

Curriculum Vitae

Wei Wang

Education

Louisiana Tech. University	M.F.A. in Graphic Design (terminal degree)	1999
Utah State University	B.F.A. in Graphic Design	1997
Shenzhen University, China	B.S. in Industrial Design	1993

Advanced Professional Development Experience

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

Academic Experience

Professor, School of Industrial and Graphic Design, Auburn University	2009–present
Alumni Professor of Graphic Design, Auburn University	2009–2014
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
Visiting Professor, College of Design, Jiangnan University, Wuxi, China	2011–2013
Visiting Professor, School of Art and Design, Shenzhen Polytechnic, Shenzhen, China	2011–2013

Professional Experience

Founder and Creative Director, Oneway Studio	1999–present
Associate Art Director, DesignAlabama, Montgomery, AL	2008–2018
Design Strategist and Consultant, Iconologic, Atlanta, GA	2006–2008
Assistant Art Director, DesignAlabama, Montgomery, AL	2000–2008
Web Designer, A-Web, New York, NY	05/98–08/98
Graphic Designer, Axiom Design, Salt Lake City, UT	05/96–08/96
Graphic Designer, QiYue Advertising, Shenzhen, China	1993–1995

Research Interests

- Branding Strategy;
- Interactive Media and Mobile App Design;
- User Interface Design;
- Design Collaboration and Innovation;
- Creative Thinking;
- Information Design and Data Visualization;
- User Experience Design;

Awards

2018	Auburn University Gary Brown ePortfolio Project Faculty Cohort Award
2014	Summit International Marketing Effectiveness Award – <i>Mobile App Design</i>
2013	2013 Summit International Emerging Media Award – <i>Web Design</i>
2011	Outstanding Teaching Award, College of Architecture, Design and Construction, Auburn University
2010	American Design Awards – <i>Web Design</i> AAF-Montgomery 50th ADDY® Award – <i>Web Design</i>
2009	Auburn University Alumni Professorship Creative Quarterly Design Award – <i>Web Design</i> AAF-Montgomery 49th ADDY® Award – <i>Web Design</i>
2008	Interactive Media Award (IMA) – <i>Interactive Design</i> 7th Horizon International Interactive Award – <i>Interactive Design</i> 38th Annual UCDA Design Award – <i>Interactive Design</i> American Association of Web Masters Design Award – <i>Interactive Design</i> 3rd Annual Mississippi State University AIGA Design Award – <i>Web Design</i> AAF-Montgomery 48th ADDY® Award – <i>Web Design</i>
2007	13th Summit International Creative Award – <i>Interactive Design</i> 6th Horizon International Interactive Award – <i>Interactive Design</i> American Association of Web Masters Design Award – <i>Interactive Design</i> AAF-Montgomery 47th ADDY® Award – <i>Web Design</i>
2006	Portfolios.com Design Award – <i>Interactive Design</i> “New Generation” International Exhibition, South Korea – <i>Interactive Design</i> Auburn University Global Tigers Award – <i>International Education Contribution</i>
2005	4th Horizon International Interactive Award – <i>Interactive Design</i> AAF-Montgomery 45th ADDY® Award – <i>Interactive Design</i>
2004	Artist Fellowship Grant, Alabama State Council on the Arts – <i>Interactive Design</i>
2003	AAF-Montgomery 43rd ADDY® Awards – <i>Web Design</i>
2002	AAF-Montgomery 42nd ADDY® Awards – <i>Publication Design</i>
1999	AAF-Shreveport–Bossier 35th ADDY® Awards – <i>Interactive Design, 3D Animations</i>

Lectures and Presentations

· Center for Product Design & Manufacturing (CPDM), Indian Institute of Science, India – Presentation on “Making A Difference with the Power of Visual Design”	2018
· This is Research Symposium, 2018 Auburn Talks Presentations – Presentation on “Design for User Experience”	2018
· College of Art and Design, Shenzhen Polytechnic University, China – Mobile App and Digital Publication Design Workshop, “Creating Mobile Apps and Digital Publications with Adobe Experience Manager”	2016
· School of Art and Design, Guangdong University, of Technology, China – Mobile App Design Workshop and lecture on “Mobile App Design Process”	2016
· College of Art and Design, Shenzhen University, China – User Experience Design Workshop	2016
· School of Art and Design, Shenzhen Polytechnic, China – Presentation on “Motion+Mobile: An Exploration of Mobile App Design, Interactive Publication & Kinetic Typography”	2015
· College of Design, Jiangnan University, China – Workshop on Responsive Web Design	2013
· College of Design, Jiangnan University, China – <i>Lecture on Design Collaboration & Innovation</i>	2011
· College of Design, Jiangnan University, China – <i>Workshop on Interactive Design</i>	2011
· School of Art and Design, Shenzhen Polytechnic, China – <i>Lecture on Branding Strategy</i>	2011
· 5th Int’l Conference on Technology, Knowledge and Society – <i>Design Collaboration</i>	2009
· SECAC Conference, Mobile, Alabama – <i>Presentation on Design Collaboration</i>	2009

· Guangzhou Academy of Fine Arts, China – <i>Presentation on Design Education</i>	2008
· Guangdong University of Technology, China – <i>Presentation on Interactive Design</i>	2008
· Southern Utah University, Department of Art and Design – <i>Presentation on Web Design</i>	2007
· University of Southern Mississippi – <i>Lecture and Presentation on Web Design</i>	2007
· Baton Rouge Advertising Federation Design Conference – <i>Presentation on Web Design</i>	2007
· Louisiana State University, School of Art – <i>Presentation on Interactive Design</i>	2007
· Montgomery Advertising Federation – <i>Workshop on Web Design</i>	2007
· Portfolio Center, Atlanta, Georgia – <i>Lecture and Presentation on Web Design</i>	2003
· Shenzhen University, Shenzhen, China – <i>Lecture on Graphic Design Education</i>	2002
· Summer Academy, Auburn University – <i>Workshop on Web Design</i>	2000
· Alabama Agricultural Land Grant Alliance (AALGA) – <i>Workshop on Web Design</i>	2000

Publications

· Paper presentation at the SECAC (Southeastern College Art Conference), Birmingham, AL — “Utilizing Wearable Eye-Tracking Technology in Graphic Design Process”	2018
· Paper presentation at the AIGA Decipher Design Educators Research Conference, University of Michigan, Ann Arbor, MI — “Exploring Wearable Eye-Tracking Technologies in Graphic Design Education”	2018
· Paper presentation at Shenzhen International Design Forum, Shenzhen, China	2016
· Paper presentation at the Fifth International Conference on Technology, Knowledge and Society	2010
· Paper presentation at the SECAC (Southeastern College Art Conference), Mobile, AL — “Graphic Design Collaborations: A Design Team Process”	2009
· Coolhomepages.com, publication on web design (<i>international distribution</i>)	2008
· Logo Lounge, publication on logo designs (<i>international distribution</i>)	2008
· AIGA Design Research Journal, publication on design education (<i>international distribution</i>)	2006
· CSS Zen Garden, publication on CSS design (<i>international distribution</i>)	2006
· “Global Corporate Identity 2”, book on graphic design (<i>international distribution</i>)	2005
· DesignAlabama, publication on design (<i>regional distribution</i>)	2002, 2001
· LOOP: AIGA Journal of Interaction Design Education (<i>international distribution</i>)	2001

Exhibitions

· GDC in USA (Graphic Design in China Global Travel Exhibition), NYC (Curator)	2018
· GDC in USA (Graphic Design in China Global Travel Exhibition), NYC, San Francisco, Atlanta (Curator)	2016
· University of Southern Mississippi Museum of Art, Hattiesburg, MS	2008
· Breathe 2008 Conference, Atlanta, GA	2008
· 38th Annual UCDA Design Conference, Savannah, GA	2008
· “New Generation” International Exhibition, South Korea	2007

Grants

2018	Artist Fellowship Grant, Alabama State Council on the Arts (\$5,000.00)
2018	Seed Grant, College of Architecture, Design and Construction, Auburn University (\$5,000.00) PI “Accessing User Needs for Home Healthcare Delivery Technology”
2017	IGP Grant, Auburn University (\$6,705.00) PI “Enhancing Research Capability in Design and Usability Testing of User Interfaces”
2017	Seed Grant, College of Architecture, Design and Construction, Auburn University (\$4,000.00) PI “Wearable Eye Tracking Devices for User Experience and Human Factor Research”
2016-17	United States Department of Veterans Affairs (\$199,630.00) Co-PI

- “Touch-Voice-Eye Controlled Assistive Technology for Veterans with Significant Disabilities”
- 2015 **Sponsored Design Studio, Alabama Technology Network, Auburn University (\$9,596.00) PI**
Funded for the design of branding guidelines, interface, and prototypes of “BrewPro” — a web-based application for brewery management, through working with Alabama Technology Network and Brewery Buddy, a Tuscaloosa based startup company.
- 2015-16 **Auburn University Intramural Grants Program (\$49,964.00) Co-PI**
Oliver, G. (Principal), Harris, D., Weimar, W., Hamilton, M., Dean, R., Wang, W.
“Wireless Motion Capture – Current Availability and Future Opportunities”
- 2014-19 **Federal Grant (Agency for Healthcare Research and Quality) (\$999,954.00) Co-PI**
Hansen, R. (Principal), Banerjee, T., Bobrowski, P. E., Johnson, B., Cao, G., Ellison, K., Farmer, L. A., Fox, B., Franco-Watkins, A., Blake, K., Kavookjian, J., Li, X., McEldowney, R. P., Pinner, N., Qian, J., Riese, D., Sanderson, B., Sankar, C., Smith, K., Starr, J., Svyantek, D., Umphress, D., Wang, W., Werner, D., Westrick, S., Wilson, N., Wright, B., Zeng, P., Zugazaga, C. B.
“Customizing Evidence for Patient-Centered Decisions”
- 2012 **Federal Grant (Center for Medicare and Medicaid Services) (\$32,728.00) Co-PI**
Braxton-Lloyd, K. (Principal), Fox, B., Westrick, S., Blake, K., Hansen, R., Wang, W.
Developing, Implementing, and Evaluating the “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 **Travel Grant, Department of Industrial Design, Auburn University (\$1,000.00)**
Funded for trips to Hong Kong Polytechnic University, Guangzhou Academy of Fine Arts, and Guangdong University of Technology, China
- 2006 **Equipment Research Grants, College of Liberal Arts, Auburn University (\$800.00)**
- 2004 **Equipment Research Grants, College of Liberal Arts, Auburn University (\$500.00)**
- 2003 **Artist Fellowship Grant, Alabama State Council on the Arts (\$5,000.00)**
Awarded for the development of self-promotional interactive project.
- 2000 **Discretionary Research Grant. Auburn University Office of the Associate Provost & Vice President for Research, (\$1,000.00)** Funded for attending Web Design 2000 Conference at Atlanta, GA.

Creative Works / Client List

- Alabama Farmers Cooperative
- Auburn University
- Beijing Olympics Committee
- Coca-Cola
- Craftmaster Printers
- DESIGNhabitat
- First City Bank
- Jule Collins Smith Museum of Fine Art
- Louisiana Tech University
- Neptune Technology Group
- Parsemate, LLC.
- Tupelo Concrete Product, Inc.
- American Architectural Foundation
- Bank of Tennessee
- CharterBank
- Cooper-Hewitt, National Design Museum
- DesignAlabama
- FAA (Federal Aviation Administration)
- George Washington University
- Louisiana State Cotton Museum
- Mission Hills Group (China)
- Ohio University
- Standard Deluxe
- Volkswagen

Professional Association

- AIGA, the professional association for design, Member
- UCDA, University and College Designers Association, Member
- SECAC, Southeastern College Art Conference, Member