

EDUCATION

Leadership Academy Certificate (2002)
Arizona State University

Ph.D. (1987)
Cultural Studies
Concordia University
Montréal, Québec

H. Dip. Design (1971)
Industrial Design (Engineering)
Birmingham Polytechnic
Birmingham, UK

Dip. Design (1969)
Furniture Design
Institut des arts appliqués
Montréal, Québec

EMPLOYMENT EXPERIENCE

Academic

Arizona State University
Herberger Institute for Design and the Arts
Professor
(July 2010 to present)

Director
MSD/PhD Programs
(June 2009 to June 2010)

College of Design
Director
Cross-College Programs (BA/MSD/PhD)
(August 2006 to May 2009)

Director
Design Studies (BA/MSD)
(July 2005 to July 2006)

Director
School of Design
(July 1998 to June 2005)

Carleton University
Faculty of Engineering and Design
Director, Centre for Industrial Design Research
(July 1997 to June 1998)

Appointed Full Professor
(July 1988)

Director, School of Industrial Design
(July 1985 to June 1994)

Acting Director
(July 1984 to June 1985)
Associate Professor
(July 1979 to June 1988)

University of Alberta
Department of Art and Design
Assistant Professor and Coordinator
Industrial Design Division
(July 1976 to June 1979)

Visiting Professor
(September 1975 to June 1976)

Professional Practice
Private Practice
Since 1979

President and Partner
Egler Giard Design Associates Limited
Edmonton, Alberta
May 1976 to May 1979

Staff Designer
Performance Sailcraft Inc.
Pointe Claire, Québec
January 1974 to May 1975

Design Director
Centre de recherche industrielle du Québec (CRIQ)
Ste Foy, Québec
May 1972 to December 1973

Designer
Girard, Bruce and Associates.
Montréal, Québec
August 1971 to April 1972
December 1968 to August 1969

FUNDED RESEARCH*Bi-national Partnership Consortium for Desert Environment Development*

A bi-national (USA/Mexico) study of design and micro-enterprises in the State of Sonora

Granting Agencies: USAID and TIES

Responsibility: Investigator; responsible for the design and micro-enterprise sector

Amount: \$300,000
May 2004 to December 2007

National Design Sector Study

A national study of the design sector in Canada

Client: Human Resources Development Canada

Responsibility: Senior design consultant to Price Waterhouse

Amount: \$500,000
September 1994 - February 1996

Ontario Design Strategy

A provincial study of the design sector in Ontario

Client: The Ontario Ministry of Economic Development

Responsibility: Chair of the design capabilities task group;
Member of the steering committee

Amount: \$425,000
September 1994 - March 1995

The Development of the Industrial Design Function in Canada

Client: Industry, Science and Technology Canada

Responsibility: Design consultant with Robertson Nickerson Limited

Cost: \$40,000
March 1990

Industrial Design Training Seminars (Hull, Ottawa, Montréal, and Toronto)

Client: National Research Council of Canada

Responsibility: Development, coordination and teaching

Amount: \$30,000
February 1989 - February 1990

FUNDED DESIGN PROJECTS*Design Development of Controls and Attachments for Poplar Harvesting Equipment*

(with W. Gilles, M. de Leeuw and K. van der Veen)

Client: National Research Council of Canada

Responsibility: Co-investigator
March 1983

Design and Fabrication of Units for Bio-energy Research Program: Energo '83 Exhibition

(with W. Gilles and B. Wozniak)

Client: Canadian Government Expositions Centre

Responsibility: Co-investigator
March 1983

Operator's Environment and Controls

(with W. Gilles, M. de Leeuw and K. van der Veen)

Client: National Research Council of Canada

Responsibility: Co-investigator
March 1982

Design and development of rail passenger seat for LRC

Client: VIA Rail Canada
Responsibility: design consultant with Bruce Yacht R & D
Amount: \$120,000
May 1981 - December 1982

Design and development of interior for FARR 38 sail boat

Client: Bruce Yacht R & D
Responsibility: designer
Amount: \$25,000
May 1980 - September 1981

Design and development of office furniture system

Client: Wescab Mfg. Ltd.
Responsibility: designer
Amount: \$20,000
June 1976 - September 1977

Wayfinding for 1976 Olympic Games

Client: Montreal Olympic Committee
Responsibility: design consultant with Perception Design
Amount: \$75,000
February 1975 - August 1975

Surgical table for major surgery

Client: Bio-Millet Ltée
Responsibility: design consultant with the CRIQ
Amount: \$30,000
May 1972 - May 1973

Surgical device for tubal cauterization

Client: Centre hospitalier de l'Université Laval
Responsibility: design consultant with the CRIQ
Amount: \$15,000
October 1972 - May 1973

A range of wooden toys

Client: Montgomery Schoolhouse Inc.
Responsibility: design consultant with Girard, Bruce and Associates
Amount: \$10,000
October 1971 - April 1972

A range of domestic furniture

Client: Simmons Ltd.
Responsibility: design consultant with Girard, Bruce and Associates
Amount: \$35,000
December 1968 - August 1969

BOOKS

1. *Designing: A Journey Through Time*, The Dorset Group, Phoenix, USA: 2008
2. *Design FAQs*, The Dorset Group, Phoenix, USA: 2005

REFEREED PRESENTATIONS AND PUBLICATIONS

1. "Design for Sustainable Development in Sonora, Mexico: Innovative Management for Bi-National Education," (co-authored with D. Pijawka and L. Oveido), at the Art of Management Conference, Banff, Canada, September 2008.
2. "Design and Micro-enterprises in Sonora: Partnering with Universities," (co-authored with D. Pijawka and L. Oveido), at the 2nd Conferencia Internacional de Diseno, Universidad Iberoamericana, Mexico City, October 2007.
3. "Design Studies at Arizona State University: The Challenge of Inclusion," at the College Art Association Conference, Boston, MA. February 2006.
4. "Product Design and Corporate Environmental Management: A Peer Survey of Benchmarks toward World-Class Systems" (co-authored with Yilun Yang), at the Era 05: World Design Congress, Copenhagen, Denmark. September 2005.
5. "Institutional Partnerships: A Case Study of a USAID/TIES Project on Design and Micro-Enterprises in Sonora" (co-authored with Ernesto LaGarda), at the 2nd Design Research Conference, Universidad Autonoma del Estado de Mexico, Toluca, July 2005.
6. "From Entitlement to Merit: Fiscal Management in a Time of Change," published in *The Department Chair*, Summer 2005, Vol. 16, No. 1.
7. "From Entitlement to Merit: Fiscal Management in a Time of Change," Academic Chairs Conference, Orlando, February 2005.
8. "A Model for Improved Project Evaluation in Design" in *Legado de Arquitectura y Diseno*, Universidad Autonoma del Estado de Mexico, Toluca, Mexico, February 2004.
9. "Design Education: An Essential Element in a National Design Policy" *Open+*, Korean Design Research Institute, Issue 1, Spring 2004
10. "Teaching Design to High School and Vocational School Teachers: The HRDI Experience in South Korea" (co-authored with Prof. Sungzin Chae) IDSA National Educators Conference, Brooklyn, September 2003
11. "Interdisciplinary Ph.D. Programs in Environmental Design: Programs, Issues, Content, Goals and Funding — A National Survey," with Rachel Niranjini and David Pijawka, 3rd Doctorate in Design Conference, Tsukuba, Japan, September 2003
12. "Teaching Design to High School and Vocational School Teachers: The HRDI Experience in South Korea," with Sungzin Chae, KSDS, KAID, 6th Asian Pacific Design Conference, Tsukuba, Japan, September 2003
13. "Do Design Awards Reflect Corporate Environmental Effectiveness?" with Yilun Yang, ICSID Educational Conference, Hanover, Germany, September 2003
14. "Teaching Design to High School and Vocational School Teachers: The HRDI Experience in South Korea," with Sungzin Chae, KSDS, KAID, IDSA Educators Conference, New York City, September 2003
15. "Teaching Design: Same ethos; different operations," at the 1st Design Research Conference, Universidad Autonoma del Estado de Mexico, Toluca, July 2003.
16. "Moving Beyond The MFA: A Case For The Doctorate In Design Education," AIGA Conference, Los Angeles, CA, September 2002
17. "The Student Design Competition: Why is it the only game in town?" IDSA Educators Conference, San José, CA, July 2002 "Industrial Design Education: Out of Context, Out of Step," ICSID Congress 2001, Seoul, Korea, October 2001
18. "Delta Knowledge: Its Place And Significance In Industrial Design Education," with Wim Gilles, ICSID Educational Seminar 2001 Seongnam, Seoul, Korea, October 2001
19. "Industrial Design Education: Out of Context, Out of Step." ICSID Congress 2001, Seoul, Korea, October 2001

20. "Delta Knowledge: Its Place And Significance In Industrial Design Education," with Wim Gilles, The National Industrial Design Educators Conference, IDSA, Boston, MA, August 2001
21. "Industrial Design Education for Sustainability: Structural Elements and Pedagogical Solutions," with Yilun Yang, The National Industrial Design Educators Conference, IDSA, Boston, MA, August 2001
22. "Industrial Design Values: focus on the toast, not the toaster," The National Industrial Design Educators Conference, IDSA, Lafayette, LA, September 2000
23. "Industrial Design Education: beyond an agenda of visual aesthetics," The National Industrial Design Educators Conference, IDSA, Lafayette, LA, September 2000
24. "Initiating an Interdisciplinary Doctoral Program: Perspectives from a New Program," with Michael Kroelinger, Ph.D., Doctoral Education in Design, La Clusaz, France, July 2000
25. "Industrial Design Education: incompatibility with education in art and architecture," The National Industrial Design Educators Conference, IDSA, Chicago, July 1999
26. "The Lexicon of Industrial Design: out with the old, in with the new," The National Industrial Design Educators Conference, IDSA, Chicago, July 1999
27. "The Rise and Fall of Product Semantics: the short history of a design ideology," in *The World of Artifacts*, The Industrial Design Seminar, School of Industrial Design, Carleton University, January 1998
28. "Industrial Design Analysis," (a course manual for 85.101*), Carleton University Press, Ottawa, Ontario, 1997
29. "Canadian Design and the National Agenda: Towards the Year 2005," in *Design Management Journal* (Volume 7, Number 3), Boston, MA, Summer 1996
30. "The Design Sector Study: possible impact on industrial design education," in *Proceedings of the IDSA Worldesign 96 Conference*, Orlando, USA, September 1996
31. "Concurrent Product Development and Industrial Design Education: An Experiment," (with G. Lee; revised submission) in *Design Management Journal*, Boston, MA, Vol. 5, Number 3, 1994
32. "Concurrent Product Development and Industrial Design Education: An Experiment," (with G. Lee) in *Proceedings*, Sixth International Forum on Design Management Education and Research, Paris School of Management, Paris, June 1994
33. "Contemporary Industrial Design: is There a Place for Crafts?" in *Proceedings*, Making and Metaphor, Mercury Series Paper 66, Institute for Canadian Craft and the Canadian Museum of Civilization, Hull, Québec, 1994
34. "The Impact of Good Graphic Design on Educational Software Usage," (with Frank Wimmer) in *Proceedings*, Interface 93, Humanizing Technology, University of North Carolina, Raleigh, NC, May 1993
35. "Product Semantics in Industrial Design: a Panacea for Visual Literacy or a Missed Opportunity?" in *Proceedings*, Interface 91, Design in the Global Marketplace, University of Dayton, Dayton, Ohio, May 1991
36. "Semantics in Industrial Design: Towards a Global Product Language," in *Proceedings*, Interface 91, Design in the Global Marketplace, University of Dayton, Dayton, Ohio, May 1991
37. "Design Education in Crisis: the Transition from Skills to Knowledge," in *Design Issues*, Vol. VII, MIT Press, Boston, MA, Fall 1990
38. "Industrial Design and Engineering: the Carleton Experience," in *Proceedings*, Seventh Canadian Conference on Engineering Education, Toronto, June 1990
39. "Product Semantics in Communication: Matching the Meaning to Signal," in *Semantic Visions in Design*, University of Industrial Arts, Helsinki, Finland, 1990
40. "The Role of Research in Industrial Design," in *Proceedings*, First Conference: Design, Industry and Design Education in the European Community, University of Strathclyde, Glasgow, Scotland, April 1988
41. "Accidental Crib Deaths: a Proposed Solution to the New Canadian Safety Standards," in *Proceedings*, Interface 87, Fifth Symposium on Human Factors and Industrial Design in Consumer Products, Rochester, NY, May 1987

42. "Elevated Platforms for Intercity Bus Terminals," (with J.P. Braaksma and J. Adjeleian) in *Proceedings*, 10th National Conference on *Specialized Transportation*, Sarasota, Florida, November 1985
43. "A Methodology for Setting Priorities for Retrofitting Transportation Terminals for the Disabled," (with J.P. Braaksma and J. Adjeleian) *Specialized Transportation Planning and Practice*, presented at the 64th Annual Meeting of the Transportation Board, Washington, DC, and published in *Specialized Transportation Planning and Practice*, Vol. 2, August 1983, pp. 141-163
44. "Guidelines and Specifications for Diagnostic Equipment Suitable for Building Enclosure Evaluation and Building Occupancy Monitoring," (with W. Gilles, B. Burns, G. Lynn, and M. de Leeuw), Public Works Canada, Ottawa, Ontario, May 1981

KEYNOTE AND INVITED PRESENTATIONS

Keynote Presentations

"Design and Micro-enterprises," with Ernesto LaGarda, 2nd Coloquio de investigacion el diseno, Universidad Autonoma del Estado de Mexico, Toluca, Mexico, July 2005

"Teaching Design" 1st Coloquio de investigacion el diseno, Universidad Autonoma del Estado de Mexico, Toluca, Mexico, October 2003

"Canadian Industrial Design; Why Zone 9 is not Compatible with Zone 3," in *proceedings* of ICSID'97 The Humane Village Congress, Toronto, August 1997

Invited Workshops

Design and Innovation, a five-day workshop for undergraduate design students, University of Leeds, Leeds, United Kingdom, March 2005; October 2005; October 2006; October 2007; November 2008.

Design and Product Development, a five-day teaching workshop, Human Resources Development Institute, Korea University of Technology and Education, Chonan, South Korea, January 2005; July 2006.

Design and Knowledge, a five-day teaching workshop, Human Resources Development Institute, Korea University of Technology and Education, Chonan, South Korea, January 2003; January 2004.

Planning Design Projects, a five-day teaching workshop, Human Resources Development Institute, Korea University of Technology and Education, Chonan, South Korea, July 2002.

Invited Lectures

1. "Research in Design," Annual Meeting, National Association of Schools of Art and Design, Tucson, AZ, November 2004
2. "Industrial Design and Engineering: Form and Function Working as One," Retired Engineers Club of Sun City, Sun City, AZ May 2003
3. "Industrial Design: Four Observations," Department of Mechanical Engineering, University of Leeds, UK, May 2003
4. "We don't have design, we only have mirrors," Scottsdale Museum of Contemporary Arts, Scottsdale, AZ, 2000
5. "Design Value: focus on the toast, not the toaster," IDSA Western District Conference, Phoenix, AZ, April 2000
6. "Effective Design: Focus on the toast, not the toaster," The University of Washington, Seattle, WA, November 1999
7. "And what about visual literacy?" Thunderbird, The American Graduate School of International Management, Phoenix, AZ, 1999
8. "The Chair as a Reflection of Cultural Context," VITRA Exhibition, Phoenix Art Museum, Phoenix, AZ, November, 1999
9. "Design and Context," Faculty of the Habitat, University of San Luis Potosi, Mexico, March 1999

10. "Design in Everyday Life," Phoenix Art Museum, Phoenix, AZ, November, 1998
11. "Knowledge and Industrial Design Education: the Role of the University," in *Proceedings*, the Industrial Design Seminar, Carleton University, Ottawa, 1993
12. Speaker, Carleton Alumni Association, "Industrial Design: Signs and Signals," Calgary, May 1993
13. "Industrial Design and the Role of Continuing Education," (with W. Gilles), National Congress of Industrial Designers, Montréal, November 1993
14. Speaker, Eastern Ontario Centre for Entrepreneurship, "The Importance of Industrial-Design Assistance," Kingston, Ontario, December 1991
15. "The Contextual Nature of Design," graduate seminar given at the Faculty of Environmental Design, University of Calgary, Calgary, Alberta, October 1990
16. "Design and High Speed Trains," National Museum of Science and Technology, Ottawa, March 1990
17. "Design and the Cold," National Museum of Science and Technology, Ottawa, January 1990
18. "Industrial Design: its role in Canadian industry," Industry Science Technology Canada, Ottawa, November 1989; November 1991
19. "The Signs of Our Times," Women's Organization, National Research Council of Canada, Ottawa, November 1989
20. "Technology: an Aid or Hindrance for Creativity?" in *Proceedings*, The State of Environmental Design in Canada, Université de Montréal, Montréal, October 1988
21. "Design in Canada: a Reflection of Context," opening address at the School of Industrial Design Exhibit, The Royal Academy, The Hague, September 1988
22. "Design as Culture," seminar given at:
 - Department of Art and Design, University of Alberta, 1988
 - Faculty of Environmental Design, University of Calgary, 1988
 - Department of Design Art, Concordia University, 1987
 - École nationale supérieure de création industrielle (ENSCI), Paris (1987)
22. "Industrial Design: How Silly Can You Get?" Carleton Alumni Association, Ottawa, June 1987
23. "Industrial Design at Carleton: Inside and Out," Carleton University Spring Conference, Ottawa, May 1987
24. "Industrial Design Education in Canada: the Third Millennium," in *Proceedings*, Design and Society Conference, York University, Toronto, May 1987
25. "Design in the Cultural Context," seminar given at the Department of Art and Design, University of Alberta, 1986
26. "Design and the Canadian Context," lecture given at:
 - Rensselaer Polytechnic Institute, Troy, NY, November 1997
 - University of Bio-Bio, Concepcion, Chile, April 1995
 - Hong Kong Polytechnic, April 1991
 - Central School of Art, London, UK, May 1990
 - Indian Institute of Technology, Bombay, October 1990
 - Marmara University, Istanbul, November 1990
 - Department of Art and Design, University of Alberta, 1988
 - Tokyo University, November 1985
 - Tsukuba University, Japan, November 1985
 - Royal Academy, Copenhagen, October 1983
 - Istituto Europeo di Design, Milan, October 1983
27. "Future Images of Plastics," Society of the Plastics Industry, Montréal, October 1981
28. "Designing for the Handicapped," Door and Hardware Institute, Ottawa, April 1981

Course Manuals

1. *Design and Product Development*, Human Resources Development Institute, Korea University of Technology and Education, Chonan, Korea, January 2005
2. *Design and Knowledge*, Human Resources Development Institute, Korea University of Technology and Education, Chonan, Korea, January 2004

3. *Design and Knowledge*, Human Resources Development Institute, Korea University of Technology and Education, Chonan, Korea, January 2003
4. *Planning Design Projects*, Human Resources Development Institute, Korea University of Technology and Education, Chonan, Korea, July 2002
5. *Introduction to Industrial Design*, Carleton University Press, Ottawa, 1992
6. *The Object and Its Context*, Carleton University Press, Ottawa, 1991

PROFESSIONAL SERVICE

1. External reviewer, PhD program, College of the Built Environment, University of Washington, Seattle, WA, 2008
2. NASAD site visitor, Art Institute of Boston, Boston, MA, 2007
3. NASAD site visitor, Center for Creative Studies, Detroit, MI, 2006
4. Co-chair, 4th Doctoral Education in Design Conference, ASU, Tempe, AZ, June 2005
5. External reviewer, Emily Carr Institute of Art and Design, Vancouver, Canada, May 2005
6. External reviewer, École de design industriel, Université de Montréal, Canada, April 2005
7. NASAD site visitor, University of Bridgeport, Bridgeport, CT, 2004
8. NASAD site visitor, National Association of Schools of Art and Design, Washington, DC, since 2002
9. External reviewer, Product Development Program, Rensselaer Polytechnic Institute, Troy, NY, November 2001
10. Member, DuPont Design Education Advisory Board, since 2000
11. Canadian delegate, International Council of Societies of Industrial Design Assembly, Toronto, August 1997
12. Member of the Organizing Committee, ICSID'97 The Humane Village Congress, Toronto, August 1997
13. Member, Alliance for Canadian Design, January 1996 – 1998
14. President, Association of Canadian Industrial Designers, January 1996 – July 1998
15. Adjudicator, Ontario Arts Council, Design Arts Program, Toronto, November 1993
16. Industrial Design Advisor, Canada Awards for Business Excellence; Peat, Marwick, Stevenson, and Kelly, Ottawa, 1993
17. Member, Design Exchange, Toronto, 1993 – 1998
18. Member, Design Advisory Council, Manufacturing Research Corporation of Ontario, 1993 – 1998
19. Member, External Advisory Committee, Graphics Technology Program, Sheridan College, Oakville, Ontario, 1993 – 1996
20. Member, External Advisory Committee, Industrial Design Technology Program, Cité Collégiale, Ottawa, 1992 – 1996
21. Co-Chair, Shaping the 90s, National Industrial Design Conference, Carleton University, April 1992
22. Member, External Advisory Committee to the Dean, École de design industriel, Université de Montréal, 1991-92
23. Member, Provincial Task Force to Review the Ontario College of Art; chair of the Environmental/Industrial Design Sub-Committee, September 1991
24. Industrial Design Advisor, Canada Awards for Business Excellence, Touche Ross Management Consultants, 1990; 1989; 1988
25. Canadian delegate, International Council of Societies of Industrial Design Assembly, Amsterdam, The Netherlands, August 1987
26. Member, Technological Studies Advisory Committee, Ottawa Roman Catholic Separate School Board, 1987
27. Juror, Virtu Design Competition, Toronto, June 1986
28. President, Association of Chartered Industrial Designers/Ontario, Ottawa Chapter, January 1986 - January 1987
29. Curator, "The Fine Line" exhibit, Saw Gallery, Ottawa, December 1985
30. Coordinator, Child's Crib Project, CBC Marketplace, Toronto, November 1985
31. Member, Planning Committee, Via Design Conference, Montréal, 1984
32. Visiting Professor, École de design industriel, Université de Montréal, 1983-84

33. Scholarly Achievement Award, Carleton University, 1983
34. Canadian delegate, International Council of Societies of Industrial Design Assembly, Milan, Italy, October 1983
35. Member, Advisory Committee, Governor-General's Design Awards, Ottawa, 1982
36. President, Association of Canadian Industrial Designers, 1981-1982
37. Treasurer, Associations des designers industriels du Québec, 1980-1982
38. Canadian delegate, International Council of Societies of Industrial Design Assembly, Helsinki, Finland, August 1981
39. Honorary Chairman, Design Futures Conference, Toronto, March 1981
40. Chairman, Industrial Design Jury; Member, Grand Jury, Design Canada Awards, 1981
41. Member, Education Committee, National Design Council; chair of the Ontario sub-committee, 1981

Scholarships and Awards

1. Design Canada Scholarship 1969
2. Design Canada Scholarship 1970
3. Design Canada Scholarship 1984
4. Recognition as outstanding teacher, Carleton University 1997
5. Athena Professor of the Year, College of Design, Arizona State University 2007
6. Athena Professor of the Year, College of Design, Arizona State University 2008
7. Nominated for Professor of the Year, Arizona State University 2009
8. Nominated for Professor of the Year, Arizona State University 2010

Membership in professional societies

Design Research Society, since 2004
Industrial Designers Society of America, 1998 to 2004
Association of Canadian Industrial Designers, 1972 to 1998
Human Factors Society of Canada, 1987 - 90
Human Factors Society (USA), 1976 - 1987