, '[Magritte and the pea: anomalous artefacts and the contexts they create](#)', Working Papers in Art and Design, vol. 4.
6. Loi, D. 2005, '[Piazas where to meet: organisational settings and their un-manageable spaces in-between](#)', International Journal of Knowledge, Culture and Change Management, vol. 4.
7. Loi, D. 2004, '[A suitcase as a PhD? - Exploring the potential of travelling containers to articulate the multiple facets of a research thesis](#)', Working Papers in Art and Design - The Role of the Artefact in Art & Design Research, vol. 3.
8. Morelli, N. & Loi, D. 2002, '[Designing Product-Service Systems, a Social Construction Activity. A Case Study on Urban Telecentres](#)', in L. Banwell & M. Collier (eds), *Human Aspects of the Information Society: an International Collection of Papers*, Information Management Research Institute, Northumbria Uni., Newcastle upon Tyne, 78-88.

### **Edited Manuscripts and forewords**

1. Greenbaum, J & Loi, D (Eds) 2012, [CoDesign Special issue 8.2-3](#) (June-September 2012).
2. Robertson, T, Bødker, K, Bratteteig, T, Loi, D (Eds) 2010, [Proceedings of the 11th Biennial Participatory Design Conference](#) (PDC2010), Sydney, Australia, November 29-december 3. ACM New York, NY USA.
3. (upcoming, 2019). Foreword for McKenna, P. "[Ambient Urbanities as the Intersection Between the IoT and the IoP in Smart Cities](#)", IGI Global.

### **Conference refereed papers (and presentations)**

1. Anderson, J., Panneer, S., Shi, M., Marshall, C., Agrawal, A., Chierichetti, R., Raffa, G., Sherry, J., Loi, D. and L. Durham 2018, '[Kid Space: Interactive Learning in a Smart Environment](#)', ICMI 2018, Boulder CO, 16-20 October.
2. Loi, D. 2018, '[Ten Guidelines for Intelligent Systems Futures](#)', FTC2018 Future Technologies Conference 2018, Vancouver BC, Canada, November 13-14.
3. Loi, D., Lodato, T., Wolf, C., Arar, R. and J. Blomberg 2018, '[PD Manifesto for AI Futures](#)', Proceedings of the 15th Participatory Design Conference, Volume 2, Hasselt and Genk, Belgium, August 20 – 24.
4. Loi, D. 2018, '[Intelligent, Affective Systems: People's Perspective & Implications](#)', CHLuXiD '18 Proceedings of the 4th International Conference on Human-Computer Interaction and User Experience in Indonesia, pp. 101-104
5. Loi, D., and R Nagisetty, 2017, 'Testing Users' Perception of Distributed Haptics', DTTC2017 – Intel Design and Test Technologies Conference, Portland OR USA, Jul 30- Aug 3.
6. Loi, D, Raffa, G and A Arslan Esme, 2017, '[Design for Affective Intelligence](#)', 7th Affective Computing and Intelligent Interaction conference, San Antonio, TX.
7. Hjorth, M, Smith, R, Loi, D, Iversen, O & K Christensen 2016, '[Educating the Reflective Educator: Design Processes and Digital Fabrication for the Classroom](#)', FabLearn '16, Proceedings of the 6th Annual Conference on Creativity and Fabrication in Education, Stanford, CA, Oct 14-16, pp. 26-33.
8. Lodato, T & D Loi 2014, '[Where's love in ewaste?](#)', Proceedings of the 13th Participatory Design Conference, Vol. 2, Windhoek, Namibia, Oct 6-10, pp. 195-197.
9. Blomberg, J, Hagen, P, Loi, D, Osseo-Asare, Y, Wayua, C, Miettinen, J, & A Korsah, 2014, '[Exploring the potential for participatory design in Africa](#)', Proceedings of the 13th Participatory Design Conference, 2, 117-117, DOI: <https://dl.acm.org/citation.cfm?doid=2662155.2662238>.
10. Loi, D 2013, '[Ultrabooks and Windows 8: a touchy UX story](#)', in Marcus, Aaron (Ed.) Design, User Experience, and Usability: Web, Mobile, and Product Design, Second International Conference, DUXU 2013, Held as Part of HCI International 2013, Las Vegas, NV, USA, July 21-26, Proceedings, Part IV.
11. Prabhala, S, Loi, D & S Ganapathy 2011, '[Ethnography, ethnography or ethnography? What happens when the same word means different things for different disciplines?](#)', HCII2011 - 14th International Conference on Human-Computer Interaction, Orlando, FL, July 9-14.
12. Loi, D 2011, '[Changing the TV industry through user experience design](#)', in A. Marcus (Ed.), Design, User Experience, and Usability, Part I, HCII 2011, pp. 465-74.
13. Loi, D 2011, '[Revolutionizing the TV industry through user experience design](#)', UX Lx: UX Lisbon, May 11-13.
14. Loi, D & Prabhala, S 2010, '[Emerging Markets: Product and Service Opportunities for Middle and Upper Middle Class](#)', IEEE Management Science & Information Engineering (ICMSIE), Zhengzhou, China, December 17-19
15. 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.
16. Loi, D & Melican, J 2008, '[Rethinking the smart home: an environmental perspective](#)', Changing the Change - An int. conf. on the role and potential of design research in the transition towards sustainability, Torino, Italy, July 10-12.
17. 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.
18. Loi, D 2008, '[Of participation in industry: a hybridized possibility?](#)', 10th Biennial Participatory Design Conference - Experiences and Challenges, Bloomington IN, October 1-4.
19. 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.
20. 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.
21. Loi, D. 2007, 'Playful Triggers', Int. Conference on Design Principles and Practices, London, UK, January 4-7.
22. Loi, D & Burrows, P 2007, 'Pea Project: five years after the making', International Conference on Design Principles and Practices, London, UK, January 4-7.
23. 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.
24. Loi, D 2007, '[Reflective Probes, Primitive Probes and Playful Triggers](#)', EPIC07 – Ethnographic Praxis in Industry Conference, Keystone CO, 3-6 October.
25. 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, Kansas City, MO, Oct 26-27.
26. Loi, D. 2006, 'Project Zoo: co-designing behavioral enrichment products and activities for orang-utans', PDC06 - Participatory Design Conference, University of Trento, Jul 31-Aug 5.

27. 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.
28. Loi, D. & Roibás, A. 2006, 'Co-investigating user-Experiences in pervasive iTV future scenarios', PDC2006: Expanding Boundaries in Design, University of Trento, Italy, July 31-August 5.
29. 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 PDC2006, University of Trento, Italy, August 1-5.
30. Loi, D 2006, 'Lavoretti per Bimbi', Interactive and Refereed Installation at MCIS06 - 2006 Mediterranean Conference on Information Systems, Venice, Italy, October 5-9.
31. Loi, D. 2005, 'They made me see: users and learners as co-designers', Include, Royal College of Art, UK, 5-8 Apr.
32. Loi, D. 2005, 'Open the suitcase: readers as active participants', Include, Royal College of Art, UK, 5-8 April.
33. Loi, D. 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 Feb, Carisolo, Italy.
34. Roibás, A. & Loi, D. 2005, '[HCI Design for pervasive computing](#)', HCI International 2005, Las Vegas, NV, 22-27 July.
35. Roibás, A., Tuomela, U., Loi, D., Simola, S., Kytokorpi, K., Rossel, P., Glassey, O. 2005, 'Design of novel scenarios: applications to foster mobile communities', 2<sup>nd</sup> Int. Conf. on Communities & Techn., 13-16 Jun, Milano, Italy.
36. Burrows, P. & Loi, D. 2004, '[A Surrealist Encounter: using eccentric objects and odd experiences to foster reflective and collaborative learning](#)', OBTC 2004 - 30th Annual Organizational Behavior Teaching Conference, A Tradition of Teaching, University of Redlands, CA, June 22-26.
37. Loi, D. 2004, 'Designers or Managers? New Emerging Figures within Organizations', in Faculty of Mechanical Engineering & Naval Architecture & The Design Society (eds), Design 2004, V.3, Zagreb and Glasgow, 1481-6.
38. Loi, D. 2004, '[Teaching Design Theory and Practice: a Participatory Journey](#)', in Faculty of Mechanical Engineering & Naval Architecture & The Design Society (eds), Design 2004, V.1, Zagreb & Glasgow, 659-64.
39. Loi, D. 2004, '[Piazas where to meet: organisational settings and their un-manageable spaces in-between](#)', Management Conference 2004 - The Fourth International Conference on Knowledge, Culture and Change in Organisations, University of Greenwich, London., 3-6 Aug.
40. Loi, D. 2004, '[A suitcase as a PhD? Exploring the potential of travelling containers to articulate the multiple facets of a research thesis](#)', Research into Practice Conference, Hatfield UK, Jul 2.
41. Loi, D. 2004, '[Document/Reflect/Create - Cultural Probes in Teaching and Learning environments](#)', in A. Bond, A. Clement, F. de Cindio, D. Schuler & P. van der Besselar (eds), PDC 2004, Vol. 2, CPSR, Toronto, Canada, 123-6.
42. Loi, D. & Burrows, P. 2004, 'A table, a box, friends and conversation: stimulating collaborative reflection', 3rd Carfax International Conf. on Reflective Practice - Reflection as a catalyst for change, Gloucester, England, June 23-25.
43. Loi, D., Voderberg, M., Liney, B., Marwah, S., Manrique, P. & Piu, G. 2004, '["Live like I do" - a PD case study using Cultural Probes](#)', in A Bond, A Clement, F de Cindio, D Schuler & P van der Besselar (eds), PDC04, V. 2, pp. 191-4.
44. Loi, D. 2003, '[Shared work environments as ecologies: new ways of working and designing](#)', EAD03, Apr 28-30.
45. Loi, D. 2003, 'Shared Work Environments as Ecologies: New Ways of Working and Dealing with Crisis', MAAOE 2003 - 4<sup>th</sup> Int. Conf. on Organizational Excellence Conference, 20-22 October 2003, Melbourne, Australia.
46. Loi, D. 2003, '[Systems that Learn, Evolve and Foster Shared Activities: Shared Work Environments as Ecologies](#)', in T Haslett & R Sarah (eds), ANZSYS03 - 9<sup>th</sup> Australia & New Zealand Systems Conf., Melbourne, Australia.
47. Loi, D 2003, 'My eyes, Your Eyes, Our Eyes', 2nd Annual RMIT Research on Research Conference – Practice Based Research: Recognition, Relevance, Rigour, 2-3 June, Novotel Convention Centre, Melbourne Australia.
48. Burrows, P. & Loi, D. 2002, 'The Pea Project', in I King, S Linstead & C Watkins (eds), The Art of Management and Organisation, The Essex Management Centre - University of Essex, King's College, London.
49. Burrows, P., Loi, D. & Coburn, M. 2002, 'The Pea Project - A proposal for a whole of conference interactive experience including a 60-90 minute workshop', OBTC 2002 - 29th Annual Organizational Behaviour Teaching Conference - The Courage to Teach, 19-22 June 2002, Chapman University, CA.
50. Loi, D., Burrows, P. & Coburn, M. 2002, '[The Pea Project - Design Stimulus](#)', in T Binder, J Gregory & I Wagner (eds), PDC02 - Participatory Design Conference 2002, CPSR, Malmö, Sweden, pp. 415-417.
51. Loi, D. 2001, 'Commercial shared workspaces as product-service systems: Actors, variables and interactions in designing collaborative environments', in R Cooper & V Branco (eds), EAD: Desire Designum Design, Portugal.
52. Morelli, N. & Loi, D. 2001, 'Design and Heterogeneous Networks. A Case Study Designing a Service for Internet Access', in R Cooper & V Branco (eds), EAD: Desire Designum Design, Aveiro, Portugal, pp. 348-357.

### **Theses**

1. Loi, D 2005, '[Lavoretti per bimbi: Playful Triggers as keys to foster collaborative practices and workspaces where people learn, wonder and play](#)', Royal Melbourne Institute of Technology, Australia.
2. Loi, D 1996, 'La Musica delle Cose - Interrelazioni tra la Generazione della Forma e la Generazione del Suono', Politecnico di Milano, Italy.

### **Selected Commercial Publications**

- Loi, D 1999, 'Public Office', HU 94, DiGreco, Milano Italy.
- Loi, D 1999, 'Giancarlo Piretti', (Inside), 14, Niche, Sydney Australia.
- Loi, D 1999, 'Telelavoro - Fine dei Modelli Lavorativi Inflessibili', HU 97, DiGreco, Milano Italy.

- Loi, D 1999, 'Telelavoro – Chi e Dove', HU 96, DiGreco, Italy.
- Loi, D 2000, 'Biennale di Venezia - Less Aesthetics?', (Inside) 17, Niche Media, Australia.
- Loi, D 2000, 'Kjell Grant', HU 100, DiGreco, Milano Italy.
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### **Video features and interviews**

1. [Intelligent Systems](#). FTC 2018.
2. *AI:UX* (12 parts [video series](#), Intel Software Network), 2018.
3. *The Human side of AI: Affective Computing*, 4 parts [video series](#), Intel Software Network, 2017.
4. *Affective Computing*, 2 parts video series - [Part 1](#); [Part 2](#), Intel Software, 2016.
5. [Developing Computing Experiences for Emotional Reaction](#). Intel Software, 2016.
6. [Connecting the User to the World](#). Intel Software, 2016.
7. [Developing Hardware and Software Solutions in Responsible Technology](#), Intel Software, 2016.
8. *Stylus & Ultrabooks – Multi-region User experience Study* 3 part series, [Part 1](#); [Part 2](#); [Part 3](#), 2013.
9. [How Multi-Region User Experience Influences Touch on Ultrabook](#), Intel Developer Zone, 2012.
10. [User Testing Busts Myths About Touchscreen on Laptops](#), Intel Free Press, 2012.
11. [Talenti Cremonesi all'estero - Daria Loi da Portland: Ora torno in pace e so che anche Cremona ha gioielli nascosti in attesa di essere scoperti](#)', CremonaOggi Online, 22 September 2011.
12. *Multi-application Framework*, Upgrade Your Life, IntelChannel, 2010.
13. Interview by Kathleen Clark-Fisher for IEEE. 13 July 2010.
14. Interview by Erwin Blom. 22 Sept 2009.

## **APPENDIX 2: Presentations**

### **Keynotes and Panels**

1. (scheduled). *Designing Health Systems for a Global Village*. Panel, [Inventure\\$](#), 5-7Jun 2019, Calgary AB, Canada.
2. (scheduled). *Intelligent Systems for Aging in Place*. Keynote, [Asian CHI Symposium](#). 5 May 2019, Glasgow UK
3. (scheduled). *The Frontiers of Artificial Intelligence*. Keynote & Panel, Industry x.0, 10 May 2019, San Marino.
4. [Designing Intelligent Systems Futures](#). Keynote, [Google D.G. DevFest](#), 13 Oct 2018, Manila, Philippines.
5. *Intelligent, Affective Systems: People's Perspective & Implications*. Keynote, [CHIuXiD 2018](#). Mar 28, Malang Indon.
6. *Intelligent, Affective Systems: People's Perspective & Implications*. Keynote, [CHIuXiD 2018](#). Mar 27, Jakarta Indon.
7. *Intelligent, Affective Systems: People's Persp. & Implications*. Keynote, [CHIuXiD 2018](#). Mar 26, Yogyakarta, Indon.
8. [The role of Participatory Design](#). Keynote, [Engineering4Society 2015](#). 18 Jun 2015, Leuven Belgium.
9. *Designing IT futures: must have skills and tricks*. Keynote, [FabLab@schoolDK Conference](#). 20 Apr. 2015, Vejle DK.
10. *Ultrabooks & User Experience*. Keynote, Design Research Society Symp., 17 Jun 2013, Loughborough Uni, UK.
11. *A Participatory Design Approach to Product Development*. Keynote, Intel WIN Conf., 25 Sept 2013, Portland OR.
12. [Walking in the field of rightdoing: when engineers create socially sustainable worlds](#). Keynote, Fetzer Institute Global Gathering. 19-23 Sept 2012, Assisi Italy.
13. *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 Conf., 4-6 Dec 2008, Turin Italy.
14. *Not here nor there [how I learned to stop worrying and love patchworks]*, Design Principles & Practices. 4-7 Jan 2007, London UK.
15. *Welcome address*. National Seminar Series of the C2C Research project. 3 Oct 2001, Sydney Australia.

### **Lectures, presentations and workshops (excludes presentations to Intel customers)**

1. *Affective Computing: Challenges & Opportunities*. De La Salle University. Manila, Philippines, 8 October 2018.
2. [IoT in the Home](#). IxD LabTalk, ITU Copenhagen DK, 6 September 2018.
3. [Affective Interaction Design](#). TechFestival. Copenhagen, DK, 7 Sept. 2018 (with Jonas Fritsch & Lea Schick).
4. [PD manifesto for AI Futures](#). PDC, Hasselt, Belgium, 21 Aug 2018 (with Lodato, Arar, Wolf and Bloomberg).

5. *UX & co/design in a corporate world*. User Centered Innovation, Portland State Uni, Portland OR USA, 9 March 2016.
6. [Design for Affective Intelligence](#). ACII 2017, San Antonio TX USA, 23 October 2017.
7. *The iterative road from ideas to IT products*. Design Tech Talk: Kedelbygningen, Vejle Denmark, 30 April 2015.
8. [The iterative road from ideas to IT products](#). Public Pit Talk, INCUBA Science Park, Aarhus DK, 29 Apr. 2015.
9. *UX & co/design in a corporate world*. Participatory Information Technology, Aarhus Uni., Aarhus DK, 29 April 2015.
10. *4 stories from the field*. User-Centered Innovation. Portland State University, Portland OR USA, 13 May 2014.
11. *3 Stories from the Field*. Tactile & Tactical Lab, University of Washington, Seattle WA USA, 27 February 2014.
12. [Where's love in ewaste?](#) 13<sup>th</sup> Participatory Design Conference, Windhoek Namibia, 6 October 2014 (with T. Lodato)
13. *Technical Rockstar Panel: UX, Software, and Storage*. Intel WIN Conference. Portland OR USA, 25 September 2013.
14. *Tutorial: UX design*. 12<sup>th</sup> IFAC Symp. on Analysis, Design, & Evaluation of Human-Machine Systems, 13 Aug. 2013.
15. *TV Reinvented*. Intel TechTalks, Portland Convention Center, Portland OR, 3 May 2011.
16. *TV Reinvented: from UX to customer impact & ecosystem enabling*. Intel RCG Network, Portland OR, 29 June 2011.
17. *TV reinvented (a tale of persistence, intuition & serendipity)*. Stanford University, Paolo Alto CA, 18 May 2011.
18. *User experience innovation: a tale from the field*. Innovation Fusion Talks, Maseeh College of Engineering and Computer Science, Portland State University, Portland OR USA, 14 April 2011.
19. *Three technology challenges*. School of Science and Tech., Merlo Station High School, Portland OR, 19 Apr. 2011.
20. *UX research and Design Enabling*. Service Design Network Melbourne, Melbourne Australia, 6 December 2010.
21. *From ethnographic research to customer impact*. Arup, Melbourne Australia, 7 December 2010.
22. *Next gen user interfaces and modalities for the TV space*. Business IT & Logistics, RMIT, Melbourne, 7 Dec. 2010.
23. *TV, Reinvented*. Design Victoria, Melbourne Australia, 8 December 2010.
24. *Bridging gaps: playful triggers & design enabling in industry settings*. Arch., Build. & Plan., Melb Uni., 9 Dec. 2010.
25. *TV Reinvented: UX research and design at Intel Corporation*. Faculty of Design, Swinburne Uni, 9 Dec 2010.
26. [Can a travel trunk be a PhD dissertation?](#) Arts-Based Res. Studio. Alberta University. 15 Apr 2010. [Virtual Pres.](#)
27. *User Experience and Innovation at Intel*. Domus Academy, Milan Italy, 3 June 2010.
28. *Different forms/motivations/orientations to Innovation at Intel*. Goldsmiths College, London UK, 25 February 2010.
29. *Different forms/motivations/orientations to Innovation at Intel*. Saïd Business School, Univ. of Oxford, 24 Feb. 2010.
30. *Innovation at Intel*. Conversations about Innovation, University of Lancaster, Lancaster UK, 18 February 2010.
31. *Experience Design*. Conversations about Innovation, University of Lancaster, Lancaster UK, 17 February 2010.
32. *Of Playful Triggers & suitcases: field tales on the joys & dangers of experimental practice*. Lancaster Uni, 19 Feb 2010.
33. *Playful Triggers, hybrid tools & anomalous artifacts: Field tales on participatory & creative practice*. Centre for HCI Design, Faculty of Informatics, City University, London UK, 31 March 2009.
34. *Playful Triggers, hybrid tools & anomalous artifacts: Field tales on participatory & creative practice*. Interaction Design Master Program, Domus Academy, Milan Italy, 6 April 2009.
35. *Creativity and Industry*, seminar. CASS Business School, City University, London UK, 31 March 2009.
36. *User Experience: case studies from Intel*. Masters of Business Design, Domus Academy, Milan Italy, 18 Dec. 2008.
37. *Storage: a point of view*, Intel Women's Principal Engineers Forum, Portland OR USA, 6-9 November 2007.
38. *A thought per day: my travelling inside a suitcase*, CAIR, University of Toronto, Toronto Canada, 8 February 2007.
39. *Not here nor there. How I learned to stop worrying and love patchworks*, Danmarks Tekniske Uni DK, 26 Jun 2007.
40. *Design Games Workshop*, Danmarks Tekniske Universitet, Copenhagen Denmark, 25 June 2007.
41. *Teachers as Co-researchers*, Globalism Inst., Research Seminar series, Melbourne, 10 May 2006 (with Burrows P).
42. *Project Zoo – co-designing experiences at RMIT/ID*, Design, Architecture and Building, UTS Sydney, 28 June 2006.
43. *My design process: an account*, RMIT Communication Design, Melbourne Australia, 28 March 2006.
44. *Thesis in a suitcase: Arts-Based Inquiry and a Discussion on Methodological and Ontological Positioning*, School of Graduate Studies, University of Melbourne, Melbourne Australia, 1 June 2006.
45. *Daria's Suitcase: Part 3*, National Institute of Design Research, Swinburne Univ., Melbourne Australia, 28 Apr. 2006.
46. *Daria's Suitcase: Part 2*, National Institute of Design Research, Swinburne University, Melbourne, 17 February 2006.
47. *Learning-by-Design: combining a pedagogical framework and epublishing medium to create, plan and share teaching practice*, ICS Research Day, RMIT University, Melbourne Australia, 28 October 2005.
48. *The Italian bricoleur - Teaching Participatory Design in Australia*, Alp-IS, Carisolo TN Italy, 19-22 February 2005.
49. *Cultural Probes*, Facoltà di Sociologia, University of Trento, Trento Italy, 17-18 February 2005.
50. *PhD research*, RMIT School of Architecture and Design, Melbourne Australia, 19 August 2005.
51. *Lavoretti per bimbi - a PhD journey*, RMIT Fashion, Melbourne Australia, 26 August 2005.
52. *Participatory Design and Cultural Probes: a Teaching & Learning Experience*, IDEALab, Melbourne Uni, 2 Sept. 2005.
53. *My theory on Practice - Bricolaged methodologies in postgraduate research*, RMIT Commun. Design, 13 Sept. 2005.
54. *Bricolaged methodology: an introduction and an example*, Symposium Series on the Practice of Research, Postgraduate Association of School of Architecture, Building and Planning (ABP), Uni. of Melbourne, 3 Nov. 2005.
55. *A suitcase as a PhD? Metaphorical artefacts|play&wonder|multisensorial writing|participation|readers*, IDEA Lab, University of Melbourne, Melbourne Australia, 12 August 2005.
56. *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, Melbourne Australia, 14 November 2005.



57. *Can this suitcase be a PhD thesis?* I, We, They, It: Finding Voice in Creative Research Symposium, Victoria University, Melbourne Australia, 7 October 2004.
58. *Research process & examples*. Telematics Centre, Exeter University, Exeter UK, 20 September 2004.
59. *Research process & examples*, Department of Informatics, University of Oslo, Oslo Norway, 24 September 2004.
60. *My eyes/Your Eyes/Our Eyes*, RMIT Qualitative Research Association, Melbourne Australia, 10 June 2003.
61. *A perspective on e-publishing and e-technology*. Industry presentation to National Copyright Administration of China on e-Publishing Ecology, RMIT Uni., Melbourne Australia, 14 August 2002 (with Burrows, P, Coburn, M & Wilkins, L).
62. *A Threatened Murderer: A Spa Day for Health Service Managers*, RMIT Business, 3 Dec. 2002 (with P. Burrows).
63. *The Pea Project*. Teaching & Learning Forum, RMIT University, Melbourne Australia, 24 October 2002.
64. *A perspective on e-publishing and e-technology*. Symposium The big 'e': e-book, e-publishing, and e-, State Library, Melbourne Australia, 3 August 2001 (with Burrows P, Coburn M & Wilkins L).
65. *Webe@sy*. Luga Gerontology, Melbourne Australia, 18 August 2001 (with P. Burrows, M. Coburn & L. Wilkins).

## White papers, Press and Blog features

1. Frati, S. [Daria Loi: Anima high tech](#). Mondo Padano, 2 February 2019.
2. Marcus, K. [The Now of Device Usage: Opportunities for Developers in 2016 and Beyond](#). 20 Nov 2015.
3. [Intel UX Team Adds Heuristic Analysis to Expanding Toolkit](#). Digit. 16 Sept 2014.
4. Romaine, G. [New 10x10 Process Combines Participatory Design with Agile Product Development](#). 17 Jan 2014.
5. Romaine, G. [Asking the Right Questions Improves Product Development](#). 23 Jul 2014.
6. Portigal, S. [Daria's war story: human thresholds](#). 7 January 2013.
7. Lieberman, B. [Pointing the Way: Designing a Stylus-driven Device in a Mobile World](#). 22 Mar 2013.
8. Paine, S. [Digitizers and Ultrabook. What People Want](#). UMPC Portal. 28 Jan 2013.
9. Wendy B., [All-in-One PC: What are the developer possibilities?](#) Intel Developer Zone, 3 July 2013.
10. Wendy B. [New Ultrabook™ experiences unveiled at IDF Beijing 2013](#). Intel Developer Zone, 16 Apr 2013.
11. Wendy B. [Touch Major Factor Driving Industry Growth: Good News for Developers](#), Intel Dev. Zone, 6 May 2013.
12. Gillespie, M. [The Winning Combination of Keyboard and Touch for Ultrabooks™](#). 2012.
13. Wendy B., [User Experience and Ultrabook app development](#), Intel Developer Zone, 29 Nov 2012.
14. Baxter-Reynolds, M. *The Human Touch: Building Ultrabook™ Applications in a Post-PC Age*. 2012.
15. Wendy B., [Keyboard and Touch: Like Peanut Butter and Jelly](#). Intel developer Zone, 7 Sept 2012.
16. Wendy B. [Touch Design Principles part 2: Postures and Touch Targets](#), Intel Developer Zone, 29 Aug 2012.
17. Wendy B, [Get In Touch: Design Principles to Remember](#). Intel Developer Zone. 20 Aug 2012.
18. Wendy B., [The Sesame Street Guide to Developing Touch-Based Apps for Kids](#), Intel dev. Zone, 21 Dec 2012.
19. Kridel, T. [Has UI and UX Innovation Plateaued?](#) Digital Innovation Gazette. 2012.
20. Busse Design, [3 ways to avoid UI/UX plateau](#)
21. Intel Software Adrenaline, [Faces and Interfaces: Transparent Connections Enrich Creativity](#)
22. Experientia, [Intel's UX research on touch interface usage and Ultrabooks](#)
23. Luke Wroblewski, 2012, [Re-imagining Apps for Ultrabook™ \(Part 1\): Touch Interfaces](#)
24. Intel Free Press, [Do People Want Touch on Laptop Screens?](#), 03/22/12
25. Chandrasekara, P. [Intel Conducts Study to See If Touchscreen Laptops are wanted](#), Ubergizmo, 04/09/2012
26. Wood, S. [Intel Conducts Study to See If You Want Touchscreen Laptops](#), Tom's Hardware, 07/04/12
27. Intel Developer Zone, 2012, [New Ultrabook™ experiences unveiled at IDF Beijing 2013](#)
28. Davidson, J. [Caress your notebook: Intel](#), Australian Financial Review, 04/04/12
29. Foremski, T [Touch Me: Do Users Really Want Touch-Responsive Computers?](#), Silicon Valley Watcher, 03/28/12
30. [Consumer Tests Reveal Users Want Single Device with a Keyboard that Opens, Closes and Is Touch Enabled](#), TechBlogger, 04/04/12
31. Intel Developer Zone, [Get In Touch: Design Principles to Remember](#), 2012.
32. Jang, C. [Consumer Tests Reveal Users Want Single Device with a Keyboard that Opens, Closes and Is Touch Enabled](#), Aving Global News Network, 4 April 2011.
33. Fenech, S. [Touchscreen or laptop? Intel testing shows we want both](#), Techguide, 27 March 2012.
34. Intel Developer Zone, [Touch Major Factor Driving Industry Growth: Good News for Developers](#), 2012.
35. Knopers, F. [Intel expects more than 75 new ultrabooks in 2012](#), Technology News, 03/29/12
36. Intel Developer Zone, [User Experience and Ultrabook™ App Development](#), 2012.
37. Koh, D. [IDF 2010: From research to reality](#), CNET Asia, 13 September 2010.
38. Hachman, M. [Intel's Design Work Guided by 'Experiences, Too](#), PC Mag, 12 September 2010.
39. Keys, P. [Intel user research results to the application of television and automobiles](#), Tech-on!
40. Stone, H. [4 Context-Aware Computing Technologies from Intel That Will Shape the Future](#)
41. Macnamara, L, 'Project of the Apes', The Australian, Higher Education, 8 February 2006.
42. Adams, D, 'Industrial Strength', The Age, My Career, 23 November 2005.
43. Borrack, M, 'Public Cyber Space opens', Moreland Sentinel, 7 June 1999.