

Shu-Wen Tzeng | IDSA

School of Industrial and Graphic Design | 237 Wallace Hall, Auburn University, AL 36849 | 334.844.2360 | szt0004@auburn.edu

EDUCATION

- 1998-1999 Auburn University, Alabama, USA
Master of Industrial Design
Emphasis: User Interface and Interaction Design in Children's e-Learning Tools
- 1991-1995 National Cheng Kung University, Taiwan
Bachelor of Science, Major in Industrial Design

EXPERIENCE

- 2023-Present **Professor**
Auburn University, School of Industrial and Graphic Design
Classes: Synthesis of Drawing (Technical Drawing) - 2nd and 3rd Year Design Studio –
Materials & Technology – Design Theories/Interaction Design
Graduate Faculty - appointed 2008
Director of AU-NCKU Taiwan Center 2024 -present
CADC Academic Diversity Leader/ Access and Opportunity Committee 2021-present
University Commission for Gender Equity 2018-2024
University Chief Diversity Officer 2017-2024
Bauhaus Professorship – Endowed Chair – awarded fall 2023 with 2-year professorship
- 2012-2023 **Associate Professor**
Auburn University, School of Industrial and Graphic Design
Classes: Synthesis of Drawing (Technical Drawing) - Prototype Fabrication- 2nd and 3rd
Year Design Studio – Materials & Technology – Design Theories/Interaction Design
INDD Collaborative Studio Abroad, 3rd leg (Scotland, England, and Italy) Leader 2018-2022
INDD French Study Abroad/ L*unchBox Innovation Workshop, Group Leader 2017
Outside Reader/Advisor for Ph.D Candidate: Byungsoo Kim (NC State 2020) - Tianyu Cui
(Auburn University 2019) - Guangyu Zou (Auburn University 2012)
Graduate Faculty - appointed 2008
CADC Academic Diversity Leader 2021-present
University Commission for Gender Equity 2018-present
University Chief Diversity Officer 2017-present
Bauhaus Professorship – Endowed Chair – awarded fall 2015 with 2-year professorship
Academic Advisor for Taiwanese Student Association (AUTSA) 2009-2023

- 2008-2011 **Assistant Professor**
 Auburn University, School of Industrial and Graphic Design
 Classes: 2nd and 3rd Design Studio – Anthropometry - Materials & Technology – Design Theories – Human Factors in Design
 Graduate Faculty - appointed 2008
 Academic Advisor for Taiwanese Student Association (AUTSA) 2009-2023
- 2003-2008 **Design Manager**
 BenQ Group | Darfon Electronics Corporation, Design Center
- 1999-2003 **Industrial Designer**
 BenQ Group | Darfon Electronics Corporation, Design Center
- 1997-1998 **Junior Researcher I Designer**
 ITRI (National Industrial Technology Research Institute), Center for Measurement Standards
- 1995-1997 **Instructor**
 National Cheng Kung University, Department of Industrial Design

HONORS AND AWARDS

- 2017-21 **2017 National Housing Grants Winner | US Department of Housing and Urban Development | \$635,000**
 Affordable, Accessible Housing Solutions for Aging in Place and People with Disabilities
- 2012-21 **Research Lead | 15 Education-based Industry Collaboration Projects | \$317,500**
 Industry collaboration projects on varied research/design topics
- 2015-20 **Design Lead | Tiger Babies Breastfeeding Support Tent | \$32,000**
- 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
- 2015-17 **Bauhaus Professor**
 Two-year endowed professorship honor awarded with the School of Industrial and Graphic Design.
- 2013 **Outstanding Teaching Award**
 College of Architecture, Design, and Construction, Auburn University
- 2013 **US Provisional Design Patent** (Patent Number: No. 61/ 759,793)
 Palmrest Integrated Laptop Computer and Electronic Device Case
- 2011 **2011 Auburn University Intramural Grant | USD\$50,000**
 Development and Validation of Portable Arm Supports for Mobile Laptop Users

2010 **CADC Competitive Seed Grant I USD\$8,000**
Effects of Portable Arm Supports on Physical Stresses during Non-Desk Laptop Typing Tasks

2010 International Design Excellence Awards (IDEA) Bronze Award

Supervised design project submission of student Heather Bybee
NordicPul All-Weather Women's Work Glove

2009 **2009 Billes International Design Contest Finalist**
Co-supervised design project submission of student Jae Chang
Albero Coat Rack

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

GRANTS / RESEARCH

Principal Designer | Grants \$693,000

Principal Director - Industry Collaborations | Grants and Gifts \$377,500 (16 studio projects)

Grants and Gifts total \$1,070,500

2017-21 **2017 National Housing Grants Winner I US Department of Housing and Urban Development I \$635,000**
Affordable, Accessible Housing Solutions for Aging in Place and People with Disabilities

2021 **Barber Advanced Design Center – Barber Vintage Motorsports Museum I \$5,000**
Exhibit Design Concepts - "Design Cycle: The Process of Motorcycle Styling Creation"
Exhibit (Fall)

2020 **Pratt Industries - Corrugated Packaging Company I \$30,000**
User Research and Packaging Design Concepts – Creative To-Go Food Packaging (Fall)

2019 **The J.M. Smucker Company \$30,000**
Market Research and Design Proposal – Dog Long-Lasting Chewing Treat and Packaging (Fall)

2018 **The J.M. Smucker Company I \$30,000**
Market Research and Design Proposal – Wet Cat Food and Packaging (Fall)

- 2017 **Emerson Tool Company – Emerson Corporation I \$30,000**
Market Research and Design Proposal - Smart Ceiling Fan/ Robotic Vacuum (Spring)
- 2016 **Caroline Marshall Draughon Center for the Arts & Humanities- Auburn University I \$5,000**
Design Research and Design Proposal - World War One Traveling Exhibit (Fall)
- Emerson Tool Company – Emerson Corporation I \$30,000**
Market Research and Design Proposal - Cordless Wet-Dry Vacuum (Spring)
- 2015 **I-Team Mobile - Mayor’s Office of Mobile City, AL I \$30,000**
Design Research and Design Proposal - Mobile City Public Transportation & Jobs Service (Fall)
- 2014 **Graduate School – Auburn University I \$10,000**
User Research and Exhibit/Gift Design Concepts - Promoting Auburn University to Saudi Students in Riyadh, Saudi Arabia (Fall)
- Char-Broil Inc. I \$30,000**
Market Research and Design Proposal – Innovative Grill Accessory (Spring)
- 2013 **ArchData Intelligence Inc. I \$15,000**
User Research and Webpage UI/UX Design Concepts – ArchPatent (Spring)
- 2012 **AGi in-Store I USD\$25,000**
Market Research and Design Proposal – PoP (Point of Purchase) Display (Fall)
- Smithsonian Institution I National Portrait Gallery I \$10,000**
User Research and Webpage Service Design Concepts (Summer)
- VF Corporation I Bulwark / Red Cap I \$12,500**
User Research and Design Proposal – Protective Apparel (Coverall) Re-design (Summer)
- Rubbermaid Commercial Product I \$25,000**
User Research and Design Proposal – Innovative Commercial Food Pan (Spring)
- 2011 **2011 Auburn University Intramural Grant I \$50,000**
Development and Validation of Portable Arm Supports for Mobile Laptop Users
- AGi in-Store I \$25,000**
Market Research and Design Proposal – PoP (Point of Purchase) Display (Fall)
- 2010 **CADC Competitive Seed Grant I \$8,000**
Effects of Portable Arm Supports on Physical Stresses during Non-Desk Laptop Typing Tasks
- Alexander City Fire Department I \$10,000**
User Research and Design Proposal – Firefighter Equipment and Tools (Fall)
- 2009 **Big Time Products LLC I \$25,000**
Market Research and Design Proposal – High Performance Work Glove (Fall)

PUBLICATIONS

Miller, Justin, Collins, Wesley, and Tzeng, Shu-Wen (2024). ADAPT: A Collaborative Approach to Accessible Affordable Housing. Conference Proceedings, EAAE/ARCC Conference 2024: Architecture into the Unknown, Aarhus, Denmark.

Miller, Justin, Collins, Wesley, and Tzeng, Shu-Wen (2021). ADAPT- Design Habitat. Book/ End of Project Report: Affordable, Accessible Housing Solutions for Aging in Place and People with Disabilities. United States Department of Housing and Urban Development.

Tzeng, Shu-Wen (2021). ADAPT Mobile App: Affordable, Accessible Housing Solutions for Aging in Place and People with Disabilities. United States Department of Housing and Urban Development.

Tzeng, Shu-Wen (2021). The Importance of In-Person Learning in Product Design Education. Paper Presentation, Alabama Academy of Science, Thematic Area: (SEC. X) Bioethics & History & Philosophy of Science.

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, Barcelona, Spain.

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., Harris, L., Wang, C.H. & Tzeng, S. (2018) Community-Based Breastfeeding Support With the Tiger Babies Breastfeeding Support Tent Nursing for Women's Health DOI: 25771450.

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, Hawaii, USA.

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 (2013). "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, Los Vegas, Nevada, USA.

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 and Powell John (2012). "DIGD View Book: The Design Work of Department of Industrial & Graphic Design at Auburn University". Department of Industrial & Graphic Design, Auburn, Alabama, USA.

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. Conference Proceedings, The Ninth International Conference on Knowledge, Culture and Change in Organizations, Knowledge and Knowledge Management, Northeastern University, Boston, Massachusetts, USA.

NATIONAL LECTURES / WORKSHOPS

2020

Smoothie Cup Design Workshop

Collaboration with Pratt Industries, Conyers, Georgia (Oct. 9, 2020)

2020 CPAC Annual Colloquium

Collaboration with Center for Polymers and Advanced Composites (CPAC), Auburn University, Auburn, Alabama (March 6, 2020)

2019

Long-Lasting Dog Chewing Treat Design Workshop

Invited by Laura Brown, VP of Innovation in R&D, and Rebecca Grey, Manager of Products Research at The J.M. Smucker Company, Orrville, Ohio (Oct. 9, 2019)

2017

Women's Health Nursing and Community Support for Breastfeeding.

2017 International Conference on Family Nursing & Healthcare, San Antonio, Texas

2014

In Search of Pleasure: A Matter of Human Factors

2014 ISE (Industrial and Systems Engineering) Seminar, Auburn University, Auburn, Alabama (Oct.6, 2014)

2013

Portraying Tolerance-Service Design beyond Service Design Thinking

2013 IDSA /Eastman Education Symposium, Chicago, Illinois (Aug.21, 2013)

2012

What is Industrial Design

Grissom High School and Job Jones High School, Huntsville, Alabama

2012 Tolerance Design Project

(Assisting Nik Apostolides, associate director of National Portrait Gallery)
2012 Fall Board Meeting, Smithsonian Institution, Washington D.C.

INTERNATIONAL LECTURES / WORKSHOPS

- 2025 **To-Go Food Packaging Design Workshop**
Collaboration with Department of Product Design at Nagoya University of Arts and Sciences (NUAS), Nagoya, Japan (April 16, 2025)
- 2019 **Green Public Transportation System for Glasgow - 2-Day Service Design Workshop**
Collaboration with Snook Design, Glasgow, Scotland (April 22-23, 2019)
- 2018 **Design for Glasgow - 2-Day Service Design Workshop**
Collaboration with Snook Design, Glasgow, Scotland (April 12-13, 2018)
- 2017 **The Future of Gamification at Work - 4-Day Design Workshop**
The 9th International L*unchBox Workshop in Design and Innovation, St. Etienne, France (March 13-16, 2017)
- 2016 **How to Apply Design Thinking to the Art Education in Elementary School in China (Virtual Lecture)**
Nanjing Normal University, Nanjing, China (April 5, 2016)
- 2015 **In Search of Pleasure: Human Factor Matters**
2015 Industrial Design Senior Show, National Cheng-Kung University, Tainan, Taiwan (June 27, 2015)
- 2013 **Portraying Tolerance: A Case Study on Designing a Celebration Event for National Portrait Gallery**
The 7th International Conference on Design Principles and Practices, Chiba, Japan (March 6-8, 2013)
- 2011 **The Connections between Product Design and Marketing Strategy**
Department of Industrial Design, National Cheng-Kung University, Tainan, Taiwan (May 13, 2011)

EXHIBITIONS AND SERVICE

- 2021 **Design Cycle: The Process of Motorcycle Styling Creation Exhibit**
Barber Advanced Design Center, Barber Vintage Motorsports Museum, Leeds, Alabama
- 2020 **Smoothie Cup Design Workshop | Pratt Industries**
Invited to lead the One-Day Smoothie Cup Design Workshop with the mission to brainstorm on the possible eco-friendly alternatives to Styrofoam smoothie cups for Smoothie King Café (one of Pratt Industries' most important clients). (Oct.9, 2020)
- 2019-20 **Traffic Light System for People with Limited Mobility | Mobility Unlimited Technology Worldwide**
Worked with Helen Michelle Dowdell, founder of Mobility Unlimited Technology Worldwide, and the transportation engineers at the City of Peachtree Corners in Atlanta Georgia to design and implement a new traffic light system that allows pedestrians to extend the time for safe street crossing.

- 2019 **Dog Long-Lasting Chewing (LLC) Consumer Direct User Research | The J.M. Smucker Company**
Invited by The J.M. Smucker Company to participate in the Dog Long-Lasting Chewing Consumer Direct User Research hosted by Brooklyn User Research Center, Cleveland, Ohio (Oct. 10-11, 2019).
- 2018 **Family of Individuals: Balancing Discrete Semantics with a Shared Visual Language | Showcase: The Work of Creative Scholarship**
Jule Collins Smith Museum of Fine Art, Auburn, Alabama (Sep.28-Oct.14, 2018)
- 2017-present **'Remembering the Great War: Alabama and World War One' Traveling Exhibit**
Travelled to 25 locations in 19 cities across Alabama and a permanent collection the USS Alabama Battleship Memorial Park, Mobile, Alabama
- 2015-present **Tiger Babies Breastfeeding Support**
Designed the logo, visual identity system, promotion materials, and breastfeeding tent/pods for TigerBabies™, a community initiative dedicated to providing clean and private areas for mothers to nurse or pump during football games. TigerBabies™ was the first service of this kind offered at any SEC campus, and has assisted more than 800 mothers and their babies while generating over \$32,000 in total funding for supporting this initiative.
- 2015 **Mobile City Public Transportation & Jobs Service Design**
LoDa ArtWalk, Mobile, Alabama (Dec. 11, 2015).
- 2011 **'Design for Rescue' Exhibition**
2011 Fire Chiefs' Executive Development Conference, Tuscaloosa, Alabama
- 2010 **High Performance Work Glove Design Project Final Design Exhibition**
Big Time Products LLC, Rome, Georgia

EXPERTISE

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