

CURRICULUM VITAE

About Me

Objectives

I am going to apply the full time position of Design Researcher. I have the strong background in Industrial Design and had couple years practical experience of design industry engaging in consumer electronic products. Now I am a Ph.D candidate in Design Science, University of Michigan. My research interest focuses on Product Aesthetics, User Experience, Emotional Design, Consumer Behavior, Cognition, Social Psychology, and Statistical Analysis.

Education

Ph.D Candidate in Design Science, Sep 2014 - Until
University of Michigan, College of Engineering, Integrative Systems + Design Division

Master of Science, Sep 2008 - Jun 2010
National Cheng Kung University, Industrial Design Department, Tainan, Taiwan
Cognitive and Kansei Information Design Division
Thesis: The Study of Emotion between Scents and Representational Character of Product Design

Bachelor of Design, Sep 2003 - Jun 2007
National Kaohsiung Normal University, Industrial Design Department, Kaohsiung, Taiwan

Industrial Experience

Product Designer, Oct 2010 - Nov 2011
Experience Design Center, COMPAL Electronics INC., Taipei, Taiwan

- Notebook, tablet, All-in-One PC Design
- Conceptual Design & 3D modeling , Rendering
- Prototyping & Mock-up making
- User experience research
- Mass production procedure management

Intern Designer, Jan 2010 - Mar 2010
Tokyo Design Center, Tokyo, Japan

- Design consultation service at Tokyo Design Center
- Furniture design at RF. Yamakawa design studio
- Sustainable design of Eco-material data base at Open House studio
- Marketing research of commercial advertisement at Japan Life Design System
- Art & Design Produce (ADP) project at Tsukuba University

Academic Experience

Graduate Student Instructor, Sep 2017 - Until
University of Michigan, Department of Psychology, Ann Arbor, MI, USA
Course: Entrepreneurial Creativity

- Leading student teams project, including ideation, problem-solving, prototype making, exhibition.
- Teaching course lecture, including creative thinking, design research methods, and marketing.
- Evaluating team project, including advise design direction, facilitate team discussion.

Lecturer, Sep 2013 - Sep 2014
National Kaohsiung Normal University, Kaohsiung, Taiwan
Course: The Context of Technology and Humanity: Design for Localization

- Teaching courses, including design thinking, marketing strategy, and Corporate Identity Design.
- Leading student team to redesign local commodity to revive local creative industry.
- Cooperating with local practitioners and students to reconstruct local design industry.

Tseng-Ping Chiu

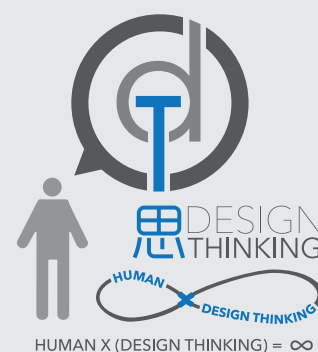
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SKILLS

DESIGN ABILITY

IDEA SKETCH
ILLUSTRATOR
PHOTOSHOP
Pro/ ENGINEER
SOLIDWORKS
KEYSHOT
CINEMA 4D
PROTOTYPING & MOCK-UP
USER RESEARCH
HUMAN FACTORS
SURVEY DESIGN
DATA ANALYSIS
STATISTICS / SPSS / R

PHILOSOPHY



CURRICULUM VITAE

Personal Website

Highlight Courseworks

1. DESCI 501 - Analytic Product Design

It is a solid project-based design class which integrates early design phase to final physical working prototype, including user research, ideation, design methodology, marketing research, user survey, prototype making, mechanical design, product analysis, finance analysis, and design validation.

2. DESCI 502 - Design Process Model

This design class combines project-based and research study. In this class, we read various design research papers, to probe different design process models by literature review. We apply these design process model into our project, to create new model by validation.

3. PSYCH 782 - Cultural Psychology

The class expanded my research field to social psychology domain. It covers the topic related to cultural studies widely from cognition, emotion, motivation, geographical thought, neuroscience, and gene. I applied the cultural cognition to become my research dissertation topic. The result was fruitful and prospective.

4. PSYCH 613 - Advanced Statistics (I) & PSYCH614 - Advanced Statistics (II)

It is whole year class which gave me a complete package of statistics. I learned basic statistics knowledge from T-Test, ANOVA, and Regression to deep application such as Principle Component Analysis and Multi-level Modeling. I also learned how to use software SPSS and R to solve real problem sets.

5. MKT 896 - Consumer Behavior Marketing Research

It is a Ph.D seminar class, which covers the topics including consumer behavior patterns, implicit / explicit memory, decision making, and marketing mechanism. I explored the issue of consumer evaluation related product aesthetics, to extend to my another research field.

Publication (selected)

1. Chiu, T.-P., Kitayama S., Yoon C., Seifert C. (2017). Cultural Differences in Aesthetic Preference: Does Product-to-Context Match Matter? Paper presented at Conference of International Association of Societies of Design Research, 2017, Cincinnati, OH, USA.
2. Chiu, T.-P., Kitayama S., Yoon C. (2017). Cross-Cultural Differences in Aesthetic Judgments of Products: The Role of Cognitive Styles. Poster presented at Conference of Association of Consumer Research, 2017, San Diego, CA, USA.
3. Chiu, T.-P., Kitayama S., Yoon C. (2017). Culture and Aesthetic Judgment: Are Asians More Tolerant of Object-Context Mismatch? Poster presented at 2017 Convention of Society for Personality and Social Psychology, 2017, San Antonio, TX, USA.
4. Chiu, T.-P., & Ho, C.-H. (2013). The Study of Emotional Responses when Applying Scents to Products. Paper presented at Conference of International Association of Societies of Design Research, 2013, Tokyo, Japan.
5. Chiu, T.-P., & Ho, C.-H. (2009). How Different Lifestyle People Sense Landmarks in Wayfinding Task. Paper presented at The International Conference on Kansei Engineering and Emotion Research 2009, Osaka, Japan.

Grant & Awards

The Grant of Government Scholarship for Oversea Study, Jan 2013
Specialized discipline: Industrial Design
Organization: Ministry of Education, Taiwan (3 years full-amount grant)

Ministry of Education Internship Overseas Fellowship, Jan 2011
Prize: Excellent Grant Awards

Southern Taiwan Innovative Design Exhibition, May 2007
Prize: Honorable Mention
Entry works: Live Show, furniture design

GIGABYTE G-Design Campaign, Feb 2006
Prize: Copper Prize
Entry works: Hope of Delight, electronic prenatal education product

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RESEARCH FOCUS

DESIGN THINKING

HUMAN-CENTERED DESIGN

USER EXPERIENCE DESIGN

PRODUCT DESIGN

AESTHETICS

CONSUMER BEHAVIOR

COGNITIVE PSYCHOLOGY

LANGUAGE

CHINESE
Native spoken & written

ENGLISH
Fluent spoken & written

JAPANESE
Beginning spoken & written