

# Diane Loviglio

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## Education

### **Carnegie Mellon University**

Pittsburgh, PA  
May 2005

Bachelor of Humanities & Arts  
Anthropology & Architecture

### **International Honors Program**

India, South Africa & Brazil  
Jan – May 2004

Cities in the 21st Century:  
People, Planning & Politics

## Speaking Engagements

Moderator at West Coast Green 2010  
Panelist at Net Impact Conference 2009  
Panelist at Young Women Social Entrepreneurs  
event 2008

## Technical Skills

Ethnographic Interviews  
Remote Usability Testing  
Market Research  
Think-alouds  
Wireframe Prototyping  
Customer Advisory Panel  
Competitive Analysis  
Participatory Design  
Survey Design & Analysis  
Recruiting Participants  
Adobe Photoshop, InDesign  
Google Analytics  
HTML/CSS

## Experience

### **Design Researcher** Jun 2010 – present

#### **Freelance.** San Francisco, CA & New York, NY

Observed people interacting with Bump stations to inform future design  
Interviewed first-time Splunk users to help increase customer conversion  
Created personas to help Foodspotting understand their current users  
Observed users looking for software downloads on VMware (Bolt | Peters)  
Conducted think-alouds with gift card buyers and receivers for GoLocal  
Gathered ongoing feedback from new users of Dividely web and mobile apps  
Interviewed first-year and veteran nurses for Sanofi-Aventis (The Future Well)  
Recruited and conducted ethnographic interviews with over 50 doctors,  
insured and uninsured freelancers (The Future Well)

### **Co-Founder & VP Business Development** Oct 2006 – Oct 2010

#### **Wattbot.** San Francisco, CA

Designed product user experience, features and functions  
Designed algorithms for energy recommendation engine  
Managed team of 20 contractors in sales, graphic design, interaction design,  
video production, copywriting and customer service  
Acquired energy-related data from over 15 public and private partnerships  
Won Green:Net Judges' Award Mar 2009

### **Co-Producer** May 2009 – present

#### **FailCon.** San Francisco, CA

Secured venue, speakers, sponsors, demos and volunteers for the 400-  
person tech conference focused on learning from failure in the start-up  
community

### **Curator** Jul 2009 – Sep 2010

#### **West Coast Green.** San Francisco, CA

Selected early-stage green building companies to exhibit in 3-day tradeshow  
Designed attendee experience for the Innovation Pipeline

### **Assistant Researcher and Recruiter** Jan 2007 – Jan 2008

#### **Intel Berkeley Research Lab.** Berkeley, CA

Recruited people living in green homes for in-home 3-hour interviews  
Presented findings at Intel's annual Open House  
Conducted literature reviews

## Community Outreach

### **Founder** Jan 2010 – Dec 2010

#### **Woman Who Work In Tech Startups Breakfast.** San Francisco, CA

Organized monthly breakfasts for women to brainstorm ideas, vent about  
their latest problem and ask each other for advice

### **Volunteer** Apr 2007 – May 2010

#### **Sanchez Elementary School.** San Francisco, CA

Assisted students with reading comprehension and math skills once a week

### **Co-Chair Green Roof Task Force** Aug 2006 – Aug 2008

#### **San Francisco Planning and Urban Research.** San Francisco, CA

Featured in *National Geographic* May 2009  
Developed strategy to increase number of green roofs in the city  
Organized monthly group dialogues with fire, building and planning  
departments