

Wayne Li
Oliver Endowed Professor of Practice in Design and Engineering
School of Industrial Design / School of Mechanical Engineering

- I. Earned Degrees**
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- IV. Research, Scholarship, and Creative Activities**
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Use the format shown below (I-VI). How the information is presented within each section may be standardized by the College. If appropriate, candidates should consider grouping information and presenting it under subheadings for ease of reading. Also, candidates should consider presenting the information in a compact manner so as to keep the total number of vita pages to a minimum. (No type less than 11 points or margins less than 3/4 of an inch, please). Include all vitae subsections to maintain the standard format, but indicate “no data” where applicable. A Table of Contents and page numeration are required.

Wayne Li
Oliver Professor of Practice in Design and Engineering
Industrial Design / Mechanical Engineering

I. Earned Degrees

STANFORD UNIVERSITY, PALO ALTO, CALIFORNIA

Fall 2003 - Spring 2005

Masters of Science in Engineering, *Product Design*

M.S. G.P.A.: 3.78

Honors and Activities: Paul and Daisy Soros Fellowship for New Americans Finalist

The Stanford Daily, Managing Graphics/Graphic Design Editor

ME115 Human Values in Design / ME116 Formgiving, Teaching Assistant

COLLEGE FOR CREATIVE STUDIES, DETROIT, MICHIGAN

Fall 2001 - Fall 2002

Continuing Education in Industrial/Transportation Design

Cum. G.P.A.: 3.75

UNIVERSITY OF TEXAS AT AUSTIN, AUSTIN, TEXAS

1993-1998

Bachelor of Science in Mechanical Engineering, *with honors*, B.S. G.P.A.: 3.73

Bachelor of Fine Arts in Design, *with honors*, B.F.A. G.P.A.: 3.73

Cum. G.P.A.: 3.73

Honors and Activities: Design Division Junior Level Performance and Portfolio Design Scholarship; Ernest Cockrell Jr. Scholarship Recipient; Tau Beta Pi Engineering Honors Fraternity, Texas Alpha Chapter; Pi Tau Sigma Engineering Honors Fraternity, Texas Kappa Chapter; Accepted into University of Texas Plan II (Liberal Arts) Honors Program; Legislator of proposed Dual-Degree Program at University of Texas; Texas Union Council-Fine Arts Committee, Chairman; Alpha Lambda Delta/Phi Eta Sigma Honor Society, Chapter Vice President; National Merit Finalist; Presidential Scholar Finalist

II. Employment History

WAYNE LI DESIGN, SAN FRANCISCO, CALIFORNIA

Fall 2010 –Present

Design Consultancy specializing in consumer product, electronics, home retail, interface design and automotive spaces

DESIGN CONSULTANT - PRINCIPAL

- **Design consultancy specializing in user experience, interaction design and ethnography.** Established in late 2010, this design consultancy has already expanded with a strong list of clients that include home retail, transportation, green energy, and social media interface design clients. Also, participate on the advisory board of a web based data visualization firm (Juice Analytics) that specializes in making complex web data, easily accessible and understandable.

WILLIAMS SONOMA INC., SAN FRANCISCO, CALIFORNIA

Summer 2005 –Summer 2010

Specialty Home Décor Retailer in Consumer Goods and Home Furnishings

POTTERY BARN – PRODUCT DEVELOPMENT – Senior Designer

Conceptualized and managed design of seasonal home products. Product collections range over several categories including Home Office, Clocks, SMART® Products, Consumer Electronics, Storage, Bed and Bath, Wall Décor, Fireplace, Lighting and Decorative Lighting.

- **Doubled comparative store sales across multiple product categories.** Created and developed a unique “digital lifestyle” line of products that generated +227% YOY growth in the Home Office category. Built strong new brand messaging and consistent visual language to support the collection, lifting the Electrics category by 247% in comparative sales. Worked with e-commerce department to engage fashion blogs and web media to reinforce the brand story around the lifestyle product.

- **Design vision established a new \$4M business and expanded markets.** Penned a unique single design that upon introduction beat planned projections by over 810% in the first three weeks of sale, earning easily \$1M in revenue within the first month. The single design outperformed the next two largest volume-producing collections combined in the Functional Accessories category.

STANFORD UNIVERSITY, PALO ALTO, CALIFORNIA

Winter 2007 –present

Leland Stanford Junior University, leading private research and teaching institution

DESIGN PROGRAM – APPOINTED LECTURER

- **Educated and trained undergraduates in class sizes ranging from 5 to 43.** Fostered an optimum environment to maximize learning and tailored training based on each individual student’s assessed needs. Adept at presentations with large, demanding audiences. Student evaluations of course instruction (ME110: Visual Communication & Design Sketching / ME110B: Advanced Digital Media Techniques) consistently rank higher than the department faculty average.
- **Collaborated with faculty and staff to plan comprehensive accredited program degree requirements.**

VOLKSWAGEN OF AMERICA, PALO ALTO, CALIFORNIA

Summer –Fall 2004

Electronics Research Laboratory, center for electronics innovation and research for the North American Automotive market

PRODUCT DESIGNER – INTERFACE DESIGN LEAD

Led aesthetic and interface development of advanced instrument cluster product utilizing miniature light projection engine and cholesteric liquid crystal glass technologies. Leveraged these technologies to adapt interior application driven by user context and social activity. Served as technology officer and liaison to Simi Valley (Los Angeles) design studio.

FORD MOTOR COMPANY, DEARBORN, MICHIGAN

Fall 1998 –Fall 2003

Global Automotive Developer and Manufacturer

CORPORATE DESIGN AND VEHICLE ENGINEERING – DESIGN STRATEGIST & PRODUCT DESIGNER

Developed Ford corporate brand and vehicle differentiation strategies. Actively aligned marketing demographics with visual themes that resonated with customer interests. Coordinated nameplate narrative with global branding strategy through automotive interior component design.

- **Created and executed a design strategy that optimized engineering resources, leveraged global purchasing power and retained brand differentiation at a savings over \$40M.** Global Architecture (GAP II) radio systems utilized common components and volume purchasing, but flexible interfaces to standardize core radio systems and yet still allow each regional studio (Mazda, Lincoln, Jaguar etc.) their own branded interface.

IDEO PRODUCT DEVELOPMENT, PALO ALTO, CALIFORNIA

Summer 1996

PRODUCT DESIGNER AND MECHANICAL ENGINEER

Utilized multi-disciplinary skills in a team setting to innovate new product concepts at product design firm.

III. Honors and Awards

List all professional honors and awards, such as teaching citations, research awards, recognitions for outstanding service, honorary degrees, etc.

“Thank – a – Teacher” Fall 2012: ID3320 Recipient: CETL Teaching Award

“Thank – a – Teacher” Spring 2013: GT2803 Recipient: CETL Teaching Award

IV. Research, Scholarship, and Creative Activities

Indicate with an asterisk those that resulted from work done at Georgia Tech and put the names of student co-authors in boldface.

A. Published Books, Book Chapters, and Edited Volumes

List all books or parts of books published. Include only those accepted or in-press and indicate their status.

A1. Books

A2. Refereed Book Chapters

A3. Edited Volumes

B. Refereed Publications and Submitted Articles

List all refereed journal publications, then refereed conference proceedings, and then other refereed materials. Include those accepted or submitted and indicate their status (Consult your school or college standards for what counts as “refereed”)

B1. Published and Accepted Journal Articles

The American Institute of Architects. “Tenets for the 21st Century Designer.” *AIA Foresight Report: The Changing Context, Business, and Practice of Architecture 2014*. 9 June 2014.

B2. Conference Presentation with Proceedings (Refereed)

B3. Other Refereed Material

Li, W., “2002 Ford Thunderbird: A Living Legend” Design Case Study, *Innovation, IDSA Quarterly Periodical*, pp. 180-184. 2002

B4. Submitted Journal Articles (with date of submission)

C. Other Publications and Creative Products

List all other publications and creative products/activities that are not otherwise included in Sections IV. A. and B. Indicate whether these are refereed or not.

Exhibitions, Competitions, Performances

Professional Practice/Studio Work

Software

Patents

Designs

Compositions

Scholarly Editions

Posters

Artifacts

Datasets

Internet Publications

1. Thyssen-Krupp Elevators America. *Interior Elevator UI Design Concepts*. Transportation Design. 2013
2. Stanford University. *ME110 Product Visualization: Online Course Program*: Published Course: Beta Testing online: Nuvana.org Platform / VPOL Stanford University. Spring – Fall 2013.
3. SMART® Products. *Digital Lifestyle Brand*. 2007. Pottery Barn: Consumer Electronics Category. 2007-2011
4. Bedford Recharging Station ®. *Home Office*. 2008. Pottery Barn Home Office Category. 2008-2010

5. Advanced CLC/LCOS Instrument Cluster. *VW Electronics Research Group*. 2004. Volkswagen of America. 2004.
6. GAP II Radio / HMI Architecture. *Global Ford Corporate Brand* 2003. Ford Motor Company. 1999-2003
7. Nike Sunglasses. *IDEO Product Development*. 1996. Nike, Inc. 1996

D. Presentations

List all conference presentations (separate keynote and invited from submitted), testimony before legislative committees or other public bodies, invited seminars, etc. (Do not list a presentation here if it is listed elsewhere)

- Johnson Outdoors New Product Development Process Conference April 29th, 2014
- Professional Education User Experience / Design Thinking Course:
 - Northrop Grumman (March 17th-18th) 2014
 - Northrop Grumman (August 6th-7th) 2013
- Northrop Grumman Innovation Summit: March 11th, 2014
- Glen Raven Inc.: R&D World Congress 2013: Oct 2-4th, 2013
- User Experience Community of Practice Presentation: Northrop Grumman IS Systems: Technology Expo June 11-12, 2013
- University of Texas at Austin, Austin, TX. *Distinguished Alumni Speaker Series*, 2008, 2009
- Institute for International Research: Brand Identity + Package Design Conference, Chicago, IL June 23-25, 2003. *Recent Transformation of Visual Trends in Concept Cars*

E. Grants and Contracts

E1. As Principal Investigator

List all funded grants and contracts as principal and co-principal investigator. List PI and Co-PI for each grant, with total grant funding followed by sub-amount allocated to candidate. Proposals pending may be included, but must be listed separately. Do not include grants and contracts not funded. An example listing of what information should be included is given below:

Title of Project: Innovation and Design Collaborative - Director
 Agency/Company: GT Foundation: Jim Oliver
 Total Dollar Amount: \$1,200,000
 Role: PI
 Collaborators:
 Period of Contract: 9/1/2013 – 6/30/2016
 Candidate’s Share: NA/Operating Budget

Title of Project: James L. Oliver, II Endowment: Advancing Multi-Disciplinary Design Thinking: Connecting Engineering and Design Education in the Colleges of Engineering and Architecture
 Agency/Company: GT Foundation: Jim Oliver
 Total Dollar Amount: \$190,000
 Role: PI
 Collaborators:

Period of Contract: 9/1/2013 – 6/30/2018
Candidate's Share: 100%

Title of Project: User Experience & Design Thinking: Professional Education Course
Agency/Company: Northrop Grumman (Huntsville, AL & Reston, VA)
Total Dollar Amount: \$50,000
Role: PI
Collaborators: Professional Education
Period of Contract: 8/6/2013 – 3/18/2014
Candidate's Share: ~ 24%

E2. As Co-Principal Investigator

Provide the same information for grants and contracts on which you were co-principal investigator.

Title of Project: PerSketchTivity- Empowering and Inspiring Creative, Competent, Communicative and Effective Engineers through Perspective Sketching (pending – Final Round selection)
Agency/Company: National Science Foundation
Total Dollar Amount: \$200,853
Role: Co-PI
Collaborators: Dr. Julie Linsey (PI: ME)
Period of Contract: 9/1/2014 – 9/1/2017
Candidate's Share: ~ ½ summer salary

E3. As Senior Personnel or Contributor

List all funded grants and contracts on which you were not Principal or Co-Principal Investigator, but were listed as senior personnel. Proposals pending may be included, but do not include grants and contracts not funded.

Title of Project: Rehabilitation Engineering Research Center on Supportive Technologies for Successful Aging with Disability
Agency/Company: National Institute on Disability and Rehabilitation Research
Total Dollar Amount: \$4,600,000
Role: Advisor / Contributor
Collaborators: Dr. Jon Sanford (PI)
Period of Contract: 10/2013 – 9/2018
Candidate's Share: ~ 1/3 summer salary

E4. Proposals Submitted But Not Funded (last two years)

F. Other Scholarly Accomplishments

List all other scholarly accomplishments, such as software, patents, invention disclosures, start-up companies, etc.

Nuvana.org: Online Education Startup: (San Francisco, CA) Consultant (Summer 2013 – present)
 Juice Analytics: Data Visualization UI Startup: Advisory Board (Fall 2011 – present)
 Armageddon Energy: Solar Startup (San Francisco, CA): Design Director: (Fall 2009 – Spring 2010)
 REV Motorcycles Startup (Canton, MI): Design Director (Fall 2000 – Fall 2001)

G. Societal and Policy Impacts

Present a brief list of the broader impacts of your scholarship here, and elaborate on them in your personal statement.

V. Teaching

A. Courses Taught

List courses taught at Georgia Tech (most recent first and include the last six years). Do not include CIOS scores here.

Sem, Year	Course No.	Course Title	No. of Students
Fall 2010 – now	ID3320	User Centered Design Methods: Research	36-55
Fall 2010 – now	ME4182/ID4011	ME/ID Senior Capstone Design Studio	28
Fall 2013 – now	GT2803	Your Idea, Your Invention	25
Fall 2010 – now	ID8900 GRD	Master’s MID Project / Thesis	1-3

B. Individual Student Guidance

List all Postdoctoral Fellows, Ph.D. students, M.S. Thesis students, and undergraduate students supervised/advised. Explicitly indicate and co-advisement relationships. For Ph.D. and M.S. Thesis students, include date of graduation and title of thesis and, if known, the current position of the graduate students. For graduate students currently supervised, indicate the semester advisement began, their progression through appropriate exams, title of their project/dissertation, and current position if available. Provide any indicators you have of the quality of your mentorship.

B1. Ph.D. Students

- Kelvin Peng: PhD ME Student: Konescranes Crane Control: Graduation: Fall 2013: Began advising Jan 2012; co-advised with Dr. Bill Singhose.

B2. M.S. Students (indicate thesis option for each student)

- Sarah Marie Maddox: Master’s ID Student: Ego and Task Mastery in Ultralight Camping: Graduation: Summer 2014: Began advising Fall 2013.
- Sarah Jayne Eiring: Master’s ID Student: Staging Refrigerator Design: Graduation: Spring 2015: Began advising Fall 2013
- Paanii Ansah-Kofi: Master’s ID Student: Project [viaStation]: Empowering New User Access to Bike-Shares in Smaller Markets: Graduation: Spring 2013: Began Advising Summer 2012
- Duane Rollins: Master’s ID Student: The Kimba Vehicle: Feasibility Study: Liberian Car Design: Graduation: Spring 2011: Began Advising Fall 2010: Co-advised with Dr. Jon Colton
- Blake Williford: MS-HCI Student: Independent Study Spring 2014: Digital Drawing Assessment using Tablet / Stylus Tools: Graduation: Spring 2015: Began Advising Spring 2014

B3. Undergraduate Students

- Jared Coury: ChemE undergraduate: GT2803 Teaching Assistant: Began Supervising Fall 2013

B4. Service on Thesis or Dissertation Committees

- MID Graduate Student Committee

B5. Mentorship of Postdoctoral Fellows or Visiting Scholars**C. Other Teaching Activities**

List all other significant teaching activities, such as continuing education, new courses developed, laboratory experiments and instructional materials developed, participation in any Ph.D. Committees, and participation in any interdisciplinary teaching activities, etc.

- Continue to serve on Curriculum Planning Committee / Teaching Team for Your Idea, Your Invention Course: GT2803: freshman / sophomore GT1000 course at institute level.
- UX Professional Development Course: Further development of UX course on behalf of private / corporate client – Northrop Grumman. (\$25K OSP Proj#2206205059: \$9.5K to School of ID). Class taught 1st: August 8th 2013. 2nd: March 17th, 2014 followed by potential summer offering.
- Technology Development Program: Professional Education Course: Bank of America
- Served on MS-HCI Faculty Committee: Advising Grad HCI student in joint research.
- QEP: Sustainability and Community Service (Beril Toktay & Ellen Zegura)
- Design + Marketing Course: (proposed w/ Omar Rodriguez Villa: Spring 2015)

VI. Service**A. Professional Contributions**

List all national and international contributions of service and positions of leadership in the profession.

B. Public and Community Service

List all public and community service activities that are professionally related.

C. Institute Contributions

List all committee involvement and leadership, and other activities within Georgia Tech. Internal contributions to other organizations for which you were previously employed, if any, may be included. Do not list service on thesis or dissertation committees (should be listed under IV.B5).

- Director of the Arts Institute Search Committee (Spring 2014)
- All Development Staff Meeting: Faculty Panel: Impact of Endowed Chairs and Professorships (Summer 2014)
- College of Architecture: Strategic Planning Committee: Institute Collaborations Chair (Fall 2013 – present)
- School of ID: Faculty Search Committee for HCI and Product Innovation Candidates (Spring 2014)