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

Glossy's Store of the Future 2018
LiveRamp's RampUp! 2018
NRF's Digital Retail Conference 2017
eTail West 2017
Mobile First episode #11 2016
Spirit of 608 episode #44 2016
Inflection Point podcast 2016
UX+XX 2015
Adaptive Path UX Week 2013
Lean Startup Machine 2012
Mozilla UX Summit 2012
Bolt Peters UR Friday 2011
West Coast Green 2010
Net Impact Conference 2009

Skills

Ethnographic Interviewing
Remote Usability Testing
Think-alouds
Diary Studies
Presentation Design
Paper and Wireframe Prototyping
Customer Development
Customer Advisory Panel
Competitive Analysis
Recruiting Participants
Storytelling
Product Management
Public Speaking
People Management
Business Strategy

Experience

Co-Founder and CEO Nov 2012 — present
Boon + Gable. San Francisco, CA
- Created the most convenient way to shop for clothes
- Secured retail partnerships with 850+ brands including Bloomingdale's, J.Crew and Neiman Marcus
- Grew business to thousands of clients and hundreds of in-home styling appointments per month with an NPS of 77
- Raised $2.5M Seed from CrossCut, Crosslink, Female Founders Fund, Maveron, Structure Capital, Fresco Capital and 500 Startups

User Experience Researcher May 2011 – Nov 2012
Mozilla. Mountain View, CA
- First qualitative user researcher
- Conducted exploratory field research in Brazil for FirefoxOS
- Started and managed the Mozilla UX Blog
- Organized Mozilla's first UX Brown Bag lecture series for 15 straight months

Design Researcher Jun 2010 – April 2011
Freelance. San Francisco, CA & New York, NY
- Consulted for various startups, corporations and non-profit clients in healthcare, online security, social and consumer finances

Co-Founder and 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 GigaOm's Green:Net Judges' Award

Co-Founder May 2009 – May 2014
FailCon. San Francisco, CA
- Secured speakers, sponsors, demos and volunteers for the 450-person tech conference focused on learning from failure in the start-up community
- "a breath of fresh air" - NBC

Community Outreach

User Research Instructor Jan 2012 – May 2014
General Assembly. San Francisco, CA & New York, NY
- First and only user research teacher
- Developed original curriculum and taught 3-day workshops with 20+ designers and product managers per class

Mentor Nov 2011– Nov 2012
500 Startups. Mountain View, CA
- Advised early-stage startups through monthly office hours

Co-Founder and Organizer Aug 2011 – Nov 2015
UR Support Group. San Francisco, CA
- Initiated monthly gatherings for user researchers to ask each other for advice
- Grew to a global online community of 2,000+ members