

Curriculum Vitae
Diana Löffler

Fuggerstrasse 37, 10777 Berlin
loeffler-eio@web.de • +49 1577 9217007

Expert in Human-Computer Interaction (HCI)

- passion for combining new technologies with innovative business models and user-satisfaction
- experienced in communicating results to diverse audiences
- strong analytical skills

Education

- 01/2013 **Dr. rer. nat Human-Computer Interaction** (summa cum laude), University of Würzburg
12/2017
- Thesis: color, metaphor and culture – empirical foundations for user interface design
 - Focus: cross-cultural quantitative studies on intuitive use of novel interaction paradigms
- 10/2005 **Diploma Psychology** (1.5 – very good), Humboldt Universität zu Berlin
03/2011
- Focus: cognitive and neuropsychology, Human Factors, engineering psychology
- 09/1993 **Abitur** (1.0 - with honors), Staatliches Gymnasium Sonneberg
06/2005

Professional Experience

- since **Research Scientist and Lecturer**, University of Würzburg
10/2012
- **Project lead** (technical and strategic) in 33 digitalization projects with industry partners such as Audi, Continental Automotive, Ergo Direkt, Fresenius Medical Care Deutschland, DFS
 - **International publishing** of conducted HCI-related research in usability engineering, persuasive design, social robotics, ergonomics, interaction design, design thinking, project management, user research, innovation management
 - **Supervision** of bachelor and master theses and **lectures** in usability & software ergonomics
- 07/2014 **Visiting Researcher**, Nihon University, Japan
10/2014
- Designing and conducting cross-cultural studies concerning color in UI design
 - Guest lectures in user centered design and HCI education
 - Supervision of bachelor theses in UI design
- 06/2011 **Research Scientist**, Berlin Institute of Technology
09/2012
- Project lead of BMBF-funded joint project IBIS (design of intuitive use)
 - Teaching duties in systems engineering, supervision of bachelor and master theses in user centered design and ergonomics
- 04/2011 **Intern**, Institute for Prevention and Road Safety GmbH
05/2011
- Developing a concept to measure the reliability of the theoretical driving test
 - Assessing theoretical driving examination tasks based on psychometric criteria
- 04/2010 **Intern**, Relevante AG
06/2010
- Usability engineering for software, web services, mobile and hardware
 - Customer interviews, usability testing, data analysis of results and presentation
- 04/2009 **Research Internships and Working Student Experience**
02/2010
- Research Data Centre at the Institute for Educational Quality Improvement
 - Cluster of Excellence Languages of Emotion of Freie Universität Berlin
 - Chair for General Psychology at Humboldt Universität zu Berlin
 - Max Planck Institute for Human Development

Awards and Funding

since 06/2017	e-fellows.net scholarship
2014-17	HCI conference travel grants of ACM, LMU Munich, University of Würzburg (4.900€)
2014-16	Research funding of JSPS, Robert Bosch Stiftung GmbH, BayIntAn (23.100€)
2013-17	Sponsoring of World Usability Day Würzburg (6.000€)
2014-17	Digitalization projects with industry partners in automotive, healthcare, education, banking, industry 4.0, aviation, web, public sector (23.400€)
10/2015 03/2016	Startsocial scholarship for a digital transformation project in social economy, including app & social business model development
11/2013 04/2015	Mentoring programm for career planning in the context of excellence sponsorship, University of Würzburg
11/2011 02/2012	Winning team of 'Plan B(business)' (program about entrepreneurship & business development), Berlin Institute of Technology

Extracurricular Activities

since 10/2013	Organizer of annual World Usability Day Würzburg (150 attendees)
since 12/2013	Reviewer for Mobile HCI, TEI, NordiCHI, Interacting with Computers
since 12/2014	Ethics committee reviewer Institute for Human-Computer-Media Würzburg
since 09/2015	Organizer of biennial student exchange program with Japan

Languages

- German: native
- English: fluent
- French: basic
- Japanese: basic

IT-Skills

- Data Analysis: SPSS
- Prototyping: Axure, Balsamiq
- Project Management: MS Project
- Other: MS Office Suite, Adobe InDesign, Adobe Photoshop, Wordpress

Diana Löffler

03.08.2017

Annex: List of publications

List of publications

Peer-reviewed conferences:

1. LÖFFLER, D., Giron, L., & Hurtienne, J. (accepted). Night Mode, Dark Thoughts: Background Color Influences the Perceived Sentiment of Chat Messages. Full Paper at Interact 2017.
2. Grundgeiger, T., Pichen, J., Häfner, J., Wallmann-Sperlich, B., LÖFFLER, D., & Huber, S. (2017). Combating Sedentary Behavior: An App Based on a Distributed Prospective Memory Approach. CHI'17 Extended Abstracts (pp. 1632-1639). ACM.
3. LÖFFLER, D., Kaul, A., & Hurtienne, J. (2017). Expected behavior and desired appearance of insect-like desk companions. In *TEI17* (pp. 289-297). ACM.
4. LÖFFLER, D., Kaul, A., Tscharn, R., & Hurtienne, J. (2016). Autonomous desktop companions: comparing interactive zoomorphs. In Proceedings of the 2016 ACM International Joint Conference on Pervasive and Ubiquitous Computing: Adjunct (pp. 682-685). ACM.
5. Tscharn, R., Ly-Tung, N., LÖFFLER, D., & Hurtienne, J. (2016). Ambient light as spatial attention guidance in indoor environments. In Proceedings of the 2016 ACM International Joint Conference on Pervasive and Ubiquitous Computing: Adjunct (pp. 1627-1630). ACM.
6. Schaper, P., Tscharn, R., LÖFFLER, D., Hurtienne, J. (2016). HCI in der Lehre – am Puls der Zeit? Weyers, B. & Dittmar, A. (Eds.), *Mensch und Computer 2016 – Workshopband*. Aachen: Gesellschaft für Informatik.
7. Tscharn, R., Schaper, P., LÖFFLER, D., Hurtienne, J. (2016). Benutzerschnittstellen für Industrieroboter – Eine Usability-Evaluation. Workshop-Paper at Mensch & Computer (MuC) '16.
8. LÖFFLER, D., Arlt, L., Toriizuka, T., Tscharn, R., & Hurtienne, J. (2016). Substituting Color for Haptic Attributes in Conceptual Metaphors for Tangible Interaction Design. In Proc. TEI'16. York: ACM.
9. LÖFFLER, D., Toriizuka, T., Sakakibara, Y., Schaper, P., & Hurtienne, J. (2015). Examining the design space of insect inspired notifications. In Proceedings of the 2015 ACM International Joint Conference on Pervasive and Ubiquitous Computing and Proceedings of the 2015 ACM International Symposium on Wearable Computers (pp. 145-148). ACM.
10. Tscharn, R., LÖFFLER, D., Lipp, D., Kuge, J., & Hurtienne, J. (2015). Senior, follower and busy grumbler: user needs for pervasive participation. In Proceedings of the 2015 ACM International Joint Conference on Pervasive and Ubiquitous Computing and Proceedings of the 2015 ACM International Symposium on Wearable Computers (pp. 801-806). ACM.
11. LÖFFLER, D., Paier, W., Toriizuka, T., Ikeda, M., & Hurtienne, J. (2015). Augmented Happiness: Simple Color Changes Influence Users' Conceptual Choices. In *Human-Computer Interaction – INTERACT 2015* (pp. 248-255). Springer International Publishing.
12. Toriizuka, T., Ikeda, M., LÖFFLER, D., & Hurtienne, J. (2015). Conveying Opposite System States Through Color – Japanese Population Stereotypes of Hue-Concept Associations. In Proceedings 19th Triennial Congress of the IEA (Vol. 9, p. 14).
13. Toriizuka, T., LÖFFLER, D., Sakaibara, Y., & Hurtienne, J. (2015). Insect Behavior as Source of Inspiration for Designing Intuitive Human-Computer Interaction. IEA 2015, Melbourne, Australia.
14. Hurtienne, J., LÖFFLER, D., Gagegast, P., & Hußlein, S. (2015). Comparing Pictorial and Tangible Notations of Force Image Schemas. In Proc. TEI'15 (pp 249-256). New York: ACM. doi=10.1145/2677199.2680553
15. Schmitt, H., Hess, A., Hess, S., Maier, A., LÖFFLER, D., & Hurtienne, J. (2014). Intuitive Benutzbarkeit messen – Eine Evaluationstoolbox für Software, Apps und technische Produkte. In H. Brau (Hrsg.), *Usability Professionals 2014*. Stuttgart: German UPA.
16. Gadegast, P., LÖFFLER, D., Goutrié, C., Hußlein, S., & Hurtienne, J. (2014). FIS*-Dials: Interaktionsmodelle zur Unterstützung der Gestaltung haptischer Benutzungsschnittstellen. In: Butz, A., Koch, M. & Schlichter, J. (Hrsg.), *Mensch & Computer 2014 Online Workshopband*.
17. LÖFFLER, D., & Hurtienne, J. (2014). Image-Schematic Color Metaphors. RaAM'14 10th Conference of the Association for Researching and Applying Metaphor (pp. 133-134).

18. Hurtienne, J., Landeck, M., Ludwig, S. & LÖFFLER, D. (2014). Beyond Eye Tracking Analogies: Cursor Trajectories as Subtle Cues to Detect Distracting UI Elements. In CHI 2014 Proceedings of the extended abstracts of the 32nd annual ACM conference on Human factors in computing systems (pp. 1789-1794). New York: ACM. doi: 10.1145/2559206.2581363
19. LÖFFLER, D. (2014). Happy is Pink: Designing for Intuitive Use with Color-to-Abstract Mappings. In CHI 2014 Proceedings of the extended abstracts of the 32nd annual ACM conference on Human factors in computing systems (pp. 323-326). New York: ACM. doi: 10.1145/2559206.2581356
20. LÖFFLER, D. (2014). Population stereotypes of color attributes for tangible interaction design. In A. Butz, S. Greenberg, S. Bakker, L. Loke & A. De Luca (Eds.), TEI'14 8th International Conference on Tangible, Embedded and Embodied Interaction (pp. 285-288). New York: ACM. doi: 10.1145/2540930.2558129
21. LÖFFLER, D., Lindner, K. & Hurtienne, J. (2014). Mixing Languages? Image Schema Inspired Designs for Rural Africa. In CHI 2014 Proceedings of the extended abstracts of the 32nd annual ACM conference on Human factors in computing systems (pp. 1999-2004). New York: ACM. doi: 10.1145/2559206.2581356
22. LÖFFLER, D., Hess, A., Maier, A., Hurtienne, J., & Schmitt, H. (2013). Developing intuitive user interfaces by integrating users' mental models into requirements engineering. In S. Love, K. Hone & T. McEwan (Eds.), Proceedings of the 27th International BCS Human Computer Interaction Conference. Swinton, UK: British Computer Society University.
23. Johnsen, A., LÖFFLER, D., & Rötting, M. (2013). Gestaltung komplexer Software mit Hilfe von mentalen Modellen der Nutzer. In E. Brandenburg, L. Doria, A. Gross, T. Günzler & H. Smieszek (Eds.), Foundations and Applications of Human-Machine Interaction. 10th Berlin Workshop Human-Machine-Systems (pp. 211-216), Berlin: Universitätsverlag der TU Berlin.
24. Daxhammer, J., Pichen, J., Plonka, J. & LÖFFLER, D. (2013). Smart Linse – Augmented Reality als Alltagshelfer. Paper presented at Mensch und Computer 2013, Bremen: University of Bremen.
25. LÖFFLER, D., & Johnsen, A. (2013). Youngs Mental Models und Image Schemata: zwei komplementäre Ansätze zur Erfassung von Mentalen Modellen der Benutzer. In S. v. Boll, S. Maaß & R. Malaka (Eds.), Proceedings of Mensch & Computer 2013 (pp. 329-332). Munich: Oldenbourg Verlag. doi: 10.1524/9783486781229.329
26. LÖFFLER, D., Hess, A., Hurtienne, J., Lange, K., Maier, A., & Schmitt, H. (2013). Gestaltung intuitiv benutzbarer Softwareanwendungen mit der IBIS Methode. i-com Zeitschrift für interaktive und kooperative Medien, 12(2), pp. 48-54. Munich: Oldenbourg-Verlag. doi: 10.1524/icom.2013.0016

Peer-reviewed journals:

27. LÖFFLER, D., Wallmann-Sperlich, B., Wan, J., Knött, J., Vogel, A., & Hurtienne, J. (2015). Office Ergonomics Driven by Contextual Design. Ergonomics in Design: The Quarterly of Human Factors Applications, 23(3), 31-35.
28. Molesworth, B., Burgess, M. Gunnell, B., LÖFFLER, D., & Venjakob, A. (2014). The effect on recognition memory of noise cancelling headphones in a noisy environment with native and non-native speakers. Noise & Health 16 (71): 240-7. doi: 10.4103/1463-1741.137062
29. LÖFFLER, D., Hess, A., Hurtienne, J., Lange, K., Maier, A., & Schmitt, H. (2013). Gestaltung intuitiv benutzbarer Softwareanwendungen mit der IBIS Methode [Designing software applications for intuitive interaction using the IBIS method]. i-com Zeitschrift für interaktive und kooperative Medien, 12(2), 48-54, Oldenbourg-Verlag, München.
30. Hess, A., Maier, A., & LÖFFLER, D. (2013). Die IBIS-Methode – Eine RE-Methode zur Entwicklung intuitiver Nutzungsschnittstellen [The IBIS-method – a RE-method to develop intuitively usable user interfaces]. GI Softwaretechnik Trends, 33(1).

Others:

31. Tscharn, R., Schaper, P., Aschenbrenner, D., LÖFFLER, D., & Hurtienne, J. (2017). Benutzungsschnittstellen für Industrieroboter – Eine Usability-Evaluation. Mittelstand-Digital: Wissenschaft trifft Praxis - Usability und User Experience in den Arbeitswelten von morgen 7, 72-77.
32. LÖFFLER, D., & Sperlich, B. (2017). Reduzierung von Sitzzeiten am Büroarbeitsplatz – Ergebnisse einer qualitativen Analyse. Betriebliche Prävention 06/2017. <https://www.bepdigital.de/BePr.06.2017.236>
33. Tscharn, R., Gette, N., LÖFFLER, D., Hurtienne, J. (2016). Designing for social activities during autonomous driving. Human Factors and Ergonomics Society Europe Chapter Annual Meeting 2016, Prague, Czech Republic (Abstract).
34. LÖFFLER, D. (2016). Applying an Embodied Cognition Perspective to Cross-Modal and Cross-Domain Color Associations. Organized symposium at 31st International Congress of Psychology (ICP2016), Yokohama, Japan (Organized Symposium).
35. LÖFFLER, D., Hurtienne, J. (2016). Color and Haptic Attributes in Cross-Domain Mappings. 31st International Congress of Psychology (ICP2016), Yokohama, Japan (Abstract).
36. Ikeda, M., Torizuka, T., Löffler, D., & Hurtienne, J. (2014). 対立概念の色彩表現に関する考察（第2報）－イメージスキーマとの関連について－ [A Study on Color Expression of the Exact Opposite Concept (Part 2) - Responsiveness of Image Schema]. The Japanese Journal of Ergonomics, 50 (Supplement), 350-351. doi:10.5100/jje.50.S350
37. Gadegast, P., Löffler, D., Gourtié, C., Hußlein, S. & Hurtienne, J. (2014). Supporting Interaction Design Inspired by Force Image Schemas. In Sixth International Conference of the German Cognitive Linguistics Association (pp. 32-33). Erlangen: University of Erlangen.
38. Hurtienne, J., Löffler, D. & Schmidt, J. (2014). Zur Ergonomie prosozialen Verhaltens: Kontextabhängige Einflüsse von Körperhaltungen auf die Ergebnisse in einem Diktatorspiel. In A.C. Schütz, K. Drewing & K.R. Gegenfurter (Eds.) Abstracts of the 56th Conference of Experimental Psychologists (p. 117). Lengerich: Pabst Science Publishers, ISBN 978-3-89967-915-1.

Invited talks:

39. Intuitive & Innovative Design for the Embodied Mind. UXCamp Europe 2014 Berlin, June 7, 2014.
40. Innovatives Design mit System. Invited presentation at Usability Kongress 2013 Frankfurt/Main, October 10, 2013.
41. Intuitiv benutzbare Software entwickeln mit Image Schemata – Systematische Gestaltungsentscheidungen in der Auftrags- und Kundenverwaltung von brunozimmer. Invited online presentation at eXirius, October 9, 2012.
42. Exploring Image Schemas and Primary Metaphors as a Guidance for User Interface Design. Invited presentation at relevantive AG, February 15, 2012.
43. Wie lässt sich Freundschaft darstellen? - Image-Schemata als Anleitung zur Darstellung abstrakter Sachverhalte in Benutzungsschnittstellen. Workshop at World Usability Day Berlin, November 10, 2011.

Media:

44. The Future Of Tangible Interfaces: 5 Insights Backed By Science. Fastcodesign. 24.02.2016. <http://www.fastcodesign.com/3056947/innovation-by-design/the-future-of-tangible-interfaces-5-insights-backed-by-science>
45. Museologie: Neue Ideen für alte Objekte. Idw – Informationsdienst Wissenschaft. 14.07.2015. <https://idw-online.de/de/news634710>
46. Riemenschneider-Madonna in neuem Licht. Mainpost, 11.07.2015. <http://www.mainpost.de/regional/wuerzburg/Diplompsychologen-Madonna-Museologie-Museumsleiter;art735,8820898>
47. „Sanierungsstau“: Studierende der Uni und FHWS zeigen neue Präsentationen für die Museumsobjekte; Pressemitteilung der FHWS, 09.07.2015.

- http://www.fhws.de/hochschule/profil/verwaltung/presse/weitere_meldungen/details/news/sanierungss-tau-studierende-der-uni-und-fhws-zeigen-neue-praesentationen-fuer-die-museumsobjek.html
48. Alte Museumsobjekte in neuem Licht. Würzburg erleben, 06.07.2015.
<http://www.wuerzburgerleben.de/2015/07/06/alte-museumsobjekte-in-neuem-licht/>
 49. Technik, die dem Menschen nutzt – Fachtagung in Würzburg. Mainpost, 18.11.2014.
<http://tablet.mainpost.de/regional/franken/Technik-die-dem-Menschen-nutzt;art1727,8439281>
 50. World Usability Day Würzburg 2014 Recap. Blogbeitrag auf search-one.de. <http://www.search-one.de/world-usability-day-2014/>
 51. Nutzerfreundliche Geräte: Würzburger Student macht Schluss mit kompliziert. Kurzreportage Bayrisches Fernsehen, 14.11.2014 17:30.
<http://www.br.de/mediathek/video/sendungen/frankenschau-aktuell/usability-masterstudent-wuerzburg-100.html>
 52. World-Usability-Day: Vom Auto bis zum Zigarettenautomaten. Radiointerview Bayern 2-regionalZeit. 13.11.2014, 13:30. <http://www.br.de/radio/bayern2/bayern/regionalzeit-franken/world-usability-day-diana-loeffler-100.html>
 53. Alltagserfahrungen hat jeder – Entwicklung von User Interfaces mit der Unterstützung basaler Sinneserfahrungen. Interview mit coeno.com, 14.08.2014. <http://blog.coeno.com/alltagserfahrungen-hat-jeder-entwicklung-von-user-interfaces-mit-der-unterstuetzung-basaler-sinneserfahrungen/>
 54. UX Design mit Sommerstimmung. Blogbeitrag auf granaton.com. <http://granaton.com/ux-design-barcamp-berlin/>
 55. Responsive Design und Image Schemata – Die Highlights vom Usability Kongress 2013: Image-Schemata zur User Interface-Gestaltung. Blogbeitrag auf konversationsKRAFT.de, 22.10.2013.
<http://www.konversionskraft.de/news/responsive-design-und-image-schemata-highlights-vom-usability-kongress-2013.html>