

Curriculum Vitae

Stephen Melamed, FIDSA



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Professional Summary

Stephen Melamed, FIDSA, is an industrial designer, design educator and expert witness (POSITA/DOSA) experienced at navigating challenging situations and projects, collaborating with and bringing together multiple disciplines to create a culture of innovation. Current focus is collaborating with legal teams maneuvering the complex landscape of intellectual property disputes. He has a comprehensive understanding of IP law and a solid record of successful litigation support, including being prepared for deposition as well as for testimony and cross-examination.

He began his studies in theoretical physics at **Boston University** and later received a Masters Degree with distinction in Industrial Design from the **University of Illinois at Chicago**. Melamed was also an apprentice to **Bauhaus** designer/artist/author Werner Graeff. He has been awarded a Design Fellowship by the **National Endowment for the Arts & Humanities** and was privileged to study with **R. Buckminster Fuller** for **World Game**. He authored *By Design: Museum Environments for All* and was a speaker at the First International Interdisciplinary Design Conference at the **United Nations** in New York City. **Design Intelligence** named him (2010) one of the nation's top 25 most admired design educators. **New City Magazine** named him one of the **Design 50: Who Shapes Chicago 2015**. In 2016, Professor Melamed was inducted into the **Academy of Fellows** of the **Industrial Designers Society of America**. In 2017 he was named President of the **International Society for Design Thinking (ISDT)** based in Beijing, China and through the public/private partnership of the Chinese Ministry of Education and IEG (Innovation Excellence Group) was invited to China for a lecture tour and Design Thinking Workshop. Melamed was the Keynote Speaker, XI International Congress for Design Management & Technology, Mexico City in 2017.

Over the past five plus decades Melamed has worked in manufacturing, corporate, not-for-profit and consulting. He is currently **Professor Emeritus** of **Industrial Design** and **Interdisciplinary Product Development (IPD)** at the **University of Illinois at Chicago (UIC)** and former **Associate Director** of the IPD Program at the **UIC Innovation Center**. He is also the Founding Chair of the UIC Industrial Design Department in the School of Design. In 2011, he was honored as the **IDSA Midwest Educator of the Year**. He was a founding member of the not-for-profit AIGA national design advocacy group, **Design for Democracy (D4D)** and has served on its Board of Directors. Melamed has written numerous articles on the topics of innovation, industrial design, interdisciplinary product development, design thinking and design research and has been a featured lecturer at universities and conferences both domestically and abroad. His personal archives have been donated and are now in the **UIC Library – Design Special Collections**. Melamed is also an **LSP (Lego® Serious Play) Certified Facilitator**.

Expert Witness / POSITA / DOSA

2003-2023 IP/design patent/trade dress, litigation support

- Banner Witcoff, LLP
- Barnes & Thornburg, LLP
- Botkin & Hall, LLP
- Dulin & Thienpont, LLP
- Sonnenschein, Nath & Rosenthal LLP
- VedderPrice, LLP
- Wade, Clark & Mulcahy, LLP
- Womble, Bond, Dickinson US, LLP

Academic Experience

University of Illinois at Chicago

Chicago, Illinois

2021 – present Professor Emeritus, College of Architecture, Design and the Arts

2013 – 2021 Founding Chair, UIC Industrial Design Department, School of Design,
College of Architecture, Design and the Arts

2009 Clinical Professor

2009 – 2021 Associate Director, UIC Innovation Center, Interdisciplinary Product Development
Program (IPD/lxD)

2005 – 2009 Clinical Associate Professor of Industrial Design & Interdisciplinary Product
Development (IPD)

2008 – 2021 **Honors College** Faculty Fellow

2000 – 2005 Assistant Clinical Professor of Industrial Design

University of Kentucky Lexington, Kentucky

2020 – 2021 Visiting (Remote) Faculty, College of Design

2015 – 2022 College of Design, External Advisory Board

2017 – 2022 College of Engineering, Department of Biomedical Engineering, External Advisory Board

UIC

- Teaching 500, 400 and 300 level courses in interdisciplinary product development (IPD), design research methodologies, materials and manufacturing methods, user interface, contemporary theory and best practices.
- Developed curriculum for a two semester **Interdisciplinary Product Development curriculum (IPD)** in conjunction with Professor Michael Scott of the College of Engineering and Professor Albert Page of the College of Business Administration. The course centers on interdisciplinary teamwork to research and identify potential problems and/or opportunities the first semester, then define the specific problem, identify features, and create appropriate solutions in the second semester. The course first launched in 2002 supported with a \$50,000 unrestricted gift from the Whirlpool Corporation. Whirlpool was not only course sponsor, but also acted as course client and development partner.
- Since launching the IPD curriculum in 2002, working with colleagues in engineering, business, medicine and the UIC Innovation Center have initiated support of over 2 million dollars of corporate sponsorship for the IPD program.
- One of three founding faculty members, **UIC Innovation Center** (Design/Engineering/Business).
- Worked with Professor/Director Marcia Lausen of the Graphic Design Department to create a dual discipline course for addressing the needs of the election process. This program became known at UIC as the **VERI Project** (Voter Experience Redesign Initiative). Instrumental in obtaining a \$30,000 grant from the Chicago Board of Election Commissioners to support the course work, research, print output and models. Worked with the Cook County Clerk, David Orr's office, to conduct user research (both voters and election judges), identify existing problems, conceptualize solutions and build models of these proposals. This course work resulted in the creation of the on going not-for-profit corporation, Design for Democracy (D4D). Course work featured in "The History of the Vote" (2004) exhibition at the Smithsonian Institution, Museum of American History, and at the Pompidou Centre in Paris, France (2005). Upon culmination of the exhibits, the work will become part of the Smithsonian's permanent collection.

- Leveraged professional contacts to create **sponsored class projects** with Whirlpool, Motorola, Fellowes Mfg., and C2 Technologies. These sponsored projects gave students the opportunity to interact and present to internal design teams as well as upper management. Many of these students were awarded with professional internships. Several of these internships then resulted in the students gaining full time employment. These students have then returned after graduation to make presentations and share their insights into the professional world of industrial design.
- Created the **connectID** alumni mentoring program in 2009, that recruits ID alumni (and interested area professionals) for mentoring of small groups of students, connecting students to working professionals in a variety of design fields. Each student group consists of at least one sophomore, one junior, and one senior and does not exceed five students in total. Students are paired with professional mentors based upon their areas of interest. The program also builds community among all levels of students to enhance the studio culture.
- Created the **Annual UIC Lock-In** eighteen hour design charette (2009). A sponsor is recruited to offer a design challenge and provide the corresponding funding for materials, supplies, food, beverages and prizes for the winning team (tablets). The event takes place once a year. Five students teams, each team comprised of five students with a minimum of one sophomore, one junior and one senior per team, compete for the top prize and sponsor recognition.
- Created the **Annual All ID Rally** (2010). The second week of every Fall Semester, industrial design students of all levels come together for an inspirational presentation of the mission of the School, the Department and introduction to the faculty and support staff. Included in this evening of edu-tainment, which includes food and beverages, is a review of the structured four-year curriculum, examples of outstanding student work, and sharing of a variety of resources available to the students.
- Created the **Design Defined** program in association with the IHA (International Housewares Association) for senior and junior ID students to evaluate new product introductions (critical thinking) at the annual International Housewares Show.
- Created in partnership with the IHA, the annual short-term **IHA Internship Program** (2013) that allows students to work and participate in the housewares industry annual international trade show in Chicago.
- Initiated in 2017 the first annual **Mary & Vincent Paglione Design Challenge** in collaboration with the Universidad Autonoma Metropolitana, Mexico City.
- Initiated a **summer luncheon series** (2013) with all industrial design and design research faculty to informally meet over a meal to assess the past year and offer an open forum for discussion to share ideas as well as to enhance and improve the curriculum and teaching methods.



Guest Lectures

- 2023 **University of Illinois**, Urbana-Champaign, IL
Public Lecture: Replacing Judgement with Curiosity
- 2022 **University of Kentucky**, College of Design, Lexington, KY
Virtual lecture and workshop, UK Design Colloquium, “New World, Same Humans”
- 2021 **Holon Institute of Technology**, Holon, Israel

- 2021 **International Design Week**, virtual global design conference and workshop
Public Lecture & Workshop: Design Tackles Complexity & Ambiguity
Universidad Autonoma Metropolitana, Azcapotzalco Mexico City, Mexico
virtual lecture and workshop
User-Centered Innovation and BioDesign
- 2020 **Universidad Autonoma Metropolitana-Ascapotzalco**, Mexico City, Mexico
XIV Congreso Internacional, virtual global design conference
Public Lecture: Designed Innovation in a Time of Crisis
- 2019 **Zhejiang University**, Hangzhou, China
3 Day Design Thinking Workshop, for business and entrepreneurial studies students
- 2019 **Shanghai Jiao Tong University**, Shanghai, China
Public Lecture: The Value of Mentoring in Design Life
- 2019 **University of Utah**, Salt Lake City, Utah
Public Lecture: My Life in Design
- 2018 **Tsinghua University**, Beijing, China
Public Lecture: Design Thinking & Cross-Domain Product Innovation
- 2018 **Beijing Union University**, Beijing, China
3 Day Design Thinking Workshop, for non-designers
Public Lecture: Design Thinking & Cross-Domain Product Innovation
- 2018 **Coventry University**, Coventry, England U.K.
Public Lecture: Building a Culture of Educational Innovation
- 2018 **DIS**, Copenhagen, Denmark
Public Talk: Thinking With The Hands
- 2017 **Kadir Has University**, Istanbul, Turkey
Public Lecture: People Shape Stuff / Stuff Shapes People
- 2017 **University of Kentucky**, Lexington, Kentucky
Public Lecture: Multidisciplinary Design Education
- 2017 **China** - University lecture tour (invited by IEG and the Chinese Ministry of Education)
Public Lectures: Design Thinking Methodologies to Enable Innovation
- Beijing Union University
 - Beijing Technology College
 - ChengDu University of Technology
 - Fuzhou University
 - GuangDong University
 - TsingHua University
 - Shanghai Dian Ji University
 - Shunde Polytechnic
 - ZheJiang University
- 2016 Otis College of Design Los Angeles, California
Public Lecture: Design Education
- 2016 Universidad de Palermo Buenos Aires, Argentina

- 7th Latin American Congress on Design
Public Lecture: Design's Event Horizon
- 2016 Universidad Autonoma Metropolitana Mexico City, Mexico
Public Lecture: Man-Machine Interface – Becoming a Cyborg
- 2015 Universidad Autonoma Metropolitana Mexico City, Mexico
Public Lecture: Getting Outside the Building – Design Education of the Future
- 2015 University of Illinois at Urbana-Champaign Champaign, Illinois
Public Lecture: Craft and Content
- 2014 Universidad Autonoma Metropolitana Mexico City, Mexico
Public Lecture: Sustainable Design Practices
- 2013 Universidad Autonoma Metropolitana Mexico City, Mexico
Public Lecture: Creating Value through Innovation
- 2012 Universidad Autonoma Metropolitana Mexico City, Mexico
Public Lectures: Creating Innovation Through Design
Human-Centered Design Research Methods
- 2011 Universidad Autonoma Metropolitana Mexico City, Mexico
Public Lectures: Creating Innovation Through Design
Human-Centered Design Research Methods
Developing an Interdisciplinary Approach to Design Education
Introduction to LSP (LEGO® Serious Play)
Awarded Honorary Doctorate
- 2010 University of Oregon Portland, OR
Public Lecture: Behaving Badly – Impact of Devices on Human Behavior
- 2008 Northwestern University, McCormick School of Engineering Evanston, IL
Roundtable with Northwestern faculty: Creating Innovation Through Design
- 2007 University of Illinois at Chicago, College of Business
Guest lecture, graduate marketing class, Professor Jelena Spanjol:
POD / The Power of Design
- 2007 University of Chicago, College of Business / Gleacher Center Chicago, IL
Public Lecture: Innovation Roundtable Series: Design as a Strategic Competitive Weapon
- 2006 University of Illinois at Chicago, College of Business Advisory Council
Presentation: IPD-Theory/application of creating and implementing an interdisciplinary curriculum.
- 2006 Purdue University West Lafayette, IN
Public Lecture: Selected Works 1975-2005, Survey of 3 decades of professional work.
- 2006 Robert Morris College Chicago, Illinois
Public Lecture: Professional Practice
- 2006 University of Illinois at Chicago, College of Engineering, Industrial Advisory Council
Presentation: IPD-Explanation of the theory and practical application of creating and implementing an

interdisciplinary curriculum.

- 2005 University of Illinois at Chicago
Public Lecture: Selected Works 1975-2005, Survey of 3 decades of professional work.



Invited Colloquia

- 2021 **Holon Institute of Technology**, Holon, Israel
International Design Week, virtual global design conference and workshop
- 2020 **Universidad Autonoma Metropolitana-Ascapotzalco**, Mexico City, Mexico
XIV Congreso Internacional, virtual global design conference
- 2018 **Live Broadcast – Design Thinking & Innovation in China**, Beijing Union University
Keynote Speaker
- 2017 **XI International Congress for Design Management & Technology**, Mexico City DF
Keynote Speaker
- 2017 **IDSA International Conference**, Atlanta, GA
Presentation: “Alternative Futures of Design Thesis”
with Kimberlee Wilkens & Sung Jang
- 2017 Featured Speaker - Design Thinking Methodologies / Workshop
ZheJiang University, Hangzhou, China
- 2015 Keynote Speaker - PSDA (Print Sourcing & Distributors Association) Annual Conference
Chicago, IL
“How to Create a Culture of Innovation”
- 2015 Speaker - IDSA International Design Conference
Seattle, WA
“What, So What, Now What – The Future of the Future of Design Education”
- 2012 Speaker - IDSA Midwest District Conference
Chicago, IL
Introduction to LSP (LEGO® Serious Play).
- 2012 Workshop - IDSA International Design Conference
Boston, MA
The use of LSP (LEGO® Serious Play) in product/system development
- 2011 Speaker - IDSA Midwest District Conference
St. Louis, MO
“Behaving Badly” The effects of product on behavior change.

- 2009 Speaker - PDMA (Product Development Managers Association), UIC Innovation Center
Presentation: "The UIC Innovation Center – An Asset to the Product Development Community."
- 2009 Panelist - IDSA Midwest District Education Conference
Minneapolis, MN
Making things Matter." Incorporating observed user behavior into the product development process to inform design and innovation.
- 2008 Speaker - Design District Helsinki
Design District downtown Helsinki, Finland
Guest Speaker: Applying Usability Research to Product Design
- 2008 Speaker - IDSA (Industrial Designers Society of America)
Moderator Biltmore Hotel, Phoenix, AZ – Annual Conference
Educational Entrepreneurs: Panel of international designers
- 2007 Speaker - ICSID (International Council for the Societies of Industrial Design)
Fairmont Hotel San Francisco, California – Conference, held once every 5 years
Featured speaker - Cultural Mining: Speech and presentation of research findings using the Cultural Mining technique with examples of that research and the process.
- 2007 Panelist - Cooper-Hewitt Design Museum
New York City
Design for the Other 90%: Panel discussion with Peter Exley, FAIA
- 2006 Speaker - IDSA (Industrial Designers Society of America)
Marriott Hotel Austin, Texas - Annual Conference
Featured speaker presenting design theory "Snap – Applying Blink Theory to Product Development."
- 2006 Speaker - NeoCon (Furniture World Trade Fair & Conference)
Merchandise Mart, Chicago, Illinois – Annual Conference & Exhibition
POD: The Power of Design: How well designed products and environments positively impact the man-made world.
Presentation with Barbara Dunn, Sr. V.P. Gensler Associates, Architects, Los Angeles, CA.
- 2005 Speaker - National Manufacturers Association-Manufacturing Week
McCormick Place Chicago, IL
Interdisciplinary Product Development: Demonstration of the positive benefits of creating an interdisciplinary curriculum for students as perspective employees, and for the sponsoring corporations for obtaining a fresh perspective on a business problem; as well as, extolling the benefits of an industry/university partnership.
- 1981 Speaker - First International Interdisciplinary Design Conference
United Nations, New York, NY
Interdisciplinary Development: Creating functional museum environments for all.



Awards + Honors

UIC Dean's Research Prize

2018 Spring Semester - Design Neologisms, research collaboration with UAM, Mexico City

New City Magazine

2015 Design 50: Who Shapes Chicago 2015 (#46)

<http://design.newcity.com/2015/03/19/design-50-who-shapes-chicago-2015/5/>

Industrial Designers Society of America

2016 Inducted into the IDSA Academy of Fellows / Lifetime Achievement Award

2011 Midwest Educator of the Year

Design Intelligence

2010 Named one of the Top 25 (most admired) design educators in the country based upon a national survey of design professionals and design educators.

CETL (Center for Excellence in Teaching and Learning) University of Illinois at Chicago

2010 UIC CETL Excellence in Teaching Award

IDEA (Int'l Design Excellence Awards) Washington, DC & New York, NY IDSA / BusinessWeek / ICSID

2000 Honorable Mention

Alta sports altimeter for Sports Instruments

1999 Honorable Mention

TV60 HDTV amplified roof-top antenna for Terk Technologies

1996 **IDEA Silver Medal**

AM/FM+ antenna for Terk Technologies Corporation

I.D. (International Design) Magazine New York, NY / I.D. Annual Design Review

2002 Design Distinction

T-Board for Tierney Rides, LLC

2001 Design Distinction

Planet Waves cables for J. D'Addario & Co.

1996 Design Distinction

Air Brush/Compressor system for Testor Corporation

1994 Design Distinction

Q powered antenna for Terk Technologies

1993 Design Distinction

Let's Potty, children's training toilet for Sassy Baby

1989 Design Distinction
Series 6/10/15 Pulse cycling computers for Paramount

1985 Design Distinction
Tres Collection PL lamps for LBL/Grossmann Lighting

**CEA (Consumer Electronics Association) Las Vegas, NV
Showcase Award, Innovations Design & Engineering**

2014 Folding portable tablet/smartphone keyboard for Zagg

2000 C-Pix Portable Digital Picture Viewer for Sima Products
Set-Top Digital Picture Viewer for Sima Products

1995 TV15 amplified antenna for Terk Technologies

1994 Q AM/FM amplified antenna for Terk Technologies

1993 TV20 amplified antenna for Terk Technologies

1992 CFR cellular antenna for Terk Technologies

**The Chicago Athenaeum-Museum of Architecture & Design Chicago, IL
Good Design Awards**

2009 Acco Smart-Touch® Stapler

2007 Smart Gadgets® Measuring Scoops & Spoons for Copco

1998 AM Advantage antenna for Terk Technologies

1997 Circuit Series 3/5/7 sport watches for Sports Instruments

1995 VHR50 sport watch for Vetta Sports
VP30 bicycle pump for Vetta Sports
Gryphon bicycle helmet for Vetta Sports

1994 My Cubby for Children's Best, Inc.
PA250 Auto amplifier for Advent

1992 Hard Core racing helmet for Paramount
CD16 carrying case for Klik-Case

1992 Hand-mixer for Oster
Sports water bottle for Schwinn
AirDyne for Schwinn Fitness
TV20 amplified antenna for Terk Technologies
PLS200 bicycle computer for Paramount

American Corporate Identity New York, NY / American Corporate Identity 4 Award

- 1999 Logo Design: Corporate Identity, Tres Design Group
- Association of Collegiate Schools of Business / Innovation in Education Award**
- 2006 First Place: IPD (Interdisciplinary Product Development) Curriculum
IPD Faculty: Stephen Melamed, Albert Page and Michael Scott
- Red Dot** Germany
- 2011 Acco/Rexel Smart-Touch® Stapler product line



Juries

- 2017 Juror - **Design Week Turkey**
Istanbul, Turkey
One of twelve international designers selected to judge product submissions.
- 2016 Juror - Vincent & Mary Paglione Sustainable Design Challenge
Universidad Autonoma Metropolitana-Azcapotzalco, Mexico City, DF
One of three professionals selected to judge product and environment submissions.
- 2015 Juror - Vincent & Mary Paglione Sustainable Design Challenge
Universidad Autonoma Metropolitana-Azcapotzalco, Mexico City, DF
One of three professionals selected to judge product and environment submissions.
- 2012 Juror* - International Housewares Design & Innovation Competition
IHA (International Housewares Manufacturers Association)
Rosemont, IL
*One of twelve professionals selected nationally to judge product design submissions.
- 2011 Juror* - International Housewares Design & Innovation Competition
IHA (International Housewares Manufacturers Association)
Rosemont, IL
- 2009 Juror NPE, National Plastics Expo – Design Excellence Award
Society of the Plastics Industry Chicago, IL
One of three professionals selected nationally to judge product design submissions.
- 2009 Juror Tea-Off, International Design Competition
World Kitchen, Rosemont, IL & New York, NY
One of six professionals selected internationally to judge product design submissions.
- 2009 Juror IDEA, International Design Excellence Awards
BusinessWeek Magazine | IDSA | ICSID

New York, New York & Washington, DC

One of twelve professionals selected internationally to judge product design submissions.

- 2007 Juror Home World: International Housewares Design Competition
IHA (International Housewares Manufacturers Association)
Rosemont, IL & New York, NY
One of twelve professionals selected nationally to judge product design submissions.
- 2005 Juror Home World: International Housewares Design Competition
IHA (International Housewares Manufacturers Association)
Rosemont, IL & New York, NY
One of twelve professionals selected nationally to judge product design submissions.



Exhibitions

- 2005 *D. Day, le design aujourd'hui*
Design for Today - Design for Democracy
Centre Pompidou
Paris, France
- 2004 Vote (History of the Vote - Design for Democracy)
Smithsonian
Washington, DC
- 1996 Worldesign Gallery
Juried international design competition & exhibition
BusinessWeek I IDSA
Lake Buena Vista, FL
- 1994 Design Oasis
Annual juried international design exhibition
International Housewares Manufacturers Association
McCormick Place
Chicago, IL
- 1992 Good Design Exhibition/Italian Consulate
Annual juried international design exhibition
Chicago Athenaeum Museum of Architecture and Design
Chicago, IL
- 1990 Axis-Chicago: An exhibition of Chicago industrial design
Juried regional design exhibition
Industrial Designers Society of America, Chicago Chapter
Chicago, IL
- 1989 Design Excellence
Juried national design exhibition
Southwest Museum of Science & Technology
Dallas, TX

- 1988 23rd Korea Industrial Design Exhibition
Invitational design exhibition
Korea Design & Packaging Association
Seoul, Korea
- 1981 R. Buckminster Fuller's 'World Game'
Invitational symposium and exhibition
Philadelphia, PA



Selected Bibliography

- 2022 Melamed, Stephen, "Replacing Judgement with Curiosity" INNOVATION Magazine
pp.14-17, Fall 2022
- 2019 Thayumanavan, Shankar; Melamed, Stephen contributing author, "Making of a Level 5 Design Thinker –
An Intuitive Approach Towards Infinite Possibilities" Notion Press, India
ISBN978-1-64650-898-3
- 2017 Melamed, Stephen, "Insight," "Serendipity," "New Value," and "Work-Around."
Series of four articles on Innovation published on-line, LinkedIn and PlusD2 blog.
- 2015 Melamed, Stephen et al, "Open Innovation" J. Wiley & Sons Press, NY
Chapter 7, "Interdisciplinary Product Development (IPD): How Companies Innovate with
Interdisciplinary Faculty and Student Teams"
ISBN978-1-118-77077-1
- 2015 Melamed, Stephen, "What, So What, Now What"
IDSA Education Symposium Proceedings
- 2009 Melamed, Stephen, "Educational Entrepreneurs"
Innovation Magazine, pages 37-41 (Winter, 2009)
- 2007 Melamed, Stephen, "Cultural Mining"
Innovation Magazine, pages 16-20 (Fall, 2007)
- 2007 Mohammed, Hamid Mohammed, "Enabling Commerce in East Africa"
Edited and illustrated Stephen Melamed (Tres Design Group)
Intel, publisher, Portland, OR, 57 pages
- 2006 Melamed, Stephen, "Snap: Applying Blink Theory to Conceptualization
and New Product Development"
IDSA National Education Journal, Washington DC, pages 117-125

- 2006 Melamed, Stephen, "I-3 (i-cubed) Intelligent Intuitive Insight"
Innovation Magazine, pages 52-56 (Winter, 2006)
- 2005 Melamed, Stephen & Lausen, Marcia, "Design for Democracy:
The Voting Experience Redesign Initiative (VERI)"
IDSA National Education Journal, Washington DC, pages 165-175
- 2005 Melamed, Stephen, "Design for Democracy: The Power of Design to
Improve the Civic Experience"
Impact: The Synergy of Design, Business + Technology
University of Illinois Press, UIUC, Chapter 22, pages 100-107
- 1996 staff writer, "Designs for These Times"
BusinessWeek Magazine (3 June, 1996)
- 1995 New & Notable Product Design 2
Rockport Publishers, Ltd. Rockport, MA, edited by Robert Blaich
- 1994 Product Design 6
PBC International, Inc. Glen Cove, NY, edited by Tucker Viemeister
- 1994 Kumin, Daniel, "Advent PA250"
AUTOtronics, NY (October, 1994)
- 1993 Frantz, John Parris, "Design for Selling"
Cover Story, Dealerscope Magazine, pages 14-18 (January, 1993)
- 1993 Koenenn, Connie, "Gadget Mania"
Los Angeles Times newspaper (2 January, 1993)
- 1993 Warner, Brenda, "Products Seek to Make Life Simpler"
Chicago Sun-Times newspaper (12 March, 1993)
- 1992 Product Design 5
PBC International, Inc. Glen Cove, NY, edited by Joe Dolce
- 1992 Koenenn, Connie, "Why Didn't I Think of That"
Chicago Sun-Times newspaper (4 October, 1992)
- 1992 Laine, Christian N., "Made in Chicago, Made in Illinois,"
Chicago Athenaeum magazine (September, 1992)
- 1992 Morse, Julie, "Hey, Good Looking"
Chicago Tribune newspaper (27 September, 1992)

- 1991 Melamed, Stephen, "Concurrent Engineering"
Feature Report, New Product Development
Product Design and Development Magazine, pages 21-25 (March, 1991)
- 1991 D'Ambrosio, Elizabeth, "Minds Behind Designs"
Small World Magazine, pages 14-21 (May, 1991)
- 1991 Melamed, Stephen, "Title: Profit By Design"
Appliance Manufacturer Magazine, page 31 (September, 1991)
- 1991 Non-Traditional Design
PBC International, Inc. Glen Cove, NY
Section about patented design of folding corrugated cardboard chair
- 1990 Product Design 2
PBC International, Inc. Glen Cove, NY, edited by Joel Sokolov
- 1990 Bucher, Judy, "Better Looking, Longer Lasting Housewares and Appliances"
Plastics Design Forum Magazine, pages 29-35 (June, 1990)
- 1990 Giangrasso, Joan, "Design Chicago Style"
Chicago Tribune newspaper (15 April, 1990)
- 1990 Vickroy, Donna, "Design Excellence"
Southtown Economist newspaper (20 April, 1990)
- 1990 Wulff, Peter, "Lighting World"
Home Lighting Magazine, pages 62-67 (May, 1990)
- 1990 Remich, Norman Jr., "Design for Manufacturing"
Appliance Manufacturer Magazine, pages 63-68 (August, 1990)
- 1988 The International Design Yearbook, Volume 4
Calmann & King, Ltd. London U.K.



Education

University of Illinois at Chicago
1982 MFA Industrial Design

Chicago, Illinois

(Thesis concentration: Design Research/Universal/Human-Centered Design)

Awarded National Endowment for the Arts and Humanities Grant. Worked in association with Professor Simon Steiner, IDSA of the ID Department and Professor Thomas Byerts, AIA from the College of Architecture and the UIC Gerontology Center. Thesis research presented at the First International Interdisciplinary Design Conference at the **United Nations** in New York City (1981).

R. Buckminster Fuller Philadelphia, Pennsylvania

1981 World Game Received grant from the R. Buckminster Fuller Foundation to participate in the annual multi-disciplinary summer program entitled, The World Game.

University of Illinois at Chicago Chicago, Illinois

1980 BFA Industrial Design, College Honors

Apprenticeship: Werner Graeff Essen, (West) Germany

1976 Apprentice to Werner Graeff, original member of the **Weimar Bauhaus**. Werner worked as a designer, photographer, graphic artist, sculptor, author, painter, teacher, and print-maker; assisted Werner in all areas of his professional work.

Boston University Boston, Massachusetts

1969-72 Theoretical physics



Professional Experiences

PlusD2, Inc. Chicago, Illinois & Columbus, Ohio

2013 – 2020 Principal of Industrial Design/product development consultancy

Tres Design Group Chicago, Illinois

1985 - 2013 Founder, Principal, & Managing Partner of Industrial Design consultancy

Areas of specialization are Industrial Design, innovation, user-centered design research, user interface, usability, strategic product planning, process analysis, and product development team management. Since 1985 working in multi-disciplinary teams on over 1000 products and systems in a wide variety of industries for companies from start-ups, to mid-size manufacturers, to Fortune 500 companies both domestically and abroad; also performing as an expert witness for a number of IP law firms.

List of companies having worked with extensively, through the consulting practice, since 1985, listed with a brief description of the work performed and, in some cases, its significance to enhancing the general body of knowledge for professional practice.

Abbott Laboratories Abbott Park, Illinois

1998-2000 Extensive research program focused on the end user (patient) as well as the health care provider (doctor, nurse or aid) to determine procedures and features for rapid diagnostic testing. Designed and developed a series of rapid diagnostic products to detect the streptococcus virus. This work helped revolutionize the rapid diagnostic category for Abbott by now allowing initial testing to take place within a doctor's office or clinic with the

results being known within minutes. The development team was comprised of chemists, engineers, health care professionals and industrial designers. Two patents were awarded as a result of this work.

Acoustic Research (AR) Lincolnshire, Illinois

1988-1998 Design and development of a series of compact 'book shelf' speakers. Created line with three variations by creating different front panels and grills to differentiate for sales within the channels of distribution.

Acco Brands Lincolnshire, Illinois

2006-2016 User research, ergonomic studies for hand-held devices, usability testing for Swingline, Rexel, Quartet and GBC product lines. Planning, design and technical development of manual and electric staplers, punching/binding machines, laminators, paper shredders and desk-top office products.

Advent Lincolnshire, Illinois

1988-1998 Research, planning and development for a new category of automotive amplifier that would differentiate itself at the point-of-sale. Research determined adding a graphic equalizer with LCD read out was the single most desirable feature to the target demographic. Created design that pushed manufacturing to find new methods for cutting aluminum extrusion, giving the amplifier the first curved heat sink in the marketplace.

Alberto-Culver Company Melrose Park, Illinois

1985-1999 Redesign of the classic Alberto V05 shampoo bottle for the global marketplace. Establish standard shelf heights and volumes for various countries on different continents and create a design that appropriately scales up and down accordingly. Design and development of the bottles and jars for the St. Ives product line.

Altec-Lansing Milford, Pennsylvania

2000-2003 Consumer research program leading to the design and development of 5-channel stereo surround sound systems for computer gaming.

Alcatel Paris, France

1999-2003 Studies for potential user interface scenarios should the company decide to enter the American marketplace with mobile hand sets.

Anchor-Hocking St. Paul, Minnesota

1989-1992 Design and development of a line of plastic picnic products, including plates, bowls, cups and flatware.

Arachnid Rockford, Illinois

1985-1986 Research on dart gaming in the home and in tavern environments leading to the design and development of a product line of basic to electronic dart games.

Arctic Zone Chicago, Illinois

1988-1997 Working with the founder of the company, developed a breakthrough (patented) design for mixing soft cut-n-sew insulating materials with vacuum formed plastic structures to create a unique line of coolers, containers and lunch boxes.

Art Crystal, Ltd. Woodridge, Illinois

1997-2000 Research, planning, design and development of a counter top unit to clean and sanitize fine china in less than two minutes. Two patents were awarded as a result of this work.

Arris Atlanta, Georgia & Lisle, Illinois

2008-2016 Technical field research, user-centered research, planning, design, technical development, systems graphics for modular 'head-end' routers that deliver voice, video and data for business-to-business deployment. Arris customers include Comcast, AT&T, Time-Warner, etc.

At-a-Glance Sydney, New York

2000-2001 User studies for planners and organizers, proposing new features and benefits to be incorporated into the existing product line.

Atlas Soundolier

Fenton, Missouri

1999-2002 Studies for user interface, LCD, and button layout for whole home control systems.

Baby Beat

Denver, Colorado

2004-2013 Research with multiple stakeholders (Doctors, nurses, clinicians, expectant mothers), design, development, engineering, and manufacturing liaison with overseas vendor for a line of fetal heart rate hand held Doppler. The design of the integrated probe and Doppler was awarded a US patent.

Bacou-Dalloz Safety

Paris, France

2002-2004 On site user research program for factory and construction worker safety equipment that resulted in the development of a helmet with face shield, harness, goggles, safety gloves and protective footwear.

Bell Sports

Santa Cruz, California

2004-2006 End user-research, design, development, engineering, and act as liaison between client and overseas manufacturer for a new line of bicycle computers, wireless and wired.

Black & Decker

Stamford, Connecticut

1988-1991 User research and ergonomics study for a rechargeable electric knife. Design and development of a cordless unit, first in the category to create a wall mounted holder with child proof blade storage.

BMC

Chicago, Illinois

1984-1986 Designed and developed a line of low cost home/office stools, shelving and storage units all utilizing BMC manufacturing capabilities for steel tube and laminated wood.

Bogan Communications

Ramsey, New Jersey

1985-1986 Research for user interface for set-up and implementation of server based multi-user automated telephone answering systems.

Bosch / Dremel

Mt. Prospect, Illinois / Germany

2008 - 2016 User centered research in association with the internal Advanced Concepts Group leading to design and development of hand-held tools.

Bridgeport Networks, Inc.

Wilmington, Delaware

2005-2006 Technology company creating solutions for mobile telecommunications. Developed product plan for testing new technology, designed prototypes for field testing, analyzed test results, designed and developed benefits-features-specifications for production product line.

Brunswick Corporation

Lake Forest, Illinois

1996-1999 Developed strategic product plan, conducted user and buyer research for the Mongoose bicycle product line. Reviewed emerging technologies and manufacturing techniques for possible implementation into existing product line.

Children's Best

Northbrook, Illinois

1993-1996 First company in USA to license gas-assist injection molding technology (for non automotive purposes), created research plan to identify potential areas for utilizing the technology in consumer based products to demonstrate capabilities. Defined market segment and product category, conducted contextual user research, designed and developed first children's cubby for home use that can be customized, and no tools are required for assembly. This work resulted in two patents being awarded.

C. Crane Company

Fortuna, California

1994-2005 Design and development of a line of radios and electronic accessories for enthusiasts.

Chimney Quick, Inc.

Rockford, Illinois

2000 Assisted original inventor with developing first version of the product for lighting charcoal briquettes for use in an outdoor grill.

CMG, Inc. Chicago & Salt Lake City, Utah

2000-2002 Research, design and development of a line of lights for camping, including a head lamp, rechargeable lantern and flashlight. All lamps were among the first to use LED technology for this application.

Collins & Aikman Corporation New York, New York

1987 Design and development of a line of plastic injection molded shower curtain hangers.

Cobra Electronics Chicago, Illinois

1988-1989 User research, product plan, design and development of corded telephone sets and hand held two-way radios.

Copco, Division of Wilton Industries Woodridge, Illinois

2004-2007 Field and user research, write product specifications and design two new product lines: 1. measuring instruments for cooking and baking; and 2. line of thermal travel mugs. These product lines generated two patents. Conduct innovation training seminars for internal product management teams.

Curbell Electronics Orchard Park, New York

1993-1996 Extensive user research program for evaluating patient communication needs within a hospital environment. Creation of product plan, feature sets, types of products and systems, followed by design and development of a number of products for patient communication and safety including individual 'pillow speaker' control units and master communication control unit for nurse's station.

C2 Technologies, Inc. Highland Park, Illinois

1992-1995 Contextual user and technology research, user interface, for a device to control and monitor medication for the elderly and disabled. Product communicates with doctor's office and pharmacy for upload/download of patient information. Develop system that includes device for patient, as well as base station for doctor and pharmacist. Research and develop user interface for LCD read out.

Cygnnet Technologies, Inc. Highland Park, Illinois

1997-1998 Contextual research and conceptual design studies for indoor/outdoor thermometers using RF technology.

Darby Cycle Corporation Anaheim, California

1994-1995 Parent company to Raleigh Bicycle, design and development of a line of cycling accessories including handle grips, grip tape, head lights, and pedals.

Dayton Industrial Co., Ltd. Hong Kong & ShenZhen, China

1986-2013 Designated consultant to manufacturer to support their internal staff for the research, design and development of a variety of small electronic products for the global marketplace in which Dayton Industrial is an OEM (Original Equipment Manufacturer) supplier to a variety of companies throughout the world. Dayton's manufactured line of products has included radios, alarm clocks, wall clocks, wrist watches, sport watches, heart rate monitors, altimeters, electronic compasses, barometers, temperature gauges, thermometers, etc.

Davson, Inc. Los Angeles, California

1984-1985 Research for walking aids for the elderly, disabled or temporarily disabled resulting in the design and development of a collapsible walking stick/cane.

Del-Met Corporation Walton, New York

1985-1986 Conceptual design studies for after-market wheel covers for compact cars, including the Mitsubishi and Honda automotive product lines.

Digital Innovations Lincolnwood, Illinois

1999-2002 Contextual user research for home, office and auto, user interface for both artifact and LCD display, design and development of new technology for a line of wireless players utilizing MP3 technology.

Dukane Corporation

St. Charles, Illinois

1991-1995 Contextual user research, design and development of a compact overhead projector.

Dulin & Thienpont, LLP

Chicago & San Jose, California

1984-1986 Attorneys at Law: Testified as an expert witness in court cases involving patent and/or trade dress infringement.

DuraCraft, Inc.

Whitinsville, Massachusetts

1989-1991 Competitive product analysis, conceptual design and development of a line fans, including window, floor, and oscillating, and humidifiers for home use.

DynaStream, Inc.

Calgary, Alberta, Canada

2004-2006 User research for electronic running products, benefits-features-specifications analysis, leading to the design and development of a line of pedometers utilizing wireless technology for transmitting collected training data to computer or hand held device.

Eldon Industries

Los Angeles, California

1985-1986 Research, design and development of a system for modular wall storage containers for a standard office cubicle.

Ero Industries

Lincolnshire, Illinois

1994-1997 Create product plan, develop concepts, and conduct product concept testing for a line of children's soft goods including sleeping bags, play pens, and tents. Created a line of sport/travel soft-sided bags for specific sports activities, e.g. tennis, basketball, health club, etc.

Eureka

Racine, Wisconsin

1995-1996 Contextual user research for creating a product plan for lightweight tents for camping, specifically backpacking, utilizing the latest technologies in aluminum alloy extrusion, high tech synthetic fabrics, and assembly techniques.

Ethicon

Cincinnati, Ohio

2015-2020 User-centered research for hand-held medical devices.

EverPurse, LLC

New York, New York

2013 – 2016 Acting as product development team for start-up company integrating wireless and inductive charging into a line of Kate Spade fashion bags.

Expert Corporation

Chicago, Illinois

1985-1991 Conducted study to determine needs of the professional plumber when installing a submersible sump pump. Utilized contextual user research to design and develop a modular line of sump pumps in which the manufacturer molded a single housing for three different size motors, created new type of float valve that could be replaced separately from the motor, introduced color coding to the product category and designed the first sump pump that included a handle for easy installation.

Excelsior Fitness Corp.

Northbrook, Illinois

1984-1987 Extensive research program that included doctors specializing in sports fitness, physical therapists, club users and professional athletes. Working closely with the original inventor, the research program culminated in the development and commercialization of the first AirDyne stationary bicycle utilizing wind resistance.

Fellowes Mfg. Co.

Itasca, Illinois

1997-2000 Contextual design research for home storage of audio/video materials, culminating with the design and development of a line of products for VHS, CD and DVD storage and organization.

Fend-All Company

Platteville, Wisconsin

1993-1996 On site research study at factories and nuclear power plants to determine the potential effects on workers exposed to hazardous chemicals. Additional research with optometrists on proper procedures for protecting the eyes once exposed to such materials, culminating with the design and development of a patented system for an emergency eye wash station that became the first such product to use sanitized sealed cartridges. The system and cartridge were awarded three patents.

Gen-X Sports, Inc. Toronto, Ontario, Canada
2003-2004 Division of the Huffy Corporation, worked directly with the President of Action Sports to conceptualize and develop new product concepts for youth markets.

Geo-Tek Industries Montvale, New Jersey
1985-1987 Contextual design research and conceptual design studies for a global positioning system for a specific industrial application.

Gillette Boston, Massachusetts
1997-1998 Conceptual design studies for new types of deodorant dispensers.

Grossmann Leuchtzubehor Arnsberg, Germany
1985-1987 Contextual design research to determine applications for the home and office of Osram's new PL bulb technology. Design and development of interchangeable, modular lamp components to create a line of desk top, wall, side mount, and floor lamps.

Health-O-Meter Cleveland, Ohio
1995-1996 Design and development of a consumer oriented line of bathroom scales.

High Sierra Bannockburn, Illinois
1993-1994 Design and development of a line of ballistic nylon carrying cases for skis and boots.

Hot Cakes, Inc. Chicago, Illinois
1997-1998 Designs for a line of molded glass containers, cookie jars. Hot Cakes sells premium baked goods to Starbucks and specialty catalogs and needed a proprietary line of jars and lids for merchandising.

Hella Corporation Stockholm, Sweden
1985-1986 Conceptual design studies for after-market automotive headlamps.

In-Gear Corporation Lincolnshire, Illinois
1997-1998 Research of soft goods product category, prepare product plan and competitive product matrix, determine feature sets and design and develop a line of nylon bags specifically for the mass merchant channel of distribution. Design process included selecting fabrics, creating color schemes and custom molded zipper pulls and hardware.

Intel Santa Clara, California
2006-2010 Ethnographic research in East Africa culminating in the conceptualization of products, services and business models on how (low-tech) technology can enable commerce in the areas of education, transportation and health-care.

International Jensen Orlando, Florida
1988-1998 Design and development of original co-axial automotive speaker housings and grills.

International Components Corp. Chicago, Illinois
1987-2001 Strategic consultant to internal product development staff. Assist with product planning, identify new product opportunities, facilitate brainstorming sessions, and develop preliminary conceptual designs. ICC is an OEM supplier of electronic accessories to manufacturers like Radio Shack, Motorola, Ray-O-Vac and Nokia.

Intermatic, Inc.

Spring Grove, Illinois

2004-2005 Design and development of hand held remote controls for the operation and control of outdoor swimming pool, Jacuzzi, and exterior lighting.

InterMec

Cedar Rapids, Iowa

2004-2005 Contextual design research for portable mini-printers to be used in conjunction with UPS bar code scanners. Preliminary conceptual design studies for a line of printers.

J. D'Addario & Company

Farmingdale, New York

1999-20006 D'Addario is a 4th generation family business that is the world's largest manufacturer of strings for string instruments. Since 1999, conducting end user research and strategic product planning. Determined a new product category for line extension. Research and development for a co-molded jack and plug for musical instruments to prevent contact crackling. Conceptual design studies for a line of heavy duty cables and connectors for musical equipment. Two patents were awarded as the result of this work. On-going work in the design and development of accessories for the music industry with a particular emphasis on woodwind and brass instruments.

John Deere & Company

Moline, Illinois

1986-1988 Ergonomics study for hand operated controls/levers/buttons within the operator's cabin.

Kenall Mfg. Company

Chicago, Illinois

1989-1991 On site design research culminating with the conceptual design and development of a low maintenance security lighting system for high abuse areas within prisons.

Keller Medical Company

Medinah, Illinois

2002-2003 End user research and human factors studies for developing a pulse oximeter specifically for infants and toddlers. First in the product category to introduce a finger clip style product to make the procedure easy to administer.

Laff, Whitesel, Conte & Saret, LLP

Chicago, Boston & San Francisco

1986-1994 Attorneys at Law: Testified as an expert witness in court cases involving patent and/or trade dress infringement.

Leo Burnett USA, Inc.

Chicago, Illinois

2001-2003 Consultant to Leo Burnett advertising agency to facilitate brainstorming sessions for their client, Philip Morris USA. Develop scenarios and concepts for smokeless cigarettes. Create conceptual designs for a line of Marlboro branded disposable cigarette lighters.

Lightning Bug, Ltd.

Chicago Heights, Illinois

1985-1990 Designed and developed a line of modular table and floor lamps, The Tres Collection.

Marvel Group

Chicago, Illinois

1988-1990 Contextual research on how user interact with equipment and objects in their cubicle.

Medline Industries, Inc.

Mundelein, Illinois

1991-1994 (Accucare Division) End user research for persons with either temporary mobility disability or the elderly with permanent mobility disability. Research resulted in the design and development of a lightweight, collapsible walker.

Metaphase Corporation

St. Louis, Missouri

1989-1991 Research program that included patients and optometrists examining the process of a typical eye examination. Design and development of the first hand held, portable lensometer that included a hand-held

reader for determining the power of the lens and a base station with integrated printer. The product was awarded two patents.

Morgan, Lewis & Bockius, LLP Chicago & offices throughout the world
2004-2005 Attorneys at Law: Expert witness / consultant in court cases involving patent and/or trade dress infringement.

Motorola (Cellular Division) Libertyville, Illinois
1995-1997 Conceptual design studies for sport versions of the original mobile flip phone, the StarTac. Worked closely with Leon Soren and Al Nagele, original inventors and designers of the StarTac to plan and conceptualize various sport versions in terms of color schemes and graphical user interface for presentation to upper management.

Nikken Corporation Tokyo, Japan
1989-1993 Contextual design and user/operator centered research to develop scenarios and concepts for materials handling equipment. Research lead to the design and development of the first modular mini-conveyor belt system.

Noke, LLC Ogden, Utah
2016-present User research, conceptual design and development of a system of keyless security products and accompanying user interface for mobile application.

NordView, Inc. Austin, Texas
1999-2001 Conceptual design and development of the GUI (graphical user interface) and hand held product, a digital photo album that organizes, stores, and annotates pictures.

Odyssey Cruise Lines Orlando, Florida
2002 Facilitate brainstorming sessions for developing concepts and scenarios for new services.

Omron Health Care Osaka, Japan & Vernon Hills, Illinois
1997-2000 End user research for design and development of a consumer blood pressure meter for self-monitoring home health care.

Ormco, Inc. Niles, Illinois
1987-1989 Human factors study for new dental chair that incorporates all the latest dental tools and technologies.

Osmonics Minnetonka, Minnesota
1996-1999 Develop a research plan for analyzing systems used for high level water purification in a testing laboratory environment. Establish an Osmonics multi-disciplinary team to implement the research plan. Act as a facilitator and mentor to team members for data collection using observational research, contextual design research, and user interviews. Facilitate filtering and prioritizing of data and work with internal team to brainstorm scenarios, concepts and eventually prepare a new product specification.

Outer Circle Products (Artic Zone) Chicago, Illinois & London, England
1988- 1997 From the company's inception in 1984 through 1995, responsible for the planning, design and development of entire product line of plastic injection molded storage cases utilizing living hinge molding technology, including audio/video storage protective cases, lunch boxes (Artic Zone), cosmetic storage, sales sample cases and briefcases. Created product line continuity through a consistent visual vocabulary of form and product graphics.

Perfect World Technologies Chicago, Illinois
1998-2003 Assemble multi-disciplinary think tank team to review technology portfolios and make recommendations for potential technology transfer and commercialization for venture capital group. Evaluate and

prioritize the opportunities, develop visual aids to present the technologies and concepts in layman's terms for potential investors. Act as a liaison between investors and potential manufacturers.

Peterson, Blyth, Pearson, Inc. New York, New York

1996 Facilitate brainstorming sessions for creating scenarios and concepts for new personal hygiene products.

Phoenix International Evanston, Illinois & Taipei, Taiwan

1990-1994 Product planning, conceptual design and development of a line of cycling accessories including, cycling computers, safety lights, reflectors, gloves and shoes.

Plastics, Inc. St. Paul, Minnesota

1989-1992 Conceptual design and development of disposable single use injection molded plastic dinnerware and flatware specifically for the airlines industry.

Pollenex / Associated Mills, Inc. Chicago, Illinois & ShenZhen, China

From 1985 until 1994 when the company was sold to Rival, responsible for the research, planning, design and development of entire Pollenex product line. Appointed gate-keeper of the line aesthetic to maintain an overall family appearance, as well as for graphic standards as it applied to all the products. The product line included the shower massage, the first radio specifically designed for use in the shower, humidifiers, ionizers, whirlpool spas, foot-baths, massagers, and other home health care appliances.

Polar Express International, Inc. St. Louis, Missouri

1989 Contextual research and user interface study for soft ice cream dispensing equipment.

Precor USA Bothell, Washington

1988 Analysis of competition, study and development of user interface (graphical and manual) for control panels for a new line of fitness equipment. Conceptual studies for a in-home compact stepper.

P&G (Procter & Gamble) Cincinnati, Ohio

2005-2011 Engagement for a series of 'Vision Projects,' whose goal was to research current user behavior, investigate trends, and propose the future of several different product categories as a strategy for new product and/or service development for global markets.

Red Electronics, LLC Salt Lake City, Utah

2009-2010 Research, planning, design (product and graphical user interface) and development of a line of GPS enabled sport watches.

Rogers Merchandising, Inc. Downers Grove, Illinois

1984-1985 Conceptual design and development of a folding corrugated cardboard chair for promotional purposes. Chair was originally conceived using origami techniques, designed a single die-cut and folded unit with no loose parts, could withstand up to 250 pounds, folded flat for shipping and storage, and provided multiple surfaces for printing. Jam Productions and Coca Cola used chair as a give-away promotion for outdoor concerts in the mid-80s. The chair was awarded two patents for innovation.

ReSolution, Inc. Park City, Utah

2000-2006 Human factors research on head forms, size and shape, for eventual development of generic interior helmet shells that meet and exceed ANSI standards for protective head wear.

Sassy Baby, Inc. Northbrook, Illinois

From 1992 until 2000 when the company was sold to RossBarrey International, responsible for research, planning, design and development of the child development and hygiene product lines. Worked with early childhood development specialists from Princeton University to determine key features to encourage early learning and discovery for infants 1-18 months old. Developed first portable training toilet endorsed by the American Society of Pediatric Physicians. Extensive research was conducted and product concepts thoroughly

tested prior to launch. Based upon contextual and end user research (both parent and child) developed unique line of products for bathing. Numerous patents were awarded to this product line.

ScanWeb Biomedical Technologies Lake Forest, Illinois

2002-2003 Extensive contextual and end user research that included doctors, nurses, medical technicians and patients in the development of a non-invasive probe for a rapid diagnosis of the major organs using the meridian points of the body on the hands and feet. Patented new technology and software created by Ross Rentea MD for doctors practicing alternative and homeopathic medicine.

Schwinn Bicycle Company Chicago, Illinois & Boulder, Colorado

From 1984 through 1993, when the 4th generation of the Schwinn family declared bankruptcy, and the company was subsequently sold to Scott USA, established the Paramount brand and product line for bicycle accessories. Created new division within the company, working with internal management and Magnani Continuum Marketing. Developed research plan, conducted competitive product analysis, created brand strategy, logo, product line, packaging, owner's manuals, point of purchase displays, and trade show booth. Researched, designed and developed the entire Paramount product line including helmets, shoes, hand grips, pumps, computers, safety lights, pedals, saddles, clothing, bags (both soft sided and hard), locks, gloves, storage rack, sunglasses, water bottles and cages, tires (both touring and mountain), composite wheels, handlebars, handlebar extensions, grip tape, and training strands. The cycling trip computer was the first of its kind introduced into the United States and the user interface set a standard that was often copied by competitors.

Scott USA Ketchum, Idaho

1994 Conceptual design and development of a line of ski goggles with interchangeable lenses.

Segway, Inc. Bedford, New Hampshire

2005-2010 Co-development of new GUI and mechanical interface for second and third generation HT (Human Transporter). Analysis of feedback from installed user group, create flow scenarios and test. Creation of icons and design of new control handlebar set and integration with electronics.

Shimano Osaka, Japan

1985-1990 Shimano is the world's largest manufacturer of bicycle components and fishing reels. Worked with renown Japanese industrial designer, Shinpei Okajima, who is also an Olympic medalist in cycling, to create Shimano's first product entry into cycling shoes. Conducted user studies that examined the forces and motion of the foot as it went around the bicycle's crank. Using slow motion video, analyzed and anticipated potential problems for a clipless cycling shoe prior to beginning actual conceptualization. Research determined initial areas for investigation for engineering team. Created plastic injection molded sole with inserted carbon fiber plate and developed concept for first cycling shoe without laces and multiple adjustments. Created first line of shoes for introduction to the marketplace, including color schemes and product graphics. This research resulted in two patents being awarded for innovation.

Shure Electronics Evanston, Illinois

2000-2002 Contextual, observational and user research for professional quality loud speakers and amplifiers. Interviews with professional musicians and competitive product analysis resulting in the conceptual development of a personal monitoring and mix system in which each musician uses stereo earphones and a compact RF transceiver to mix the sound, hear the other musicians, adjust the volume. The main purpose for the system is to reduce the effects of constant exposure to high decibel levels and provide the individual musician with more control over the sound. Worked closely with Shure internal mechanical engineering and L.S. Research in Cedarburg, Wisconsin, the premier RF laboratory and consulting engineering firm in the States. Several patents resulted from this work.

S.C. Johnson Worldwide Racine, Wisconsin

2004-2005 Facilitated brainstorming sessions to develop scenarios and concepts for potential new products, focusing on household cleaning. Designed and developed line of Lyra aromatherapy candles.

Silvestri Corporation Dallas, Texas
1996 Conceptual designs for Christmas lights and ornaments.

Sima Products Corporation Pittsburgh, Pennsylvania
1992-2003 Research, planning and development of the Sima product line including camera accessories, protective film packs, carrying cases and tripods. In the last few years the emphasis has evolved to similar accessories for digital cameras, as well as digital photo albums, digital media storage for both RAW and MP3.

Smith Optical Ketchum/Sun Valley, Idaho
1995 Research, design, and development of a new line of snow sports helmets for adults and youths, including skiing, snowboarding, and speed skating. Detailed development of two different quick adjustment systems for custom fit for all helmets.

Society of Women Engineers (SWE) Chicago, Illinois
2022 Facilitate LSP® Workshop for society's leadership team on innovation and identify a set of simple guiding principles for management.

Sonance, Inc. San Clemente, California
2000 Contextual research studies for whole home control systems for audio/video/illumination.

Sonnenschein, Nath & Rosenthal LLP New York, New York & Chicago, Illinois
2003-2004 Expert witness / product development consultant to I.P./Patent attorneys for litigation. Analyze products and patents, write opinions, and provide pre-trial deposition.

Spartus, Inc. Downers Grove, Illinois & New Milford, New Jersey
1994-1995 Competitive product analysis leading to the design and development of a line of wall clocks and alarm clocks for the mass merchant channel of distribution.

Sports Instruments USA Park City, Utah
Since beginning as a start-up in 1995, Sports Instruments has developed heart rate monitors for zone training, altimeters and sport watches for the serious sports enthusiast and professional athlete. Worked with management to create brand, and guide all decision making in regards to logo, corporate identity, product line, packaging, point of purchase displays, trade show booth and web site. Have conducted all user research for developing graphical user interface and to lead product development. Since inception, Sports Instruments has grown to be the world's second largest manufacturer of heart rate monitors.

State Plumbing Company Detroit, Michigan
1998 Facilitate brainstorming sessions for internal engineering teams to develop scenarios for potential new product concepts.

Stericycle, Inc. Lake Forest, Illinois
1989-1995 Create research plan including contextual, observational and end user to determine new process for the collection, handling and disposal of medical biohazardous waste materials. Conduct research at hospitals and clinics throughout the country and make recommendations to upper management. Create flow charts to assist management and investors in visualizing the process, the identified problem areas and opportunities.

SunCast Corporation Batavia, Illinois
1996-2002 Competitive product analysis, contextual and end user research resulting in the conceptual design and development of a line of hose reels and outdoor garden storage containers.

Sun Electric Company Waukegan, Illinois

1988 Research on user interface with the Sun line of electronic engine analysis equipment as used in the actual environments (auto repair shops and dealerships). Prepare report and flow charts with recommendations for upper management.

Sunbeam-Oster

Milwaukee, Wisconsin & Tampa, Florida

From 1992 through 1996, working with David Kelly & Associates (later IDEO) engineering in both Chicago and Palo Alto, design and develop a wide variety of household products. The products created fell into the categories of bathroom (personal grooming), kitchen (food preparation) and wellness (home health care). These products included hair dryers, curling irons, hand mixers, blenders, waffle iron, bathroom scales, and a line of hand held massagers that innovated the category by dampening vibration to the handle to prevent hand fatigue.

Superior Storage Company

Northbrook, Illinois

1993-1996 Analyze needs for storage, both fixed and portable, within the medical test laboratory environment, create conceptual designs for a line of gas assist injection molded storage products.

Symphonet

Chicago, Illinois

2000 Acted as a general design/product consultant to this internet start-up company for all identity, user interface and product issues. (Company never made it to the marketplace).

Teklogix/Psion

Toronto, Ontario

1998-2000 Conceptual design and development of an RF bar code scanning device for inventory management control.

Tellabs

Lisle, Illinois

2002-2003 Competitive product and feature analysis for an upgradeable cable modem for the European marketplace. Development of different scenarios and potential product configurations. Conceptual design and development of two cable modem products. Creation of custom product icons. Preparation of support materials for management and sales.

Terk Technologies Corporation

Commack, New York

From 1986 until the company was sold in 2003, acted as the outside director of industrial design for all product planning and development. Terk Technologies manufactures products for the consumer electronics industry, including specialty amplified audio and video antennas, whole home signal extenders, and specialty accessories. Responsibilities included identifying potential new technologies for consumer applications, working with internal engineering and other outside specialty consultants and organize development teams. Identify feature sets, propose product lines and extensions, conduct research with buyers from the various channels of distribution and act as a liaison between overseas manufacturing. Conceptual design and development of every product manufactured during this period. This work resulted in numerous patents, as well as design awards from both IDSA and CEA.

Tenex

Elk Grove Village, Illinois

1997-1999 Conceptual design and development of a line of plastic injection molded desk top accessories, including stackable letter tray, business card holder, pencil cup, mail holder, desk mat, and a line of stools consisting of three sizes.

Testor Corporation

Rockford, Illinois

1993-1997 Contextual and end user research for developing a new system for a compressor and air brush for the artist and hobbyist. Results of the research culminated with a breakthrough product and new channel of distribution for Testor. The compressor was encased in a clam shell plastic injection molded housing skinned on the inside with open celled foam for both sound and vibration dampening. It became the first compressor to have an integrated handle and storage compartment for the cord. The aluminum alloy air brush was co-molded with an elastomer for improved grip and hand. The research determined that the same compressor product molded in

white with a cannula attachment to vaporize medication could be sold through medical distributors for a new venue for sales.

Thomson Consumer Electronics Indianapolis, Indiana & Paris, France
1997-1999 GE/RCA/Proton Brands: Working with TCE internal global design center, research consumer trends in existing products and create feature sets for the different brands. Develop preliminary conceptual designs for consumer testing in various product categories, including VCRs, DVD players, and telephone answering machines. Concept testing in consumer focus group research for user interface, features, form factor, color schemes, materials, finishes, and product graphics.

The Futures Channel Los Angeles, California
2000 General consultant for content, graphical user interface and eventual product development for a content delivery system creating mini-documentaries (1 - 6 minutes) for the elementary schools.

Trek Bicycle Corporation Waterloo, Wisconsin
Have worked periodically on and off with internal product development teams from 1984 through the present, periodically being called upon for user research, interface, conceptual design and development of a variety of products. Over the years, these products have included helmets, adjustable helmet retention systems, saddles, water bottles and cages, and a line of cycling computers.

Tierney Rides, LLC Hoffman Estates, Illinois & Lake Tahoe, California
A start-up company founded in 2000, two brothers had a vision for a new type of in-line two wheeled long board for cruising that would simulate snowboarding on pavement. Working closely with the brothers from a cobbled together hand-made garage prototype of a skateboard with two shopping cart wheels, created a product plan and strategy to go from concept to production. Conducted user centered research, investigated the growing street board market and competition, developed preliminary concepts for prototyping and product testing. Worked with consulting engineering and contract manufacturing firms to design, develop, test and implement the first production of the T-Board launched in 2001. This product has two patents pending for innovation and was recently given a Design Distinction Award by ID Magazine. The product was named the official off season training tool for the U.S. Olympic Snowboard Team.

Vedder Price, LLP Chicago, Illinois
Offices in New York, Los Angeles, San Francisco, Washington DC, Dallas, Miami, London & Singapore.
2022 Expert Witness, person of ordinary skill in the art (POSITA), analysis and preparation of reports regarding potential patent litigation.

Vetta Sports Lugano, Switzerland
From 1991 through 1996, when the company was sold to the owners of Wired Magazine, acted as outside product development consultant for the planning, design and development of all cycling accessories and clothing. Product line consisted of cycling computers, both hard wired and RF, safety lights, air pumps, shoes and gloves. In addition, the development of the first gel saddles (developed in conjunction with Sella Italia, Milan, Italy) in which a molded gel was incorporated into the saddle for comfort and to relieve stress on the lower pelvis.

VertiFlex, Inc. Chicago, Illinois
1995-1998 Contextual research within the small office environment to determine user needs for both stationary and portable storage filing systems. Development of scenarios and potential features for a line of mobile filing using the company's core manufacturing capabilities of sheet metal bending and woodworking.

Vento2 Deerfield, Illinois
1992-1993 Developed plan and conducted research on mobility limitations for people suffering from emphysema. Research included patient interviews, observations within the home, and a survey of existing products. Developed scenarios and preliminary conceptual designs for a compact, portable oxygen tank with integrated filtration system.

VisionTek, Inc. Gurnee, Illinois

1998-1999 Conducted competitive product analysis of existing MP3 players, developed simplified playback user interface and created preliminary conceptual designs for consumer testing. Instituted one of the first internet research studies for rapid consumer feedback on a simulation of the user interface and a variety of color schemes to address the specific target market segments, including teenage boys, teenage girls, and gift item to be purchased by parents and/or grandparents. Internet feedback provided large convenient sampling with quick response for continued refinement of the product concept.

Voxas, Inc. / Newman Medical, LLC Denver, Colorado & Lake Bluff, Illinois

2004-2014 End user research, field research with doctors and nurses, prepare product specifications and user feature set, define interaction, conceptual design and development of a fetal heart monitor recording device for expectant mothers. Small hand held unit creates an archival digital recording of the fetus heart rate which can be downloaded to a computer.

Whirlpool Corporation Benton Harbor, Michigan

2004-2012 Working with Director of Advanced Product Concepts for Global Refrigeration, and E-Lab, assist in the planning and development of a research strategy for analyzing current product uses and predicting future trends. Study refrigeration methods of other countries and cultures. Facilitate creative sessions for scenario based concepts that may lead to potential future development. Design, development, and creation of user simulations for the first GUI to be applied to Kitchen Aid refrigerators.

Whitso Corporation Oakbrook, Illinois

1999 Supplier of frying equipment to McDonald's Corporation, analyze needs of french fry tray and develop preliminary concepts for evaluation by management and manufacturing.

Wilton Industries Woodridge, Illinois

Working with Vice President for New Product Development, led team for planning, determining market segmentation, design and development of new product lines within the kitchen accessories product category, including cutlery, kitchen accessories, and ceramic bake ware for the brands Wilton, Copco and Rowoco.

Whomble Bond Dickinson LLP Atlanta, Georgia

2023-2024 Offices in Boston, Baltimore, Charlotte, Houston, Los Angeles, New York, San Francisco, Washington DC, London, Edinburgh

Expert Witness, person of ordinary skill in the art (POSITA), analysis and preparation of declarations, claim construction, rebuttal, and preparation for deposition as well as testimony and cross-examination regarding utility and design patent litigation.

Zagg Salt Lake City, Utah

2012-2015 Working with internal Advanced Concepts Team to research user needs, identify adjacent product line extensions leading to design and development of computer/audio accessories, protective cases, and folding keyboards.

Zaragoza/Zaragoza New York, New York

1996-1999 General industrial design consultant for the development of molded glass containers for aromatherapy candles sold through the Bath & Body Works chain of stores. Develop concepts for containers and lids, act as a liaison between Portuguese manufacturer and supplier.



Expert Witness / POSITA / DOSA

2003-2023 IP/design patent/trade dress, litigation support

- Banner Witcoff, LLP
- Barnes & Thornburg, LLP

- Botkin & Hall, LLP
- Dulin & Thienpont, LLP
- Sonnenschein, Nath & Rosenthal LLP
- VedderPrice, LLP
- Wade, Clark & Mulcahy, LLP
- Womble, Bond, Dickinson US, LLP

LEGO® Serious Play

2010-2022 Certified LSP® Facilitator

- Society of Women Engineers
- Dell
- Cobra Electronics
- Redbox
- Cigna
- USG
- Caterpillar
- Baxter

Charles Kober & Associates Chicago, Illinois

KenRoy & Associates Skokie, Illinois

1982 – 1983 Working for the partnership of an architectural firm and a shopping center developer, responsible for the design, development and implementation of all ‘Wayfinding Systems’ (interior and exterior signage) for Chicago Ridge Mall in Chicago Ridge, Illinois and Plaza Del Prado in Wheeling, Illinois. Signage included center logo, standards for store signage, informational graphics, directories and parking lot signage. Design of exterior wrought iron chandeliers for the main tower at Plaza Del Prado.

The Art Institute of Chicago Chicago, Illinois

1982 Responsible to understand and analyze flow patterns within the Institute, assess handicap accessibility for the entire facility, including rest rooms, cafeteria, elevators, entrances, library, exhibition spaces and private office areas.

The Museum of Science & Industry Chicago, Illinois

1980 – 1981 Responsible to understand and analyze flow patterns within the Museum and assess handicap accessibility for the facility. Working with architect Thomas Byerts of the UIC Gerontology Center and Museum staff architect, developed plans for facilities analysis, including signage, implemented plan and presented to Museum management. Recommendations were then implemented as funding became available to the Museum through the National Disabilities Act. Developed scenarios for exhibitions and creating concepts and space plans for these exhibits.

Majeski Models, Inc. Chicago, Illinois

1978 – 1980 Model-maker/machinist fabricating appearance and scale models, custom furniture, and functional prototypes for a variety of clients, particularly Sears. Involved in the fabrication of parts and assemblies (pre-computer controlled machines) using various processes, materials, and finishing techniques.

Koch & Lowy Long Island City, New York

1977 - 1978 Staff lighting designer creating concepts and models for lines of limited production, high end table, wall and floor lamps. (First mass-produced industrial designs).

UniMark International Chicago, Illinois

1976 Intern for international consulting firm formed by Italian Designer Massimo Vingelli and Ralph Eckerstrom. Worked under the direction of Reinhold Weiss, Design Director (formerly at Braun, under Dieter Rams).

Werner Graeff Atelier Essen, (West) Germany

1976 Apprentice to Werner Graeff, original member of the Weimar Bauhaus, assisting in all areas of his professional work.

Needham, Harper & Steers Chicago, Illinois
1975 - 1976 (Advertising agency) - assistant in the design and production department for print and film. Worked on film crew for the Len Burton for Bert Weiman Ford series of TV commercials.

MobiGraphics, Inc. Chicago, Illinois
1974 - 1975 Typesetting, production, photo-retouching and illustration.

Emco, Inc. Chicago, Illinois
1974 In charge of photography for print, dark room, typesetting, photo stripping and opaque.

McDuffee, Inc. Chicago, Illinois
1974 Custom cabinetmaker.

Angone Company San Francisco, California
1973 Apprentice carpenter and custom cabinetmaker, worked as assistant to Italian old world master, Francis Angone.

Cambridge Community Center Cambridge, Massachusetts
1969 – 1972 Co-developed and taught an Arts & Crafts program for low income minority children in the Cambridgeport community settlement house. Program began from community fund raising and a grant from Prudential to address the needs of both pre-school and after school programs.



Affiliations

IDSA (Industrial Designers Society of America) Washington, DC
Professional Society, Academy of Fellows

University of Kentucky, College of Design Lexington, KY
Board of Advisors/College Advocacy Board

University of Kentucky, College of Engineering Lexington, KY
Department of Biomedical Engineering, Board of Advisors

SPE (Society of Plastics Engineers) Newtown, CT
Professional Society

ISDT (International Society for Design Thinking) Beijing, China
Professional Society, President – Board of Directors

Chicago Design Archive Chicago, Illinois
2017-2022 Board of Advisors
Electronic archive of significant and award winning work by Chicago area designers and design firms.

Design for Democracy / AIGA New York, NY
Founding member, Board of Directors, Director of Industrial Design, an outgrowth of the VERI (Voter Experience Research Initiative) Project. Member of the Expert National Advisory Panel for the federally mandated EAC (Election Assistance Commission) being chaired by former President, Jimmy Carter, and former Secretary of State, James Baker.

Design Management Institute Professional Society	Boston, MA
RoundTable Expert Scholar Network Network of discipline specific scholars and expert witnesses.	Boston, MA
Rubin/Anders Scientific Network Network of discipline specific scholars and expert witnesses.	Brookline, MA
GreenLight Theatreworks Advisory Board, Assistant Set Designer	New York, New York & Portland, Maine
Amnesty International Partners in Conscience (organize letter writing campaigns for prisoners of conscience)	New York, NY
United States Holocaust Memorial Museum Midwest Regional Advisory Board	Washington, D.C.
Emanuel Congregation Board of Trustees, Chairman - Social Action Committee	Chicago, IL



Patents

The 62 patents listed below represents a body of R&D / product design and development work, listed and credited as inventor/co-inventor. All patents were the result of working within multi-disciplinary teams as a principal investigator.

Patent No.	Year Issued				
D273,922	1984	D332,028	1992	D402,185	1998
		7,877,224	1992		
4,556,253	1985			5,857,221	1999
		D338,136	1993	D406,590	1999
D304,974	1989	D340,512	1993	D414,494	1999
				D414,495	1999
D305,688	1990	D328,405	1994	D414,773	1999
D306,483	1990	D349,576	1994		
D308,092	1990	D349,771	1994		
D309,187	1990				
D310,717	1990	D357,524	1995	D425,516	2000
D313,266	1990	D363,489	1995	D427,185	2000
		D364,169	1995		
D314,177	1991	D365,347	1995	D427,996	2000
D320,642	1991				
		D368,814	1996	6,296,525	2001
5,161,263	1992				
D325,784	1992	D364,169	1997	6,390,856	2002
D328,405	1992				
D329,290	1992	D400,889	1998		

D475348	2003
D496346	2004
D508,823	2005
D508,824	2005
D514,373	2006
D515,872	2006
D517,372	2006
D522,804	2006
D524,604	2006
D515,873	2006
D526,849	2006
D531,918	2007
D532,321	2007
D576,004	2008
D578,850	2008
D579,294	2008
D579,295	2008
D581,230	2009
D686,882	2013