
Joyce Thomas

Joyce Thomas, MFA, IDSA is an innovator and educator with a passion to empower people through good design. She employs the user as an active participant in the designing process, utilizing human-centered design and empathic research strategies. Professionally, she has worked across interdisciplinary boundaries integrating marketing, engineering and consumer needs into creative products that have been awarded 59 patents worldwide. She has designed hundreds of creative products that have accounted for more than \$4 billion in retail sales worldwide for Bosch, Crock-Pot, Electrolux, Jarden Consumer Solutions, Shark/Ninja, Sunbeam, and others. Thomas is an assistant professor of industrial design at Auburn University, and in her educational career has taught design thinking and studio courses for design, business and engineering students. As Chief Creative Officer for the ThomasSchumerGroup she is helping to provide entrepreneurship education and innovative product solutions for a diverse group of small businesses.

education

+ **Executive Masters of Product Design & Development | October 2012**
Northwestern University

+ **MFA with Highest Honors | August 2009 Industrial Design,**
University of Illinois at Urbana-Champaign (ILLINOIS)

Industrial Design MFA Thesis - *Empowering Creativity: Designing For, With and By People with Disabilities, Jade and Joyce Designing Together.*

+ **BFA with High Honors | 1975 Industrial / Environmental Design,**
Rochester Institute of Technology (RIT), Rochester, New York

design educator | departments & programs

2018 – Present | Assistant Professor of Industrial Design,
Auburn University, Auburn, AL.

2018 – 2018 | Teaching Associate Professor of Industrial Design,
University of Illinois at Urbana-Champaign.

2015 – 2018 | Clinical Assistant Professor of Industrial Design,
University of Illinois at Urbana-Champaign.

2009 – 2015 | Visiting Assistant Professor of Industrial Design, Visiting Research Assistant
Professor, University of Illinois at Urbana-Champaign.

2004 – 2008 | Visiting Lecturer, Industrial Design,
University of Illinois at Urbana-Champaign.

2014 | Visiting Professor, University of Alberta, Edmonton, Alberta, Canada.

2012 – 2014 | Visiting Scholar, The Beckman Institute of Science & Technology, University of Illinois at
Urbana-Champaign.

2010 – 2014 | Director of Faculty and Curriculum,
Institute for Arts Entrepreneurship, Chicago, IL.

2007 – 2009 | Research Assistant to Feniosky Peña-Mora,
Professor of Construction Management and Information Technology, Department of Civil and
Environmental Engineering, University of Illinois at Urbana-Champaign.

courses taught | design educator

Industrial Design | Sophomore, Junior, Senior, and Graduate Studios

Introduction to creative processes and methods involved in industrial design: problem-finding and problem-solving; empathic, ethnographic, design, and product research; 3D modeling; form giving; prototyping; and communication with emphasis on user-centered design of products and services. Design for mass production: iterative problem-solving processes and methods. Addressing practical constraints: sustainability, environmental factors, ergonomics, manufacturing, and materials.

Case Studies in Design

Introducing the complexity of 'industrial design in practice' involving student research about and with products and the various positions and relationships they have to people: historical, meaningful, supportive, relational, useful, etc.

Synthesis of Design Drawing

Introduction to the drawing systems (technical, isometric, perspective, and orthographic) used for communication by designers in making realistic drawings of objects.

SolidWorks | 3D Design Applications

3D computer applications programs challenging students to solve product, graphic, and communications problems in design.

Sustainability + Manufacturing

Exploring the role of the designer in relation to the environmental and ecological demands with the goal of preparing students to address design and development from a broader, holistic perspective.

Adobe Illustrator, Photoshop, InDesign, Acrobat | 2D Design Applications

2D computer applications programs - creating a workflow from *hand drawn sketches* through 2D *digital illustration* into electronic presentation.

Professional Practices in Industrial Design

Understanding how industrial design functions as a profession - resume, portfolio, job search and interview techniques.

Design Thinking / User-Oriented Collaborative Design

Problem-finding and problem-solving, with the user as an active participant in the designing process. Engineering, Business and Industrial Design students in a collaborative studio.

Product Design and Development | Business and Engineering Junior Lecture / Studio, The Hoefft Technology & Management Program

Product development process emphasizing design thinking, problem and opportunity definition, human centered research, concept development, prototyping, and team communications.

Product Interaction Research Laboratory (PIRL) | Graduate and Senior Studio

Collaborative product development projects involving student teams from Engineering, Marketing, and Industrial Design sponsored by Fortune 500 companies.

Disability + Relevant Design | Empathic Design

Inclusive design - students with mobility and sensorial disabilities from other colleges and industrial design students are integrated into the same learning, research and designing space. Utilizing empathic research strategies with the end user as an active partner in the designing process.

Arts Entrepreneurship

Human Intelligence and Leadership Development; Self-Analysis/Discovery; Communication Skills; Discover Your Why; Product Development; Communication; Branding; Leadership.

publications: peer reviewed academic journals (selected)

View comprehensive list on my LinkedIn profile here: <http://bit.ly/LinkedIn-Thomas>

Thomas, J, Strickfaden, M (2018) “From Industrial Design Education to Practice: Creating Discipline Through Design Sprints” In: M., W. Chung and C. S. Shin (Eds.): Advances in Interdisciplinary Practice in Industrial Design, AHFE 2018, AISC 790, pp. 111–121, 2019. https://doi.org/10.1007/978-3-319-94601-6_13

Shin, C., **Thomas, J** (2017) “Exploring Two Design Processes: Fast and Slow,” In: Chung W., Shin C. (eds) Advances in Affective and Pleasurable Design. AHFE 2017. Advances in Intelligent Systems and Computing, vol 585. Springer, Cham pp 3-15.

Thomas J and Shin C (2016). *Implementing design sprints in the education of industrial designers*. Design Principles and Practices: An International Journal — Annual Review, Volume 10, pp.59-73.

(INVITED) Shin C and **Thomas J** (2015). *Exploring the emotional experience of the user and designer, both in the design process and classroom*. Ahram T, Karwowski W and Schmorow (eds.), Procedia Manufacturing 3, pp 2267 – 2274.

(INVITED) **Thomas J**, McDonagh D, Canning L (2014). *Developing the Arts Entrepreneur: the 'Learning' Cloud*. The Design Journal, Issue 17(3), pp 425-444 (September)

(INVITED) **Thomas J**, McDonagh D (2013). *Empathic Design: Research Strategies*. Australasian Medical Journal. Jiwa M (ed.), 6, 1, 1-6. <http://www.amj.net.au/index.php/AMJ/article/viewFile/1586/1024>

McDonagh D and **Thomas J** (editors) (2011). *Design + Empathy = Intuitive Design Outcomes*. The Design Journal. 14 (2): 147-150.

publications: patents, refereed conference papers, book chapters (selected)

59 US and international utility and design patents. View comprehensive list on my LinkedIn profile here: <http://bit.ly/LinkedIn-Thomas>

(INVITED) **Thomas, J.**, Windham, J., Sethi, S., Arora, M. (2020) “Exploring a New Future in Collaborative Design Processes in Education” In C. S. Shin (Ed.): AHFE 2019, AISC 968, pp. 1–12, 2020. https://doi.org/10.1007/978-3-030-20470-9_20

(INVITED) **Thomas, J**, Strickfaden, M (2016). *Reflections on Learning, Designing and Teaching*. In Perkins, N and Chang, T (guest eds.) Innovation Spring 2016: Women in Design, Herndon, VA: IDSA. pp 48-51 https://issuu.com/idsa.innovation/docs/innovation_spring16_issuu/48

(INVITED) **Thomas J**, Canning L (2015). *The Value of Creativity: Implications for industrial design and design entrepreneurship*. In Nambisan, S (ed.) Embracing Entrepreneurship Across Disciplines. Northampton, MA: Edward Elgar Publishing. pp 149-170.

(INVITED) **Thomas J**, McDonagh D, Canning L (2014). *The New Paradigm: Creatives and Arts Entrepreneurs*. In Morris, M (ed.) Annals of Entrepreneurship Education and Pedagogy. Northampton, MA: Edward Elgar Publishing/USASBE, pp 218-241.

(INVITED) McDonagh D, Thomas J (2014). *Empathic AT Design: Industrial design course as a strategy to bring PWDs into the design process*. In Duerstock B & Shingledecker C (eds.) From College to Careers: Fostering Inclusion of Persons with Disabilities in STEM. Washington, DC: Science/AAAS Custom Publishing Office. pp 19-21.

McDonagh D, **Thomas J**, Canning L (2013). *Developing the Arts Entrepreneur: The “Learning Cloud”*. Crafting the Future, 10th European Academy of Design Conference. Apr 2013, Gothenburg, Sweden. http://meetagain.se/papers/ten/developing_the_arts_entrepreneurthe_learning_cloud.pdf

(INVITED) McDonagh D, Strickfaden M and **Thomas J** (2011). *Brave New World: Understanding Authentic Human Behavior*. In the Proceedings of the 4th ICMEM International Conference on Mechanical Engineering and Mechanics, Aug 2011, Beijing, PR China.

workshops, conferences, & lectures (selected)

10th International Conference on Applied Human on Human Factors and Ergonomics, 2nd International Conference on Interdisciplinary Practice in Industrial Design. Washington Hilton, Washington DC, Jul 24 – 28, 2019. (INVITED) **Thomas, J.** *Exploring a New Future in Collaborative Design Processes in Education.*

Industrial Design Society of America International Conference, Austin, TX, Aug 2014. **Conference Keynote Speaker:** *Flying Blind: The Education and Practice of ID.*

Eighth International Conference on Design Principles and Practices, UBC Robson Square, Vancouver, Canada - Jan 2014. Thomas, McDonagh and Strickfaden.

- (1) *Empathic Research Strategies: Empathy in the Designing Process;*
- (2) Workshop: *(Dis)ability in the Designer's Tool Kit: Developing Shared Language;*
- (3) *Unpacking Students' Belief System towards Designing for the "Other".*

(INVITED KEYNOTE) University of Malaya – Curtin University Summer School on Health Innovation. Dec 2012, Kuala Lumpur, Malaysia. **Thomas** and McDonagh. *Health Innovation Showcase and Q&A: Empathic Design.*

(INVITED) State Farm Zonal Leadership seminar, "Building and Sustaining an Innovative Organization" – University of Illinois at Urbana-Champaign, Jun 2012. **Thomas** and McDonagh. *Cross-Pollination to Expand our Horizons.*

(INVITED) TEDx 2010 UIUC, Spring 2010 - *Empathic Design Research: Disability + Relevant Design*, <http://www.youtube.com/watch?v=i0w3ltNVI2E>

research projects, awards, grants (selected)

Eagle Eye TV Studio – AUBURN SIGD grant – product development for TV studio interior and TV anchor desk – Thomas (\$5,000)

Bathroom of the Future – ILLINOIS Interdisciplinary Innovation Initiative: *Interdisciplinarity + Innovation + Creativity = Brighter Future* – McDonagh, Boppart, Ross, Lu and Schatz (Thomas – research coordinator) (2012-2014 \$150,000)

PIRL – ILLINOIS Product Innovation Research Laboratory – collaborative product development with design, business and engineering students (grad & undergrad) and fortune 100 & 500 companies.

Broan-Nutone LLC – "Exploration of Design and Business Opportunities for New Product Development" – Bullock, Thomas, Shin & Lilly (\$15 \$25,000)

MCS Industries – "New Product Research and Development" - (F10, S11 \$14,000)

Aero Products Corporation – "New Medical Product Opportunity"– (F10 \$25,000)

Kimberly Clark Corporation – "Task Specific Safety Equipment Investigation"– (S10 \$35,000)

ID Studio sponsored projects - ILLINOIS

Terry Robertson – Thomas (S18 \$2,000)

MVP Disc Sports – Thomas & Bullock (F17 \$2,000)

Juno Lighting Group – Bullock & Thomas (F15 \$5,000, S17 \$5,000)

Dallas Lighthouse for the Blind – Thomas (S10 \$2,000)

ILLINOIS Creative Research Award for Fine and Applied Arts. Empowering People through Design: Empathic Design Research Project (People with Disabilities) – (2011-2012 \$4,000)

Interdisciplinary Learning at ILLINOIS – Workshop at The Beckman Institute. *Creativity being the core to knowledge creation: Developing Community* – (S11 \$4,500)

ILLINOIS Campus Research Board: *Disability + Relevant Design Exhibition* - (S08 \$27,477)

honors / activities / exhibitions

Editorial Board and Reviewer, Journal of Health Design (Australia) (since 2016)
<https://www.journalofhealthdesign.com/about/editorialTeam>

Reviewer: The Design Journal (since 2018)

Associate Editor:

The International Journal of Design in Society - Volume 10 (2016)

Design Principles and Practices: An International Journal Annual Review - Volume 10 (2016)

The International Journal of Design Education - Volume 10 (2016)

Guest Editors, (2011) McDonagh D and **Thomas J**, "Design and Empathy", Special Edition: The Design Journal: An International Refereed Journal for All Aspects of Design (Oxford: Berg) 14 (2).

Auburn University Student Research Symposium 2019 recognized my ID graduate student Michael Qiang Qi's poster presentation with 2nd place.

Bevier Gallery, Rochester Institute of Technology, "Design Autopsy: Alumni Work from Industrial Design". Oct 12 – Nov 14, 2012

17th annual Student Design Competition sponsored by the International Housewares Association (IHA) 2010 recognized and exhibited 3 of my Junior students – 2nd place: *Maskey*, 3rd place: *Lake*, Honorable Mention: *Moy*.

Good Design Exhibit, Chicago Athenaeum - May 1994, Eureka Mighty Mite II.

1st Annual Excellence in Design Award, Appliance Magazine 1987 -Top Honors - Small Appliances Category - Eureka Brush Up.

professional experience

**2010 – Present | Co-Founder and Chief Creative Officer,
ThomasSchumerGroup, Auburn, AL**

Entrepreneurship education and innovative product solutions for small businesses, creating networks, managing social media.

**1998 - Present | President / Principal, Joyce Thomas Designs,
Product Development Consultant, Auburn, AL**

Design thinking and research, new product concepts, industrial design solutions, product prototyping, product engineering, and graphic design solutions.

Floor Care Products

Lawn and Garden Products

Kitchen Appliances and Housewares

Pet Products

Retail Display Concepts

Industrial Testing Equipment

Medical Rehabilitation Equipment

Selected Clients: Shark (Euro-Pro); Bosch (LR Nelson); Jarden Consumer Solutions: Crockpot, FoodSaver; Port-A-Cool; AeroGrow; Wahl; Chaney Instrument Co.; Permirus; Global Pet Products; Teknovation; Relle

1975 - 2001 | Senior Industrial Designer, Electrolux Home Care Products, Inc. (formerly Eureka Company), Bloomington, IL

Design research, new product concepts, design strategy, preliminary product engineering, and development.

Created an entirely new genus of products for the floor care industry with the QuickUp Broom Vac. The utility patent allowed the company to collect royalties when Black & Decker's market entry infringed the patent. This product continues to have annual sales in the million-unit range.

Floor Care Products | Product Packaging | Product Graphics and Product Colors