

## SHU-WEN TZENG

Associate Professor  
School of Industrial and Graphic Design  
Auburn University

237 Wallace Hall, Auburn University, Auburn, AL, USA  
334.844.2360  
szt0004@auburn.edu



## EDUCATION

- 1998-1999 Auburn University, Alabama, USA  
**Master of Industrial Design**
- 1991-1995 National Cheng Kung University, Taiwan  
**Bachelor of Science, Major in Industrial Design**

## EXPERIENCES

- 2008-Present School of Industrial and Graphic Design, Auburn University, USA  
**Associate Professor**
- 2003-2008 Darfon Electronics Corporation, BenQ Group  
Design Center  
**Design Manager**
- 1999-2003 Darfon Electronics Corporation, BenQ Group  
Design Center  
**Industrial Designer**
- 1997-1998 ITRI (National Industrial Technology Research Institute)  
Center for Measurement Standards  
**Junior Researcher**
- 1995-1997 National Cheng Kung University, Taiwan  
**Instructor**

## HONORS

- 2018 **2018 AASLH (American Association for State and Local History) Leadership in History Award**  
"Remembering the Great War: Alabama and World War One" Traveling Exhibit

- 2017                    **2017 National Housing Grants Winner / USD\$670K**  
Affordable, Accessible Housing Solutions for Aging in Place and People with Disabilities
- 2013                    **Outstanding Teaching Award**  
College of Architecture, Design, and Construction, Auburn University
- 2011                    **2010 Auburn University Intramural Grant**  
Development and Validation of Portable Arm Supports for Mobile Laptop Users
- 2010                    **CADC Competitive Seed Grant**  
Effects of Portable Arm Supports on Physical Stresses during Non-Desk Laptop Typing Tasks
- 2010                    **2010 International Design Excellence Awards (IDEA) Bronze Award**  
Supervised design project submission of student Heather Bybee  
*NordicPul All-Weather Women's Work Glove*
- 2006                    **G-Mark (Good Design) Design Award, Japan**  
G950 Bluetooth PDA Keyboard
- 2006                    **IF (International Design Forum) Design Award. Germany**  
M530 Portable Mouse + Charging Dock Set
- 2005                    **G-Mark (Good Design) Design Award, Japan**  
AM805 Wireless Desktop Companion Pro.
- 2004                    **IF (International Design Forum) Design Award. Germany**  
AM805 Wireless Desktop Companion Pro.
- 2003                    **National Excellent Design Award, Taiwan**  
G750 Portable PDA Keyboard/ AM805 Wireless Desktop Companion

## PUBLICATIONS

Tzeng, Shu-Wen (2019). **ADAPT-The Approach to Accessible and Affordable Housing Solutions for People with Disability and Aging in Place.** *Conference Proceedings, HCI (Human Computer Interaction) International 2019, Design Access in Ergonomics and Interaction, Thematic Area: Universal Access in Human-Computer Interaction.*

Tzeng, Shu-Wen (2018). **Modern Interpretation of the Great War: A Case Study on the Millennial Designer's Approach to Exhibit Design.** *Podium Presentation, 2018 Design Principle and Practice Conference.*

Lambert, A. W., Harris, L., Wang, C.-H., & Tzeng, S. (2018). **Mothers' Perspectives of a Breastfeeding Support Tent in the Community: An Innovative Outreach Project (NWH17-43R2),** *Journal of Nursing for Women's Health (NMH).*

Lambert, A. W., Harris, L., Wang, C.-H., & Tzeng, S. (2017). **Women's Health Nursing and Community Support for Breastfeeding**. *Conference Proceedings, 2017 International Conference on Family Nursing & Healthcare, San Antonio, Texas, USA. ISSN: 2573-4571. Journal of Nursing and Patient Care, 2(4), 50.*

Harris, L.C., Lambert, A., Wang, C., Tzeng, S. (2016). **Promoting Breastfeeding in the Community: Tiger Babies Breastfeeding Support Tent**. *Podium Presentation, 2016 Alabama State Nurses' Association, Elizabeth Morris Education Day (FACES '16).*

Tzeng, Shu-Wen (2015). **The Slimmer, the Better: A Study on U.S. College Students' Proportion Preferences for Personal Consumer Products**. *Conference Proceedings, The 13th Annual Hawaii International Conference on Arts and Humanities.*

Tzeng, Shu-Wen (2013). **Portraying Tolerance: Service Design beyond Service Design Thinking**. *Conference Proceedings, IDSA Education Symposium and the International Conference, Chicago, USA.*

Tzeng, Shu-Wen and Zhou, Yuan (2012). **Design Guidelines for an Integrated PHR System: An Approach for UI Designers to Break Down Individual-Level Barriers to PHR Adoption**. *Conference Proceedings, HCI (Human Computer Interaction) International 2013, Design Access in Ergonomics and Interaction, Thematic Area: Universal Access in Human-Computer Interaction.*

Tzeng, Shu-Wen (2012). **Designed to Communicate: A Case Study on Teaching PoP Display Design Studio**. *The International Journal of Design Education, Volume 6.*

Tzeng, Shu-Wen (2011). **Digitizing Interaction: The Application of Parameter-Oriented Design Methodology to the Teaching/ Learning of Interaction Design**. *Conference Proceedings, HCI International 2011, Design Access in Ergonomics and Interaction, Thematic Area: Universal Access in Human-Computer Interaction, Orlando, Florida, USA.*

Tzeng, Shu-Wen (2010). **From Collaboration to Integration- The Working Mode Shift for the American Industrial Designer**. *The International Journal of Knowledge, Culture, and Change Management, Volume 10.*

Tzeng, Shu-Wen (2010). **Transforming Marketing Strategy into Product Design Guidelines – A Case Study on Teaching Undergraduate Sponsored Project**. *Design Principles and Practices: An International Journal, Volume 4.*

Tzeng, Shu-Wen (2009). **Designing Interactions through Scenario-Oriented Design Methodology: Case Study for Applying Novel Methodology in Design School**. *Design Principles and Practices: An International Journal, Volume 3.*

Tzeng, Shu-Wen (2009). **How to Enhance Branding through Industrial Design- Based on Consumer Electronics Product Market**. *The Ninth International Conference on Knowledge, Culture and Change in Organizations, Knowledge and Knowledge Management, Northeastern University, Boston, Massachusetts, USA.*

## **EXPERTISE**

Product Design, Human Factors, Ergonomics, User Interface, Interaction Design