

BIOGRAPHICAL SKETCHES

*NSF Interdisciplinary
Graduate Design Workshop*

*d.school, Stanford University
August 28-29, 2009*

Alison McKay

*Professor
Mechanical Engineering
University of Leeds*

Alison's research concerns the exploitation of digital technologies in the design, delivery and operation of products, services and extended enterprises. She was recently appointed director of the [research] Institute of Engineering Systems and Design within the School of Mechanical Engineering at Leeds and is director of the multi-disciplinary programme in Product Design.

April Bryan

*Assistant Professor
Mechanical Engineering
Rose-Hulman Institute of Technology*

April is an Assistant Professor of Mechanical Engineering at Rose-Hulman Institute of Technology. Her areas of specialization are manufacturing and design and her current projects include tool wear analysis, co-evolution of manufacturing system and product design, and assessment of life-long learning. She also participate in K-12 outreach projects.

Bernie Roth

*Interim Director
d.school
Stanford University*

Bernie is a professor of Mechanical Engineering at Stanford. He teaches and researches in the areas of design, robotics, kinematics and interpersonal and societal issues. He also leads workshops on creativity and design thinking. He is currently the Interim Director of the Hasso Plattner Institute of Design at Stanford

Carly Geehr

*Designer-in-Residence & Lecturer
d.school
Stanford University*

As a masters student in mechanical engineering, Carly spent two fantastic years as a teaching assistant in the Product Realization Lab: a place where failure in the early stages of product development isn't just encouraged, it's expected. Her time there reinforced that spectacular early failures beget spectacular outcomes if handled with poise and perspective. She brings to the d.school her passion for teaching design, enthusiasm for creation, and eagerness to help students accept that failure early in the design process is often the single greatest source of inspiration. Carly has excelled at projects ranging from web

development to oil painting, from journalism to graphic design, and from biomedical research to Pan-Hellenic leadership.

Bruce Corson

*Founder
Studio for Pre-Expert Creativity*

Bruce is concerned with "pre-expert" problem-naming processes. He has practiced cross-disciplinary design for 35 years, has graduate degrees in architecture and engineering science, is a registered architect, has been a licensed building contractor and has taught architecture, environmental design and collaborative design studios in undergraduate, graduate, and corporate settings.

Celeste Roschuni

*Graduate Student
Mechanical Engineering
UC Berkeley*

Celeste is a graduate student in Mechanical Engineering at UC Berkeley with a focus in design. She is looking at the methods designers use to gather and share information for user-centered design, and the effectiveness of these methods in different contexts. She looks forward to discussing how these methods are taught and integrated into design courses.

Dan Willis

*Professor
Architecture
Penn State University*

Dave Baggeroer

*Teaching Team
d.school
Stanford University*

While a graduate student in Stanford's Joint Program in Design, Dave's work focused on mobility and sustainability and included the design and fabrication of award-winning bicycle handlebars, sustainable running shoes and a drive-by-wire electric vehicle. As a research assistant with the Dynamic Design Lab he worked on future car concepts with funding from Nissan Motors and the Ford Foundation. He taught others how to build to think while teaching design and manufacturing at Stanford's Product Realization Lab. He has degrees in engineering, business and design from Northwestern University and Stanford University. He studied studio art at the Gage Academy of Art. Dave's design work has been recognized by Volvo, BusinessWeek, Dyson, and the Industrial Designers Society of America. He is one of the principals of the d.school Environments Collaborative.

David Celento

Assistant Professor

Architecture

Penn State University

David is a registered architect and Assistant Professor of Architecture at Penn State University. His research focuses upon digital visualization and fabrication tools and their possibilities for collaboration. Current research projects include architectural ceramic cladding; sustainable micro-architecture for urban environments; and reinventing glass block with Pittsburgh Corning.

David Kelley

Founder, Professor

d.school, Mechanical Engineering

Stanford University

David Kelley's EE degree from CMU landed him in the engineering departments of NCR and Boeing, where he eventually discovered that the rigid world of corporate design was not for him. Through a friend, he learned about Stanford's Joint Program in Design, and happily returned to school. After earning his master's in 1978 he started his own design firm, vowing to only work on cool projects with people he liked. The company he founded became IDEO, a worldwide leader in the user-centered design of products, services, and environments. IDEO is recognized as much for its process and culture as for its work. David also began teaching design at Stanford in 1978, and became a tenured professor in 1991. David now heads Stanford's d.school, and he is on a mission to add "design thinking" to Stanford's existing competence of teaching analytical thinking. This will result in students who create delightful design experiences and embrace and promote a culture of innovation.

David Richter

Graduate Student

Engineering Education

Virginia Tech

David is a Ph.D. student in Engineering Education at Virginia Tech with Mechanical Engineering degrees from Saint Louis University (B.S.) and Virginia Tech (M.S). His current research focuses on interdisciplinary collaboration in engineering design teams, design education, and design cognition.

David Weightman

Professor

Art and Design

University of Illinois at Urbana Champaign

David has a MDesRCA from the Royal College of Art, London. His career has combined working in Higher Education with research and consultancy activities. He came to the US in 2004 as the Director of the School of Art + Design at the University of Illinois @Urbana-Champaign, where he continues as a Senior Faculty member in the Industrial Design program. His advisory roles in the UK

included the Design Council, Council for National Academic Awards and Department of Trade and Industry. A current role is as a member of the NASAD working group on the future of design education in the US.

Dean Nieuwma

Assistant Professor

Science and Technology Studies

Rensselaer Polytechnic Institute

Dean is an engineer-turned-social-scientist and an assistant professor in Science and Technology Studies at Rensselaer. He teaches in and co-steers Rensselaer's undergraduate Programs in Design and Innovation (PDI). He is interested in design activity at the intersection of technical analysis, social analysis, and creative synthesis.

Debra Dunn

Consulting Associate Professor

d.school

Stanford University

Debra Satterfield

Associate Professor

Art and Design

Iowa State University

Debra's research involves Health Care Experience Design, Design for Behavioral Change and Social Inclusion, Design of Learning Experiences for Children with Developmental Disabilities, and Human Interaction Design. Current projects examine the role of design in the medical decision-making process; experience design for student health; and gender/diversity issues in design.

Derrick Tate

Assistant Professor

Mechanical Engineering

Texas Tech University

Derrick is an Assistant Professor of Mechanical Engineering, Texas Tech University. He aims to impact society through bringing design thinking to areas of strategic importance: developing sustainable approaches for building systems, transportation, and manufacturing; facilitating mass innovation; and enabling innovation in enterprises. Current projects are funded by West Texas entrepreneurs and NSF.

Don Norman

Breed Professor of Design / Co-Director

Segal Design Institute

Northwestern University

Don Norman is a Professor at Northwestern University and the Korea Institute of Science and Technology (KAIST), cofounder of the Nielsen Norman Group, and former Vice President of Apple Computer. He is the author of "The Design of Everyday Things," "Emotional Design," and "The Design of Future Things." He is now working on a book

tentatively called "Sociable Design." He lives at www.jnd.org

Dongxing Cao

Visiting Professor

Mechanical Engineering

Hebei University of Technology / Purdue University

Dongxing Cao is a professor of ME at Hebei University of Technology, China. He received PhD from HUT in 2004. He has published about 60 papers and 10 patents in the areas of engineering design. He is working on the grants sponsored by NSFC. His interests aim at conceptual design.

Duke Perreira

Associate Professor

Mechanical Engineering

Lehigh University

Duke is a Professional Engineer that enjoys solving technical design problems that require integrated design from the get go. He has patents in optical sensors, control methods and structural connections. He teaches machine design, dynamics, controls and measurements courses and has dabbled in creating smart products since the late 70s. He is an avid fan of the KISS principle and the simplicity of beautiful design.

Ed Colgate

Professor

Mechanical Engineering

Northwestern University

Ed Colgate is the co-Director (with Don Norman) of the Segal Design Institute at Northwestern University. He also directs Segal's Master of Science program in Engineering Design and Innovation, which combines graduate-level engineering courses with a broad exposure to human-centered design. He is interested in learning how to create great educational experiences around the themes of design-thinking and interdisciplinarity.

Erica Estrada

Fellow

d.school

Stanford University

During her Masters year in Stanford's Mechanical Engineering Erica feel in love with the d.school class Entrepreneurial Design for Extreme Affordability. By day, she worked in her ME class on a team redesigning the shifting experience for Volkswagen developing a foot-operated gear-shifting system for concept vehicles. By night, she soldered LEDs and cut PVC and Coke cans with her Extreme Affordability Team as they worked toward the goal of providing affordable lighting products to villagers in Burma. After graduating from Stanford, her night job became her day job and her lighting team traveled to Burma and Cambodia prototyping lights and experimenting with batteries. Within a year, d.light design won \$250k in venture capital funding from a business plan competition,

and subsequently garnered the resources to officially incorporate. Erica spent another year traveling the world with her trusty travel sheets, lighting up dark villages with LED lights as a product designer and co-founder of d.light design. During this immersion, she made sure to carefully document d.light's users' stories, some of which can be found at <http://www.dlightdesign.com/customers.html>. Erica is a Fellow at the d.school where she helps others turn their ventures into realities and to get more people excited about the power of design thinking to make a big difference in the developing world.

Harrison Kim

Assistant Professor

Dept. of Industrial and Enterprise Systems Engineering

U of Illinois at Urbana-Champaign

Harrison M. Kim earned his Ph.D. degree at the University of Michigan in 2001 in the area of Engineering System Design and Optimization. He joined the University of Illinois in 2005 as an Assistant Professor and has been leading the Enterprise Systems Optimization Lab. His research interests include a variety of areas of system design and optimization utilizing mathematical programming, simulation, data mining, and informatics.

Jacques Giard

Professor and Director, MSD/PhD Programs

School of Design Innovation

Arizona State University

Jacques Giard is Professor of Design and Director of the MSD and PhD programs in the Herberger Institute for Design and the Arts at Arizona State University. Professor Giard's interest are focused on interdisciplinary design issues, i.e., what you want to do rather than what you want to be.

Jaewoo Joo

PhD candidate

Marketing

Rotman School of Management, University of Toronto

Jaewoo studies and teaches design as a marketing PhD student at Rotman School of Management, University of Toronto. He researches design management, designer education, and consumers' design evaluation. He also assists teaching interdisciplinary design courses at the Rotman MBA program as a member of DesignWorks.

James Pembridge

Graduate Student

Engineering Education

Virginia Tech

James is currently pursuing a PhD in Engineering Education at Virginia Tech. His background includes a B.S in Aerospace Engineering and a M.A. in Curriculum and Instruction with a focus on Integrative STEM Education. Current research interests include design pedagogy and the impact of technology on design teaming.

Jami Shah

Professor

*Mechanical and Aerospace Engineering
Arizona State*

Jami Shah is Professor of mechanical & aerospace engineering at Arizona State. Prior to academia he was designing industrial equipment for many years. His research spans a wide range of topics, from empirical studies of design ideation and computer tools for supporting engineering design, to precision engineering and metrology. One of his current projects is the development of standardized tests of design skills: Divergent Thinking, Visual & Spatial Reasoning, Problemization and Qualitative Analysis. He has developed graduate courses in Product Design, Advanced CAE Simulation, CAD software development and Design Geometry & Kinematics.

Jingzhou (James) Yang

Assistant Professor

*Mechanical Engineering
Texas Tech University*

Jingzhou (James) Yang is an Assistant Professor at the Department of Mechanical Engineering, Texas Tech University. He obtained his B.S. and M.S. degrees in Automobile Engineering from Jilin University, China and Ph.D. degree in Mechanical Engineering from The University of Iowa. Dr. Yang's teaching interests include engineering design, dynamics, human modeling and simulation, and robotics. His research interests are physics-based human modeling and simulation, healthcare engineering, human-centric design, ergonomics, and robotics and mechanical systems.

John Makoto Shinozaki

Master's Student

Mechanical Engineering

Stanford University, Space Systems/Loral

John Shinozaki passionately studies design and innovation. He received a B.S. in Mechanical Engineering from UC Davis, researched electrical excavators at Tokyo University, and designed communication satellite reflectors for Space Systems/Loral. Presently, John is working on a Master's degree at Stanford University while working on his latest satellite project, Telstar-14R.

Judy Vance

Professor

*Mechanical Engineering
Iowa State University*

Judy is a Professor of Mechanical Engineering and a faculty associate of the Virtual Reality Applications Center at Iowa State University. She is a Fellow of the ASME and past Chair of the ASME Design Engineering Division. Her research focuses on the use of virtual reality in engineering design.

Karthik Ramani

Professor

*Mechanical Engineering
Purdue University*

Karthik's research interests in the context of this workshop are in understanding early design with the intent of developing computational tools to support design processes. His group also does research in sketching as related to design, geometric design and search. He has developed and taught a senior level CAD and Prototyping course as well as a graduate level course on Product Design and Innovation

Kim Blair

Director

Sports Innovation @ MIT

Massachusetts Institute of Technology

Kim is the President/Founder of Sports Innovation Group LLC consultancy and Founder/Director of Sports Innovation @ MIT, Dr. Blair's work focuses on the development of sports technology and innovation, utilizing advanced technologies to improve human athletic performance, and developing hands-on educational programs in innovation, product development and sports engineering and technology.

Kincho Law

Professor

*Civil and Environmental Engineering
Stanford University*

Kincho H. Law is Professor of Civil and Environmental Engineering at Stanford University. His research interests focus on the application of advanced computing in structural and facility engineering. His works has dealt with various aspects of computational science and engineering, computer aided-design, regulatory and engineering information management, and enterprise integration.

Lauren Aquino Shluzas

PhD Candidate

*Mechanical Engineering
Stanford University*

Lauren Aquino Shluzas is a Ph.D. Candidate in Mechanical Engineering at Stanford, and is pursuing a Minor in MS&E. Lauren's research examines empathy-driven medical device design, with a focus on engineer/physician collaboration. She worked in industry for 6 years, and holds a B.S from MIT, and an M.S.M.E. from Stanford.

Larry Leifer

Professor

*Center for Design Research
Stanford University*

Larry's research themes include: 1) creating collaborative engineering environments for distributed product innovation teams; 2) instrumentating that environment for

design knowledge capture, indexing, reuse, and performance assessment; and 3), design-forwellbeing, socially responsible and sustainable engineering. Regarding what's hot, his top priority is continued development of the Hasso Plattner Institute of Design at Stanford (the d.school).

Leticia Britos

PhD Candidate

Developmental Biology

Stanford University

Leticia is a doctoral candidate in Developmental Biology at Stanford University. I collaborate with the k12 Lab initiative of the d.school, in the organization of design thinking workshops for k12 teachers. She belongs to a multidisciplinary research team that is developing metrics to assess skills engaged by the design process.

Liz Gerber

Assistant Professor

*Mechanical Engineering . Kellogg School of Management
Northwestern University*

Liz studies and practices human-centered design. She uses behavioral science to understand and inform the design of innovative products and services. Currently, she is interested in creative confidence in the face of uncertainty. She teaches product and service design which she learned studying with her advisers, David Kelley and Bob Sutton, at Stanford.

Lora Oehlberg

Graduate Student

*Mechanical Engineering and Berkeley Institute of Design
University of California, Berkeley*

Lora is a doctoral student in mechanical engineering at UC Berkeley, with a focus in design. She is affiliated with the Berkeley Institute of Design (BiD) and works with Prof. Alice Agogino. Her research is on informal information capture and use in new product development teams. Her background includes both corporate product design and development and human-computer interaction research. She has a B.S. in mechanical engineering from Stanford University. Lora will be a teaching assistant for ME290P, a multidisciplinary graduate-level product design course, for the second time in Fall 2009. She has also been a teaching assistant for a freshman design course in Spring 2008, and will be assisting with a grassroots undergraduate-level introduction to design course in Fall 2009.

Mark Henderson

Professor

Engineering

Arizona State University

Mark is professor in a new engineering department at ASU that graduated its inaugural class in spring 2009. Previously, he helped start InnovationSpace, a multi-disciplinary product design capstone program at ASU

(<http://innovationspace.asu.edu>) and is also a founder of GlobalResolve, a program to use solutions to water, health and energy in the developing world to create sustainable village businesses. <http://globalresolve.asu.edu>

Marty Siegel

Professor

Informatics, Cognitive Science, and Education

Indiana University

Marty is Professor of Informatics and Computing, Cognitive Science, and Education at Indiana University (IU). He founded the HCI Design graduate program at IU, begun in 2001. Marty's research focuses on digital learning environments, slow change interaction design, and design pedagogy—particularly the transformation of non-designers into designers.

Maureen Carroll

Research Director

K12 Lab, d.school

Stanford University

Maureen is an educational researcher working on the K-12 Initiative Taking Design Thinking to School Project, which is a collaboration of the School of Education (SUSE), the Hasso Plattner Institute of Design (d.school), and teachers in local schools, to explore how design thinking can impact teaching and learning. Her background is in literacy: she has my Ph.D. from the University of California at Berkeley in Language, Literacy and Culture. She am the co-founder of Bay Breeze Educational Resources, a company that develops K-12 educational projects that promote creativity and critical thinking through the use of technology, the arts, popular culture and media. She is interested in interdisciplinary collaboration and assessment of design thinking in K-16 settings.

Micah Lande

PhD Candidate

Mechanical Engineering Design

Stanford University

Micah is a Ph.D. Candidate in Mechanical Engineering Design at Stanford University. At the Center for Design Research, he researches design and engineering education, how engineers learn and how they apply a design process to their work. Micah is a co-Editor-in- Chief of Ambidextrous, Stanford University's Journal in Design.

Panos Papalambros

Professor

Mechanical Engineering

Univ of Michican

Panos Y. Papalambros is a faculty member in Mechanical Engineering, Architecture, and Art and Design, at the University of Michigan since 1979. He teaches and conducts research in design science and design optimization, is co-author of the textbook Principles of

Optimal Design, and co-directs the Design Science Doctoral Program.

Peter Hodges

Engineering Specialist

Caterpillar

Peter has aerospace, defense, and automobile industry advanced technology and product development experience. His interests include design theory, configuration design, design knowledge management, multi-disciplinary design, innovative experiential learning approaches in design, optimization, decision analysis, organizations, and strategy. He has a BSME U. of Washington; MS and Ph.D. in ME, UC Berkeley.

Pierre Larochelle

Professor

Florida Institute of Technology

Pierre (Ph.D., Mechanical Engineering, University of California at Irvine) is the Assistant Dean for Academics & Accreditation and a Professor of Mechanical Engineering at the Florida Institute of Technology. His research focuses on the design of robotic mechanical systems. He is the founding director of the Robotics and Spatial Systems Laboratory (RASSL), has over 100 publications, holds one US patent, and has served as a consultant on robotics, automation, machine design, and computer-aided design. He is currently Associate Editor for the Journal of Mechanical Design and Mechanics Based Design of Structures & Machines, is a Fellow of the American Society of Mechanical Engineers (ASME) and a member of Tau Beta Pi, Pi Tau Sigma, and ASEE.

Ping Ge

Program Director

Division of Graduate Education

National Science Foundation

Ping's research and teaching expertise are in the area of Collaborative Decision Making In Product and Service Development with a focus on designing sustainable systems and innovation in engineering education programs. She is a teacher, researcher, and research administrator

Renate Fruchter

Director

Project Based Learning Laboratory (PBL Lab)

Stanford University

Renate is founding director of the Project Based Learning Laboratory, in the Civil and Environmental Engineering Department, at Stanford. Her R&D interests focus on collaboration technologies in support of cross-disciplinary, geographically distributed teamwork, e.g., team building, knowledge capture, sharing and re-use, convergence of physical and virtual worlds, mobile solutions, and interactive workspaces. <http://pbl.stanford.edu>

Richard Gonzalez

Professor

Psychology

University of Michigan

Richard, Professor of Psychology, Statistics and Marketing, studies decision making and design. He uses multiple methods to observe consumer and designer decision making.

Robin Adams

Asst. Professor

Engineering Education

Purdue University

Robin is an Assistant Professor at Purdue University in the School of Engineering Education. She studies cross-disciplinary practice, design knowledge and learning, and epistemologies of engineering. She also enjoys annoying friends and family with her creative projects, and tries to bring the beach vibe to Indiana.

Sally Wood

Program Director

Engineering Education and Centers

National Science Foundation

Sally Wood is currently an NSF Program Director in ENG/EEC managing the IEECI Program. She is a Professor of Electrical Engineering at Santa Clara University and former department chair. Her research and teaching interests include logic design, image and signal processing, student design projects, and pre-college engineering education.

Samantha Bozek

Graduate Student

Mechanical Engineering

Stanford University

Samantha is a first year Masters student in Mechanical Engineering at Stanford University. She is interested in design for manufacturing and engineering education research. She is currently investigating how engineering education can be improved to better prepare its graduates for the workplace.

Sara Beckman

Senior Lecturer

Haas School of Business

University of California, Berkeley

Sara directs the Management of Technology program at the Haas School of Business at UC Berkeley where she also teaches design, new product development and operations management. A graduate of Stanford's Industrial Engineering Department, she focuses her present work on various aspects of design as executed by cross-disciplinary teams.

Scott Doorley

*Director, Environments Collaborative
d.school*

Stanford University

Scott Doorley

Scott taught film production at Boston University. He loves Los Angeles, where, among other things, he attended film school, met his wife, and performed almost every job imaginable in the film industry -- from early days in music videos running cases of Crystal to rap stars, to later years shooting footage for CBS reality shows in undisclosed locations overseas (and plenty in between). As a Masters Student in Learning, Design & Technology, Scott explored what it means to design for thinking. He joins the d.school with an interest in applying design to domains, such as writing, filmmaking, and informal learning, that don't always take advantage of design methods.

Scott Witthoft

*d'Arbeloff Fellow & Lecturer
d.school*

Stanford University

Scott is an engineer, designer, and artist. As an alumnus of the Graduate Joint Program in Design at Stanford, Scott offers the d.school his perspectives and skills in cementing human-centered design as a fixtured paradigm in the business and design communities. Prior to beginning his previous career in forensic engineering, Scott studied civil engineering at Washington University in St. Louis followed by graduate studies in structural engineering and materials at the University of Texas at Austin. Scott's current interests include identifying and capturing craft within the burgeoning shift in the do-it-yourself design movement. He is also keenly interested in the physical and philosophical implications of the current direction toward localized manufacturing. He is a principal of the d.school Environments Collaborative.

Seda Yilmaz

*PhD Candidate
Design Science*

University of Michigan

Seda is a PhD candidate in the Design Science Program at the University of Michigan. In her research, she combines her background in Industrial Design with the methods in Cognitive Psychology in order to understand the connection among the design process, the design outcome, utilized design heuristics and the information processed by the designers while generating concepts.

Shanna Daly

*Post-doctoral Fellow
College of Engineering and College of Education
University of Michigan*

Shanna is currently at UM as a post-doc in the Design Science program and the College of Education. Her Ph.D. is from Purdue in Engineering Education (Aug 08) where she

began design research work; specifically her dissertation was an investigation of ways professionals from diverse disciplines have experienced design. She is interested in design learning related to reflective practice, design approaches, and awareness of the nature of design as well as answering the question, "How do we need to supplement design experiences to best facilitate students in developing design task skills, understanding and utilizing various approaches, and becoming more aware of the nature of design?"

Shawn Jordan

*Doctoral Candidate
Engineering Education
Purdue University*

Shawn is a doctoral candidate in the School of Engineering Education at Purdue University. His research interests include virtual cross-disciplinary engineering design teams, creativity, and innovation. He holds bachelor's and master's degrees in Electrical and Computer Engineering, and founded and led an interdisciplinary Rube Goldberg team to two national championships.

Sunghyun Kang

*Associate Professor
Graphic Design
Iowa State University*

Sunghyun is an associate professor of graphic design at Iowa State University. Areas of research include enhancing visual communication through understanding people in their social and cultural contexts; developing evaluation methods for visual communication design; and developing and implementing an interdisciplinary design process to enhance human interaction for new technologies.

Susie Wise

*Leadership Team: Publishing, Research, Fundraising, &
Lecturer
d.school
Stanford University*

Susie's connection to human-centered processes goes back to early work with rape and incest survivors, teaching HIV/AIDS prevention to middle schoolers, and collaborative women's theater. Her more formal link to design came from starting out as a bug tester for an edutainment software company. Surprised when all the bugs she meticulously documented came back labeled "not a bug; it's in the design," she thought, "surely, something is wrong with this process." This led her to specialize in story-based software games for kids. When designing phonics games for third graders got old she went to work at SFMOMA, spending the next four and a half years at as the Senior Producer for Interactive Educational Technologies... a long way from Washington, but a great gig. Susie came to Stanford to do doctoral work in the School of Education. Having made "educational" software for a good while, it was time to understand how people actually learned.

Along the way she has learned a lot about doing research, but her heart has always been in design. At the d.school she was first the founding director of the K-12 Lab, leading the team that developed the Nueva School's Innovation Lab and other school partnerships. Now she is part of the leadership team dedicated to building our publishing engine and other ventures.

Tina Seelig

Executive Director

Stanford Technology Ventures Program

Stanford University

Tina Seelig is passionate about creativity! She loves to work with creative teams, to explore what makes people more innovative, and to find ways to stimulate idea generation in others. However, Tina knows that ideas are cheap and implementation is everything. Therefore, she also values making things happen. Tina's day job is running the Stanford Technology Ventures Program (STVP) where she focuses on developing the next generation of entrepreneurial leaders. She also has the opportunity to teach students at Stanford in her course on Creativity and Innovation (MS&E 277) and in the Mayfield Fellows Program. Her job has allowed her to be extremely entrepreneurial. There is no recipe and there are few rules. As a result, she has helped to build a program that reaches across the university and spans four continents. She has an opportunity to work with students and faculty in many regions of the world and has gained an understanding of the challenges and opportunities they face. Tina brings her enthusiasm for creativity, her knowledge about entrepreneurship, and her understanding of building a university-wide program with an international impact to the d.school.

Vincent Pizziconi

Associate Professor

BioEngineering

Arizona State University

Vin teaches senior biomedical engineering design in the new School of Biological and Health Systems Engineering at ASU. His interest in design education currently includes the development of K-12 design education outreach program, sustainable health care technologies for pre-developing and developing countries in Africa and bioinspired design innovations.

Vladimir Sedenkov

Professor

Senior Lecturer

Belarusian State University

Vladimir is a Senior Lecturer, BSU. The fields of interest – Fundamental and applied design theories, Design methodology and education. A disciple of "Designing as a discipline in its own right" and its landmarks: Design progress concept, Dynamic design representation, Design

process design implementation, Computer Urged Design (CUD) paradigm succeeding the CAD one.

Wei Chen

Professor

Mechanical Engineering

Northwestern University

Wei teaches both senior design and computational design courses in mechanical engineering at Northwestern University. She is a Faculty Fellow of the Segal Design Institute. She is serving as the Director of a new interdisciplinary doctoral cluster program on Predictive Science and Engineering Design (PSED) funded by the Northwestern University graduate school.

Wendy Ju

Lecturer, Editor-at-Large

Stanford/CCA, Ambidextrous Magazine

Wendy is a PhD graduate of the Center for Design Research at Stanford University and the founder of Ambidextrous Magazine, Stanford University's Journal of Design. Wendy's work at the MIT Media Lab on an interactive kitchen counter was the direct predecessor to Microsoft's Kitchen of the Future console, and her work with Remhi Post and Matt Reynolds on the Pengachu handheld Linux platform strongly influenced both Motorola's Linux phone development and the MIT's One Laptop Per Child initiative. She studied Product Design and Mechanical Engineering as an undergraduate at Stanford. Wendy's current academic research harnesses people's physical interactions to create novel and natural computer and machine interfaces. She currently divides her time between teaching at the d.school, at Stanford's Center for Computer Research in Music and Acoustics, at the California College of the Arts, and being a mother to her infant son.

Xanthe Matychak

Design Lecturer

Saunders College of Business

Rochester Institute of Technology

Xanthe teaches design in the Saunders College of Business and the new Innovation Center at RIT. She is interested in micro-business and local economies. Xanthe also writes for the online magazine, Core77.com. She took a BA in music, writing, and sculpture from Ithaca College and a MFA in Industrial Design from RIT.

Yong S. Suh

Assistant Professor

Mechanical Engineering

California State University, Sacramento

Yong is an assistant professor at California State University, Sacramento. Before joining Sacramento State five years ago, he worked for companies developing CAD systems. His research/teaching interests include computer-aided design, geometric modeling, and design automation.

Youngbok Hong

Associate Professor

Herron School of Art and Design

Indiana University

Professor Youngbok Hong was appointed to the Visual Communication faculty in 2003. Previously, she has worked as a producer on digital media team at Samsung Electronics. Her design interests include exploring and expanding the application of design and design thinking; participatory design; and design in civic context.

Zayira Jordán Conde

Ph.D. Candidate

Human Computer Interaction

Iowa State University

Zayira is a cyberanthropologist. Her interest in technology design is rooted on my understanding of needs assessment as best practice for people-centered/marketable solutions. She was part of a team awarded for an RFID proximity detection system designed to protect survivors of domestic violence. She has also worked on brain computer interfaces.