

# **Diane Justine Schiano**

## **User Experience Research, Design & Evaluation:**

### **Research Psychology, Design Ethnography, Program & Product Evaluation**

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## **Formal Education**

1983-85 NIMH Postdoctoral Training Grant: Visual-Spatial Cognition. *Stanford University* (Psychology).  
1981-83 NIE Research Training Grant: Educational Psych. *Learning Rsch & Dev Center*, Pittsburgh PA.  
1982 **Ph.D.** Cognitive Psychology (Perception). *Princeton University*.  
1978 **M.S.** Cognitive Psychology (Learning & Memory). *Princeton University*.  
1977 **B.A.** Philosophy and Psychology (Double Major). *Barnard College, Columbia University*.  
(*Magna cum Laude* with Honors & Distinction in Psychology)

## **Professional Positions**

### **2004-05 Member Technical Staff (Temporary). Palo Alto Research Center (PARC). Palo Alto, CA.**

*Design ethnographer for an innovative technology design project funded by a large Japanese company. Conducted, analyzed and presented results of extensive field work on leisure activities in Japan, including interviews, observations, focus groups, photo diary, large online survey and contextualized prototype evaluation. Also participated in initial stages of a project exploring technology design for delivering and monitoring diabetic & pre-diabetic health care.*

### **2002-06 Independent Consultant/Contractor.**

*Multiple contracts with Netraker/Keynote Systems (website assessments, including online market research surveys, usability testing & clickstream web analytics for major corporate and governmental sites) and with Stanford Graduate School of Business (contextualized website user research, usability & redesign). Ethnographic user research projects with Yahoo! (communications & PIM tool use) and Aplia/BranchLogic (Economics professors' work practice for courseware site design); pilot study with Ricoh Innovations (contextual inquiry around small office work practice, work flow). Design, marketing and usability consulting for SenVid (file-sharing technology UI design). Heuristic evaluation for Intel Labs (home ubiquitous computing designs). Multimedia design consulting for Stanford's "MediaX" program. Academic research projects on blogging, social networking websites and on educational implications of teen technology practices.*

**Lecturer: Stanford (Computer Science/HCI) & UC Santa Cruz (Cognitive Psychology).**

**Visiting Scholar, Stanford University (CSLI).**

### **2001-02 Senior Member Technical Staff. AT&T Labs West, Menlo Park, CA.**

*Project manager: User & use studies on teens and technology. Led field studies on teen use of communication media (IM, email, home & mobile telephony) and digital photography. Major contributor to large project on IM use in the workplace. Designed usability laboratory.*

### **2000-01 Independent Consultant/Contractor.**

*Extended contract with AltaVista; projects included website design & user testing; ethnographic studies of Internet search strategies, online clubs, customer attention to banner ads, software installation at home.*

**Lecturer, Stanford Univ. (Computer Science/HCI). Visiting Scholar, Stanford University (Psychology, CSLI)**

### **1993-01 Senior Member Research Staff. Interval Research Corporation, Palo Alto CA.**

*Project manager for over 7 years. Created IRC's user studies laboratory, and led an independent project relating user research to innovative product design. Contributed to design and evaluation of a wide variety of in-house and spin-off projects--in both the consumer and enterprise product domains. Led in-depth studies of online community and communication using innovative and converging qualitative & quantitative methods, including ethnographic interviews and logfile analyses of online behavior.*

### **1992-93 Member Technical Staff: UI Design. Human Interface Engineering. Sun Microsystems, Mountain View, CA.**

*Led the design of ImageTool application's UI, including rapid prototyping and UI specification document.*

**Lecturer in HCI: Santa Clara University (Psychology). Visiting Scholar, Stanford University (Psychology).**

**1990-92 NRC Senior Research Fellow: Aerospace Human Factors. NASA-Ames Research Center, CA.**  
*Led an extensive project on the effectiveness of various navigation aids to helicopter pilots, and aided in designing online training for helicopter navigators.*

**1988-90 Delaney Fellow and Visiting Scholar. Stanford University (Psychology).**  
*Led project on visual-spatial cognition w/ graphical tools. Created online spatial problem-solving training & testing program.*

**1985-89 Assistant Professor. Perceptual and Cognitive Psychology. Oberlin College (Psychology).**  
*Led research projects on visual-spatial cognition in using graphical tools, especially graphs & maps, and on testing and training spatial aptitude test performance. Directed research lab.*  
**Lecturer: Santa Clara University (Psychology). Visiting Scholar/Postdoctoral Fellow, Stanford University (Psychology).**

**1981-83 Postdoctoral Fellow. Learning Research & Development Center, Pittsburgh PA.**  
*Led research project on problem representation and problem-solving strategies used by students taking standardized spatial aptitude tests, including analyses of real-time eye-movements during test-taking. Designed and implemented related educational testing and training software.*

**1977-81 University Graduate Fellow. Princeton University (Psychology).**  
*Participated in research on learning & memory strategies for non-textual material, as well as specific distortions in visual perception & memory.*

**1976-77 Research Intern: Vision. Bell Laboratories, Holmdel, NJ.**  
*Contributed to psychophysical studies comparing various image compression algorithms.*  
**Research Assistant: Columbia University (Psychology).**  
*Assisted in visual perception & psychophysics research; helped teach sign-language to a chimp ("Nim").*

## **Selected Consulting Projects**

*AltaVista* (extended contract included website design & usability testing; projects on online communities/clubs, Internet search strategies, customer attention to banner ads, software installation on home computers); *Aplia / BranchLogic* (user field research, design personas, task scenarios & functional requirements for website design for Internet-based educational courseware provider); *ATT Labs* Menlo Park CA (field studies of teen technology use; analyses of workplace & home computer-mediated-communication); *ATT-Morristown* NJ (online software documentation & training); *Doublebill / BigVine* (B2B-eBarter site usability); *IBM-Palo Alto* CA (information retrieval, in-house business database search software usability testing); *Intel Labs* (home ubiquitous computing heuristic analysis); *Netraker / KeyNote Systems* (website assessments, including market-research surveys, usability tests and clickstream web analytics, for government (USFA) and major commercial (e.g., auto insurance, car rental, mobile phone) sites); *Peripheral Visions* (information visualization & navigation); *Scoutfire.com* (web tool concept tests, market research); *SAMS publishing* (HCI technical reviewer); *Ricoh Innovations* (contextual inquiry around small office work practice, work flow to evaluate appropriateness of site for extended field research); *SenvVid* (UI design, usability & marketing input for innovative file-sharing technology); *Stanford CS / CSLI* (ethnographic research on 'blogging' & social networking sites); *Stanford Graduate School of Business* (WPG research/usability and redesign projects for public website, admissions site & student portals); *Stanford "MediaX" program* (consulting on innovative multimedia design); *Stanford Medical School-Psychiatry* (data-base statistical analyses); *TeamSoftware* (globalization user research & usability for business software applications); *Yahoo!* (ethnographic diary & field studies on online communication & PIM tool use).

*Interval Research Corporation projects and spinoffs, including Purple Moon* (field research for educational "games for girls" on CDROM & website), *Kundi.com* (webcam portal design & clickstream (usage) analyses); *Placeholder* (multi-user Virtual Reality installation), *Bird'n'Bees* (affective avatar design & testing). *In-house project management software.*

*Customized corporate training classes and conference tutorials.*

## **Professional Highlights**

- Strong contributor with significant leadership experience.
- Industry contractor/consultant for over 10 years. Passionate "user"--and user-centered design--advocate.
- Broad interests, experience & expertise: Expertise in both qualitative & quantitative research & analysis methods, from ethnographic field research to usability testing, from customer surveys to web analytics. Product & program evaluation. Website design, usefulness, usability & use; online communication & community; educational software; teens & technology; gaming; information visualization; navigation & search; digital photography & more.
- Strong technical skills. Facility with statistical software packages (e.g., SPSS); familiarity with design/prototyping tools (e.g., Illustrator, Photoshop, Premier, Dreamweaver, html) and some programming and scripting languages.
- Excellent communication skills. Significant publications in several domains (see website for selected papers).