WEI WANG

Professor & Head, School of Industrial and Graphic Design (SIGD)
COLLEGE OF ARCHITECTURE, DESIGN, AND CONSTRUCTION (CADC)

AUBURN UNIVERSITY

CONTACT INFORMATION

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EDUCATION

Auburn University	Ph.D. in Consumer and Design Sciences	2018 – 2022
Louisiana Tech. University	M.F.A. in Graphic Design (terminal degree)	1997 – 1999
Utah State University	B.F.A. in Graphic Design	1996 – 1997
Shenzhen University, China	B.S. in Industrial Design	1989 – 1993

LEADERSHIP DEVELOPMENT

Management Development Program (MDP)	Harvard University	2013
Leadership Development Process (LDP)	Auburn University	2009

ACADEMIC EXPERIENCE

Professor of Graphic Design, Auburn University	2009 – present
Professor of Communication Design, University of Cincinnati	2021 – 2023
Associate Professor of Graphic Design, Auburn University	2004 – 2009
Assistant Professor of Graphic Design, Auburn University	1999 – 2004

ACADEMIC AFFILIATIONS

Honorable Professor, College of Art and Design, Shenzhen University, Shenzhen, China	2015 – 2018
Distinguished Visiting Professor, College of Design, Jiangnan University, Wuxi, China	2011 – 2013
Honorable Professor, School of Art and Design, Shenzhen Polytechnic, Shenzhen, China	2011 – 2013

ADMINISTRATIVE EXPERIENCE

Head, School of Industrial and Graphic Design, Auburn University	2023 – present
Director, Myron E. Ullman, Jr. School of Design, University of Cincinnati	2021 – 2023
Chair, Graphic Design Program, School of Industrial and Graphic Design, Auburn University	2019 – 2021
Internship Coordinator, School of Industrial and Graphic Design, Auburn University	2015 – 2021
Chair, Graphic Design Program, School of Industrial and Graphic Design, Auburn University	2010 – 2013
Graphic Design Area Coordinator, Department of Art, Auburn University	2006 – 2007

PROFESSIONAL EXPERIENCE

Founder and Creative Director, Oneway Studio, Auburn, AL	1999 – 2021
Design Strategist and Consultant, Iconologic, Atlanta, GA	2006 – 2008
Web Designer, A-Web, New York, NY	1998
Graphic Designer, Axiom Design, Salt Lake City, UT	1996
Graphic Designer, QiYue Advertising, Shenzhen, China	1993 – 1995

RESEARCH EXPERTISE / INTERESTS

. Branding Strategy and Management;

. Creative Thinking;

. Interaction Design;

. Information Design and Data Visualization;

. User Interface Design;

. Web Design and Development;

. User Experience Design;

. Experimental Behavioral Research

. Decision Making Research

. Design Collaboration and Innovation;

AWARDS

INTERNATIONAL

2016   Summit International Creative Award — Advertising and Marketing

2014   Summit International Marketing Effectiveness Award — Mobile App Design

2013   Summit International Emerging Media Award — Web Design

2008   Interactive Media Award (IMA) — Interactive Design

2008   7th Horizon International Interactive Award — Interactive Design

2007   13th Summit International Creative Award — Interactive Design

       6th Horizon International Interactive Award — Interactive Design

2005   4th Horizon International Interactive Award — Interactive Design

NATIONAL

2010   American Design Awards — Web Design

2009   Creative Quarterly Design Award — Web Design

2008   38th Annual UCDA Design Award — Interactive Design

       American Association of Web Masters Design Award — Interactive Design

2007   American Association of Web Masters Design Award — Interactive Design

2006   Portfolios.com Design Award — Interactive Design

STATE / REGIONAL

2019   Design Fellowship, Alabama State Council on the Arts

2010   AAF-Montgomery 50th ADDY® Award — Web Design

2009   AAF-Montgomery 49th ADDY® Award — Web Design

2008	3rd Annual Mississippi State University AIGA Design Award — Web Design
	AAF-Montgomery 48th ADDY® Award — Web Design
2007	AAF-Montgomery 47th ADDY® Award — Web Design
2005	AAF-Montgomery 45th ADDY® Award — Interactive Design
2004	Artist Fellowship, Alabama State Council on the Arts
2003	AAF-Montgomery 43rd ADDY® Awards — Web Design
2002	AAF-Montgomery 42nd ADDY® Awards — Publication Design
1999	AAF-Shreveport–Bossier 35th ADDY® Awards — Interactive Design, 3D Animations

2018	Gary Brown ePortfolio Project Faculty Cohort Award, Auburn University
2015	Distinguished Alumni Award, College of Art and Design, Shenzhen University, China
2011	Outstanding Teaching Award, College of Architecture, Design and Construction, Auburn University
2009	Alumni Professorship (2009–2014) for Outstanding Research, Auburn University
2006	AU Global Tigers Award for International Education Leadership, Auburn University

LECTURES, WORKSHOPS AND PRESENTATIONS

2019	Indian Institute of Science (IISc), Centre for Product Design & Manufacturing / Bangalore, India
	— Workshop on "Build Effective Presentations through Visual Storytelling"
2018	Indian Institute of Science (IISc), Centre for Product Design & Manufacturing / Bangalore, India
	— Presentation on "Making A Difference with the Power of Visual Design"
2016	Shenzhen Polytechnic University, School of Art and Design / Shenzhen, China
	— Presentation on Mobile App Design, Interactive Publication & Kinetic Typography
	— Workshop on Digital Publication Development
	Guangdong University of Technology, School of Art and Design / Guangzhou, China
	— Design Workshop and Lecture on Mobile App Design
	— Presentation on UX Design Process
	Shenzhen University, College of Art and Design / Shenzhen, China
	— User Experience Design Workshop
2015	Shenzhen Polytechnic University, College of Art and Design / Shenzhen, China
	— Presentation on Interactive Application and Motion Graphics
2013	Jiangnan University, College of Design / Wuxi, China
	— Workshop on Responsive Web Design
	— Lecture on Design Collaboration and Innovation
2011	Jiangnan University, College of Design / Wuxi, China
	— Workshop on Interactive Design
	Shenzhen Polytechnic University, School of Art and Design / Shenzhen, China
	— Lecture on Branding Strategy
2008	Hong Kong Polytechnic University, School of Design / Hong Kong, China
	— Presentation on Art and Design Education in the U.S.

Guangzhou Academy of Fine Arts, School of Visual Communication and Media Design / Guangzhou, China
— Presentation on Graphic Design Education

Guangdong University of Technology, College of Art & Design / Guangzhou, China
— Presentation on Interactive Design

2002   Shenzhen University, College of Art and Design / Shenzhen, China
— Lecture on Graphic Design Education

NATIONAL

2019   Miami Ad School at Portfolio Center / Atlanta, GA
— Presentation on Graphic Design in China

2008   Stanford University Institute of Design (d. School) / Palo Alto, CA
— Presentation on Interactive and Web Design

2007   Southern Utah University, Department of Art and Design / Cedar City, Utah
— Presentation on Web Design

University of Southern Mississippi, Department of Art and Design / Hattiesburg, MS
— Lecture and Presentation on Web Design

Baton Rouge Advertising Federation Design Conference / Baton Rouge, LA
— Presentation on Web Design and Design Portfolio

Louisiana State University, School of Art / Baton Rouge, LA
— Presentation on Interactive Design

2003   Portfolio Center / Atlanta, GA
— Lecture and presentation on Web Design

STATE / LOCAL

2017   Auburn University Research Symposium / Auburn, AL
— Presentation on User Experience Design

Auburn University Office of Innovation Advancement and Commercialization / Auburn, AL
— Presentation on Commercialization of Iceless Cooling Unit

2016   Auburn University Conversations in Celebration of Teaching (CCT) / Auburn, AL
— Presentation on Collaborative Design Teaching Experience

2007   Montgomery Advertising Federation / Montgomery, AL
— Workshop on Web Design

2000   Summer Academy, Auburn University / Auburn, AL
— Workshop on Brand Identity and Web Design

Alabama Agricultural Land Grant Alliance (AALGA) / Auburn, AL
— Workshop on Web Design

PAPER PRESENTATIONS AND PUBLICATIONS

2020   Southeastern College Art Conference (SECAC) / Online
— "TRI: Typographic Readability Index"

2019   10th Applied Human Factors and Ergonomics (AHFE) International Conference / Washington, DC
— "Utilizing Wearable Eye-Tracking Technologies in Usability Evaluation Process"

SE Graduate Consortium, University of Tennessee / Knoxville, TN
— "The Effects of UI Complexity and UI Aesthetics on the Usability of Mobile Applications"

2018	SECAC Conference / Birmingham, AL
	— "Utilizing Wearable Eye-Tracking Technology in Graphic Design Process"
2018	Paper presentation at the AIGA Decipher Design Educators Research Conference / Ann Arbor, MI
	— "Exploring Wearable Eye-Tracking Technologies in Graphic Design Education"
2016	Shenzhen International Design Forum / Shenzhen, China
	— "Design Innovation: Culture, Design and Technology"
2010	5th International Conference on Technology, Knowledge and Society / Huntsville, AL
2009	SECAC Conference / Mobile, AL
	— "Graphic Design Collaborations: A Design Team Process"
2008	Web design projects featured on Coolhomepages.com (international distribution)
2008	Logo design projects featured on Logo Lounge (international distribution)
2006	AIGA Design Research Journal, publication on design education (international distribution)
	Web design project featured on CSS Zen Garden (international distribution)
2005	Logo design projects featured in "Global Corporate Identity 2" (international distribution)
2002	Publication design projects featured on DesignAlabama, publication on design (regional distribution)
2001	Web design projects featured on DesignAlabama, publication on design (regional distribution)
	LOOP: AIGA Journal of Interaction Design Education (international distribution)

EXHIBITIONS

2018	GDC'17 in USA Exhibition / New York, NY
2016	GDC'15 in USA Global Travel Exhibition / New York, NY / San Francisco, CA / Atlanta, GA
2008	University of Southern Mississippi Museum of Art / Hattiesburg, MS
	Breather Conference / Atlanta, GA
	38th Annual UCDA Design Conference Exhibition / Savannah, GA
2007	"New Generation" International Exhibition / Seoul, South Korea
2000-06	Annual faculty show / Auburn, AL
1999	New faculty exhibition / Auburn, AL

GRANT FUNDING ($1.8 million external)

FEDERAL

2019	NIST: National Institute of Standard and Technology ($24,000.00), PI
	— Funded for designing the website on digital manufacturing;
2016-17	United States Department of Veterans Affairs ($199,630.00), Co-PI
	— Funded for research on the application of Assistive Technology for Veterans with Disabilities;
2014-19	Agency for Healthcare Research and Quality ($999,954.00), Co-PI
	— "Customizing Evidence for Patient-Centered Decisions": to create customized delivery approaches targeting specific populations through collaboration with pharmacists and decision scientists;
2012	Center for Medicare and Medicaid Services ($32,728.00), Co-PI
	— "Reaching Excellence in Medication Outcomes Team (REMOTe) Health Care Program": an interdisciplinary team that provides health care remotely using home monitoring devices and video conferencing equipment installed in Alabama communities;

2008-12 National Science Foundation ($499,694.00), Co-PI
— "A Quality-Based Data Transformation Framework for Real-Time Data and Visual Analytics":
to research on an innovative technology to transform, compress and visualize massive quality
based data in real-time for making more effective decisions;

CORPORATE / PRIVATE

2019   Sponsored Graphic Design Studio ($10,000.00), PI
— Funded for investigating the impact of font size, font weight, and color contrast on readability;
Collaborative Industrial & Graphic Design Studio sponsored by Pratt Industries ($30,000.00), Co-PI
— Funded for developing package designs and display systems for the U.S. Postal Service;
2015   UI/UX Design Studio sponsored by BrewPro ($9,596.00), PI
— Funded for the design of a mobile application for brewery management;

STATE

2018   Design Fellowship Grant, Alabama State Council on the Arts ($5,000.00)
— Funded for interactive design research;
2003   Artist Fellowship Grant, Alabama State Council on the Arts ($4,000.00)
— Awarded for the development of a self-promotional interactive project;

UNIVERSITY

2019   Auburn University Intramural Grants Program ($32,000.00), Co-PI
— Funded for developing an application to support Alzheimer's caregivers;
2018   Seed Grant, College of Architecture, Design and Construction, Auburn University ($5,000.00), Co-PI
— Funded for conducting a comprehensive user need analysis designed to inform development
of an app for home-based healthcare providers;
2017   Auburn University Intramural Grants Program ($6,705.00), PI
— Funded for purchasing eye-tracking hardware and software for the User Experience Lab;
2017   Seed Grant, College of Architecture, Design and Construction, Auburn University ($4,000.00), PI
— Funded for purchasing eye-tracking hardware for the User Experience Lab;
2015-16 Auburn University Intramural Grants Program ($49,964.00) Co-PI
— Funded for research on current availability and future applications of wireless motion capture;
2008   Research Grant, Department of Industrial Design, Auburn University ($1,000.00), PI
2006   Equipment Research Grants, College of Liberal Arts, Auburn University ($800.00), PI
2004   Equipment Research Grants, College of Liberal Arts, Auburn University ($500.00), PI
2000   Auburn University Discretionary Research Grant ($1,200.00), PI

MAJOR CLIENT LIST

. Alabama Farmers Cooperative   . American Architectural Foundation

. Bank of Tennessee   . CharterBank

. Coca-Cola   . Cooper Hewitt Smithsonian Design Museum

. DesignAlabama   . DESIGNhabitat

. FAA (Federal Aviation Administration) . First City Bank

. George Washington University   . Jule Collins Smith Museum of Fine Art

. Louisiana State Cotton Museum   . MxD (Manufacturing x Digital)

. Mission Hills Group (China)   . National Institute of Standards and Technology (NIST)

. Neptune Technology Group   . Ohio University

. Tupelo Concrete Product, Inc.   . Volkswagen

PROFESSIONAL ASSOCIATION

SGDA, Shenzhen Graphic Design Association (China), Member, 2019 – present

Interaction Design Foundation, Member, 2014 – present

UCDA, University and College Designers Association, Member, 2004 – present

SECAC, Southeastern College Art Conference, Member, 2006 – present

AIGA, the Professional Association for Design, Member, 1999 – present

COURSES TAUGHT

DSGN 8032	Design Communications
DSGN 8002	Thesis Development
CODE 3061	Core Topics in Interaction Design
GDES 2210	Graphic Processes
GDES 2220	Typographic I
GDES 2230	Introduction to Graphic Design
GDES 3110	Elements & Principles of Design I : Form and Composition (for minors)
GDES 3120	Elements & Principles of Design II : Typography and Image (for minors)
GDES 3130	Graphic Design Literacy: Message, Context, Meaning (for minors)
GDES 3240	Interactive Media (Web design)
GDES 3910	Graphic Design Internship Practicum
GDES 3920	Graphic Design Internship
GDES 4240	Graphic Design I (Brand identity, Advertising, Packaging)
GDES 4250	Graphic Design II (Publication design, Poster)
GDES 4270	Advanced Interactive Media (Mobile app design, UI/UX design)
GDES 4900	Directed Studies for Graphic Design
GDES 4970	Special Topics for Graphic Design (Portfolio and Professional Practice)
GDES 4990	Senior Project for Graphic Design (Directed terminal studio project)
GDES 4991	Research, writing, and Presentation
INDD 6960	Special Problems (Graduate level design research)

GRADUATE STUDENT COMMITTEE

2023   Henry Levesque, Master of Design (Committee Chair)

        — Thesis: "*Diversity, Social Impact, and the Experience of Space in Virtual Reality*"

2023   Yuchen Ou, Master of Design (Committee Chair)

        — Thesis: "*Mitigating Barriers to Healthy Diet Preparation for Elderly Through Design*"

2022	Brittany N. Arde, Master of Design (Committee Chair)
	— Thesis: "*Exploring the Influence of Collaborative Storytelling Games on Team Effectiveness*"
2021	Jihyun Sung, Ph.D. in Consumer and Design Sciences (Committee Member)
	— Dissertation: "*Consumers' Perceptions and Purchase Decision-Making toward a Product That Through a Use of Augmented Reality (AR) Mobile App for Shopping*"
2019	Alina Maria Braun, Ph.D. in Consumer and Design Sciences (Committee Member)
	— Dissertation: "*The Preference For The Aesthetic Middle: A Perceived Risk Based Explanation And The Moderating Role of Aesthetic Expertise And Product Confidence*"
2016	Joshua C. Hollingsworth, Ph.D. in Pharmaceutical Sciences (Committee Member)
	— Dissertation: "*Differences in Participant Recall and Preference Based on Patient Medication Information Format*"
2016	Ying Yan, Master of Industrial Design (Committee Member)
2011	Zhiyang Ding, Ph.D. in Computer Science and Software Engineering (University Reader)
	— Dissertation: "*An Active and Hybrid Storage System for Data-intensive Applications*"
2001	Linda Bell, M.F.A. in Graphic Design (Committee Member)

SERVICE

PROFESSIONAL

2019	Reviewer, College of Landscape Architecture and Art, Northwest A&F University, China
2019	Ambassador, Shenzhen Graphic Design Association (SGDA), China
2018	Curator, GDC'17 (Graphic Design in China) in USA Exhibition
2016	Curator, GDC'15 (Graphic Design in China) Global Travel Exhibition
2016	Reviewer, College of Art and Design, Shenzhen University, China
2009 – 2018	Associate Art Director, *DesignAlabama*
2006 – 2007	Co-Juror, Montgomery Advertising Federation ADDY Award
2000 – 2008	Assistant Art Director, *DesignAlabama*

UNIVERSITY

2018	Reviewer, University Intramural Grants Program (IGP)
2017 – 2018	Member, ePortfolio Review Committee
2015 – 2018	Member, University Academic Standards Committee
2014 – 2017	Member, University Administrator Evaluation Committee
2012 – 2015	Member, University Competitive Research Grant Committee
2008 – 2011	Member, University Curriculum Committee
2007 – 2008	Member, University Academic Honesty Committee
2006 – 2007	Chair, University Traffic Appeals Board
2006 – 2007	President, Auburn University Chinese Professional Association
2006	Member, Auburn University Graduate School Web Committee
2004 – 2005	Vice President, Auburn University Chinese Professional Association
2004 – 2006	Member, University Traffic Appeals Board
2001 – 2005	Faculty Advisor, Auburn University Chinese Student Organization

COLLEGE

2021 – 2023	Member, DAAP Dean's Executive Committee, University of Cincinnati
2021 – 2023	Member, DAAP Faculty Development Awards Committee, University of Cincinnati
2019 – 2021	Member, CADC Research Council
2019 – 2021	Member, CADC Scholarship Committee
2018 – 2021	Member, CADC Grant Review Committee
2018	Participant, Workshop with IBM on research administration and compliance process
2013 – 2014	Member, CADC Policy Task Force
2008 – 2018	Member, CADC Budget Committee
2008 – 2017	Member, CADC P&T Committee
2008 – 2013	Member, CADC Web Team
2006 – 2007	Member, College of Business Space Commercialization Conference Steering Committee
2003 – 2005	Member, College of Liberal Arts Web Committee
2001 – 2002	Juror, School of Architecture Student Portfolio Competition
2000	Instructor, College of Liberal Arts Summer Academy

SCHOOL / DEPARTMENT

2021 – 2023	Chair, Ph.D. in Design Faculty Group, University of Cincinnati
2021 – 2023	Chair, Master of Design Task Force, University of Cincinnati
2021 – 2023	Chair, School of Design Executive Committee, University of Cincinnati
2021 – 2023	Chair, School of Design Curriculum Committee, University of Cincinnati
2019	Co-Faculty Lead, Graphic Design Ireland Study Abroad Program
2018 – 2019	Faculty Host for Visiting Scholar from Nanjing University of the Arts, China
2016	Chair, Faculty Search Committee
2015	Organizer and Faculty Lead, Creative Exchange Summer Program
2011 – 2012	Faculty Host for Visiting Scholar from Shenzhen Polytechnic University, China
2008	Organizer, China/Hong Kong Study Abroad Program
2007 – 2012	Chair, Graphic Design Computer Committee
2007 – 2011	Member, Graphic Design Curriculum Committee
2011	Chair, Faculty Search Committee
2007 – 2010	Member, Graphic Design Enrollment Management Committee
2007 – 2009	Member, Graphic Design Publicity and Publication Committee
2007 – 2013	Chair and Webmaster, Graphic Design Web Committee
2006 – 2007	Member, Graduation Committee
2004 – 2007	Member, Department of Art Tenure and Promotion Committee
2003 – 2005	Chair, Department of Art Publicity and Publication Committee
2003 – 2004	Chair, Department of Art Travel Committee
2002 – 2003	Member, Department of Art Recruitment Committee
2000 – 2003	Member, Department of Art Publicity and Publication Committee
2001 – 2002	Member, Department of Art Faculty Search Committee
2000 – 2007	Webmaster, Department of Art
1999 – 2002	Member, Department of Art Convocation Committee
1999 – 2000	Member, Fine Art Week Planning Committee
1999 – 2021	Member, Graphic Design Student Show Review Committee
1999 – 2021	Member, Graphic Design Senior Project Committee (Chair '01, '04, '07, '10, '13, '16)
1999 – 2021	Member, Graphic Design Portfolio Review Committee