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CURRENT POSITION

- Professor
- Dean, School of Design
- Member, Industrial Design Advisory Committee, Ministry of Education
- Chair, National Alliance of Creative Industry Technology, Ministry of Science and Technology (國家工業設計產業技術創新戰略聯盟理事長)
- Chair, Technology Committee, Jiangsu Association of Industries of Industrial Design (江蘇省工業設計產業聯盟技術委員會主任)
- Co-Director, Changhong-HK POLYU Interaction Design Lab
- *President, Shenzhen Association of Experience Design*
- *Vice Director, Interaction Design Committee, Guangdong Provincial Industrial Design Association*
- *Board Member, Industrial Design Group, Chinese Association of Engineers*

QUALIFICATIONS

- PhD, Carnegie Mellon University, 2007
- Master of Interaction Design, Carnegie Mellon University, 2002
- Double-major BFA, graphic design and painting; Minor in art history, West Virginia University, 2000
- Diploma of architecture, Liaoning TV University, 1997
- Mechanical Engineering, Shenyang Architecture and Civil Engineering Institute, 1989-1993

SPECIALISMS

- Interaction Design
- Design Thinking
- Product Development

Awards

- 10 Best Industrial Design Educator, CIDA (Chinese Industrial Design Association), 2013
- 10 Most Appreciated Teacher, Jiangnan University, 2013
- 2010, Outstanding Performance, 2010
- 2005 DMM200, A Guide to Mailing for Businesses and Organizations, Award of Excellence, Society of Technical Communication
- 2003 DMM100, A Guide to Mailing, Award of Excellence, Society of Technical Communication

PREVIOUS APPOINTMENTS

- 2010-11 Associate Professor, Specialism Leader, MDes Interaction Design, Hong Kong Polytechnic University
- 2005-10 Assistant Professor, Specialism Leader, MDes Interaction Design, Hong Kong Polytechnic University
- *Chair, IDSA (Industrial Designers Society of America) China Chapter*
- Project Manager / Architect, Liaoning Huangpu Architecture Design Institute, Shenyang, China, 1995-96
- Architect, Liaoning Huangpu Architecture Design Institute, Shenyang,

- China, 1994-96
- Assistant engineer, Jinbei GM Automobile Ltd. Com., a joint venture company between General Motor and Jinbei Automobile, Shenyang, China, 1993-94

CURRENT TEACHING RESPONSIBILITIES

- Doctoral and MPhil: Philosophy in Design
- Master of Design: Theories in Interaction Design, Design Research
- BA Design: Introduction to Design, User Research and Product Definition

RECENT SPONSORED RESEARCH

- PI, Green Design and Sustainability, Project One of a Key Project (國家社科重大招標課題第一子課題), National Social Science Foundation Research Grant, 2013-16
- PI, Applying Service Design in Administration of Public Affairs, Key Project, Jiangnan University Research Grant, 2013-16
- PI, Theories and Methods in Interaction Design, National Social Science Foundation Research Grant, 2012-14
- PI, Service Design and Its Application in Public Administration, Jiangnan University, 2013-16
- PI, Transitions of Lifestyles Reflected through Every Objects, PolyU Central Research Grant, 2010-11
- PI, Products and Objects Designed for Chinese, PolyU Central Research Grant, 2008-10
- CO-PI (Joint research project with Tsinghua University, Prof. Cai Jun from Tsinghua as the PI), 21st Century Theories in Art and Design, Chinese National Social Science Foundation, 2010-13
- CO-PI, EBook for Elementary Education, sponsored by ASTRI (Applied Science and Technology Research Institute), 2009-10
- CO-PI, Asian Lifestyle Research, 2007-10

RECENT SCHOLAR ACTIVITIES

Jury Member:

- IXDA, International Interaction Design Competition, Italy, 2013
- Canton Affairs Product Design Competition (商務部舉辦首屆廣交會產品設計獎), 2013
- Chinese National Industrial Design Competition (工信部主辦), 2012
- Chinese RedStar Design Competition (北京工業設計促進中心舉辦紅星獎), 2012
- Lenovo User Interface Design, Sanyo Industrial Design, Kongka User Interface Design, 2013

Keynote Speech:

- "Interaction Design: from the logic of things to the logic of behaviors," Chinese National Industrial Education Conference, Guangzhou, 2013
- "Design, Economics, and Organizational Change," National Conference on Industrial Design, Industrial Design Group, Chinese Society of Engineers, Shenyang, 2013
- "New Contexts, New Opportunities, and New Approaches," Redesign Design Education Conference, Wuxi, 2013
- "*The Moment of Confusion*," Designers & Books, New York, 2012
- "*Corporate Value Proposition and User Expectation*," Interaction Design Summit, Chengdu, Sichuan, 2012
- "*Interaction Design and Organizational Change*," China Interaction Design

- Experience Day, Beijing, 2012
- “*Attributes of Complex Objects*,” China National Industrial Design Education Conference, Qinhuangdao, 2012
- “*From Hands of Individuals to the Hands of All*,” IDSA National Conference, Boston, 2012
- “*Closing Keynote Address*,” International Conference on Interaction Design, Hong Kong, 2011
- “Dialectic Thinking in the Transformation of Chinese Businesses,” Convergence: Managing + Design, Cleveland, 2010
- “*The Forgotten Roots of Interaction*,” China Interaction Design Experience Day, Guangzhou, 2010
- “*Developing Post Graduate Education in Design: MDes Interaction Design at HK POLYU*,” the Fourth National Deans’ Conference on New Media Art and Design, Beijing, 2010
- “*Interaction Design: a new approach to and a fuzzy front end of design education*,” ICID: International Conference on Interaction Design, Beijing, 2009
- “*Innovation in Cultural Contexts*,” China Shunde Home Appliances Exposition, Shunde, 2009
- “*Interaction Design: from objects to activities*,” National Conference on Visual Communication Design, Dalian, June 2009
- “*Polar Opposite, China*,” IDSA National Conference, Phoenix, USA, 2008
- “*Social Innovation as an Emergent Topic in Design*,” China International Industrial Design Summit, Ningbo, 2008
- “*Research as Practice*,” 2007 National Deans’ Conference on Higher Diploma Design Education, Guangzhou, 2007
- “*Contextual Design*,” NIED 2006 (National Industrial Design Education conference), Ha’r Bin, 2006

Visiting professorship:

- Visiting Professor, Tsing Hua University, taught “Design and Society” for Department of Information Art and Design, 2008
- Visiting Professor, taught iNPD and Design Thinking for Industrial Design Department, Summer, Tsing Hua University, 2008
- Visiting scholar at the Academy of Fine Arts, under the Overseas Scholar Scheme (海外學者講學計畫), Tsing Hua University, June, 2007
- Visiting scholar, conducted a one-week iNPD workshop, Beihang University, January, 2007

Others:

- Invited speech, “From Logic of Things to Logic of Behaviors,” HCI Korea, 2014
- “ReDesign Design Education,” IDSA National Education Conference, Boston, 2013
- Invited speech, “Interaction Design: from objects to activities,” Tongji University, China 2009
- Invited speech (group session) on “*Designing for a Different Life*,” IDSA National Conference, Phoenix, USA, 2008
- Invited Speech, “Interaction Design,” 2007 National Graphic Design Education Conference 2007 全國平面設計教育年會, Chongqing, 2007
- Invited Speech, “Cultural Innovation,” Forum on Design Education, Shun De Polytechnic Institute, 2006
- Invited Speech, “Globalization and Design,” IDSA Mid-East Conference,

- 2005
- Invited Speech, "Appreciation of Chinese Landscape Painting," Edinboro University of Pennsylvania, US, 2005
- Speech, "Chinese Design and Design Education," 2004 Eastman IDSA National Education Conference, 2004
- Invited Speech, "Chinese Painting," Gettysburg College, Gettysburg, PA, 2004
- Invited Speech, "Recognizing Its Cultural Value, A Way for Chinese Design to be Recognized," 2nd China International Communication Activities on Industrial Design (CICAID), 2003

RECENT PUBLICATIONS

- * Forward to *China Design Revolution* by Lorraine Justice, MIT Press, 2012
- * *Unique, Appropriate, and Pleasant Emotional Experience*, published as a case study in *Built to Love-Create Products that Captivate Customers* by Jonathan Cagan and Peter Boatwright, Berrett-Koehler Publishers, 2010
- "Defining Interaction," Design, official magazine of CIDA (Chinese Industrial Design Association), Beijing, Feb 2011
- "Dialectic Thinking in the Transformation of Chinese Businesses," Conference Proceeding, Convergence: Managing + Designing, 2010, Case Western Reserve University, Cleveland, OH
- "A Method for SPD Inspired by Everyday Chinese Artifacts," Conference Proceeding, Design and Emotion Conference, 2010, IIT, Chicago
- "Interaction Design: from objects to activities," Zhuangshi, Tsinghua University Press, Mar. 2010
- "Understanding the Dynamic Nature of Design Knowledge: a preliminary study on how knowledge is structured in comprehensive-studio based conceptual design," Peer reviewed conference paper, 2nd author, IASDR, 2009, Korea
- "Dynamic Ergonomics: Motion Capture as a Tool for User Research," IASDR Conference, Peer reviewed conference paper, Hong Kong, 2007
- "Cultural Innovation in a Cultural Context," Connect'07, ICSID/IDSA Jointing Conference, San Francisco, 2007
- "Interpreting Cultural Artifacts," Peer reviewed conference paper, 16th International Conference on Engineering Design, Paris, France, 2007
- "Dominant, Emergent and Residual Cultural Behaviours," the Journal of Design in China, Second Issue, Summer 2006, p119-131. ISSN: 1815-3542
- "A special Report from Jin De Zhen," co-author, the Journal of Design in China, Second Issue, Summer 2006, p119-131. ISSN: 1815-3542
- "Chinese Design and Design Education", Conference Proceeding, IDSA National Education Conference, 2004
- Translation: *Creating Breakthrough Product (創造突破性產品)*, Chinese Machinery Press, 2004, 271 pages

RECENT CONSULTANCY

- Design Management Consultant, Changhong, China, 09-
- R&D Consultant, ASTRI (Applied Science and Technology Research Institute Company), Hong Kong, 09-11
- Academic Advisor, Hangzhou Wanxiang Polytechnic Institute, 2007-
- Information Architecture, Huawei, Shenzhen, China, Dec. 2009
- Integrated New Product Development Training, Changhong, China, May, 2008
- CMF Colour Trend Study, CMF, Guangdong, 2007
- Design Consultant, "DMM Transformation Project", United States Postal Services, 2002-4

- Design Consultant with Hot Metal Strategy Ltd. founded by Professor Craig Vogel and Jonathan Cagan, “Product Interaction Reviews and Aesthetic Analysis,” Respironics, Inc., US, 2003 and 2004
- Design Consultant, “Rechargeable Battery”, AA Portable Power Corp., US, 2003-5

PAST EXHIBITIONS

- “The Plateau,” solo oil painting show, University Center Gallery, Carnegie Mellon University, 2002
- “Experiencing the Tradition,” traditional Chinese landscape painting exhibition, University Center Gallery, Carnegie Mellon University, 2001