

## TSENG-PING CHIU 丘增平

Associate Professor  
National Cheng Kung University,  
Industrial Design Department, Strategic Design Group  
Principle Investigator | Cross-Cultural Integrated Design (CCID) LAB

Designer / Design Researcher / Design Educator

## HIGHLIGHT

- Core skills in industrial design, user-centered research, and consumer insights
- Research focus on *Cross-Cultural Integrated Design*, *Consumer Psychology*, *Visual Perception*, *Emotional Design*, and *Product Aesthetics*.

## EDUCATION

### Ph.D in Design Science, Sep 2014 - May 2019

University of Michigan, College of Engineering, Integrative Systems + Design Division

Dissertation: Cross-Cultural Difference in Aesthetic Judgments of Product Design

Committee: Prof. Shinobu Kitayama (social psychology, co-chair), Carolyn Yoon (marketing, co-chair),  
Prof. Colleen Seifert (cognitive psychology), and  
Dr. Jeff Hartley (General Motors product research)

### Master of Science in Industrial Design, 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

Committee: Cheng-Heng Ho (industrial design / design cognition, advisor)

Min-Yuan Ma (industrial design)

Chun-Chih Chen (industrial design)

### Bachelor of Design in Industrial Design, Sep 2003 - Jun 2007

National Kaohsiung Normal University, Industrial Design Department, Kaohsiung, Taiwan

## INDUSTRY EXPERIENCE

### Product Designer, Oct 2010 - Nov 2011

Experience Design Center, COMPAL Electronics INC., Taipei, Taiwan

- Designed notebook, tablet, All-in-One PC product design.
- Constructed conceptual design & 3D modeling, rendering.
- Created prototyping & mock-up making.
- Conducted user experience research.
- Managed mass production procedure & quality control.

### Intern Designer, Jan 2010 - Mar 2010

Tokyo Design Center, Tokyo, Japan

- Provided design consultant service at Tokyo Design Center.
- Designed furniture at RF. Yamakawa design studio.
- Developed sustainable design of Eco-material data base at Open House studio.
- Conducted marketing research of advertising at Japan Life Design System.



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👤 Male

📅 1984/12/24

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🌐 [www.ccid-lab.com](http://www.ccid-lab.com)

🌐 <https://www.linkedin.com/in/mattchiu>



## TEACHING EXPERIENCE

### Associate Professor, Aug 2019 - Present

National Cheng Kung University, Industrial Design Department, Tainan, Taiwan

Course: **Cross-Cultural Integrated Design Research** | Graduate level : master & Ph.D. students  
 - Taught the basic theoretical construct in cultural psychology, including self, emotion, and cognition.  
 - Introduced cross-cultural difference in cultural psychology, consumer behavior, and design applications.  
 - Led students to research cross-cultural differences in product design, commercial design, and branding.

Course: **Product Design (Design Studio) (I & II)** | Undergraduate level : sophomore  
 - Introduced students with the process of designing products with basic form or components.  
 - Taught students to design basic product form involving points, lines, planes, and solid form.  
 - Led students learn to observe, analyze, and evaluate products in the marketplaces for innovation.  
 - Explored students' creatively to develop the possibilities of product form design

Course: **Design Thinking Methods** | Undergraduate & Graduate level : sophomore above  
 - Taught design thinking processes and methods including Double-Diamond Model.  
 - Led student to practice design thinking methodology for a real design project.  
 - Demonstrated final design thinking project including Discover, Define, Develop, and Deliver.

Course: **Design Narrative & Design Leadership** | Undergraduate level : junior  
 - Taught storytelling techniques, presentation skills, and elevator pitch.  
 - Led student practice visual design presentation including panel design and slide presentation.  
 - Led student how to collaborate with their team members and taught design leadership experience.

Course: **Introduction Design Theory** | Undergraduate level : freshman  
 - Taught fundamental design theory including design domains, design ethics, and design principles.  
 - Introduced fundamental design history and recent design development.  
 - Led student to practice basic design theory and design project.

### Visiting Assistant Professor, Feb 2020 - Jan 2024 (four times until 2024)

Hitotsubashi University, Business School, Tokyo, Japan

Course: **Design Research Methods** | Graduate level : master & Ph.D. students  
 - Taught advanced design research methods including quantitative and qualitative design.  
 - Introduced design thinking methods and practices.  
 - Led student to execute capstone design thinking project.

### Visiting Scholar, Jul 2023 - Sep 2023

University of Cincinnati, College of Medicine, Department of Biomedical Informatics, Ohio, U.S.A

Corporated Research Project: **Healthcare System Optimization Eye-Tracking Project**  
 - Corporated with Prof. Danny T.Z. Wu for Healthcare Projects.  
 - Applied Eye-Tracking Experiment to optimize healthcare system.  
 - Led research team to integrate physiological data into system coding.

### Graduate Student Instructor, Sep 2017 - May 2019

University of Michigan, Department of Psychology, Ann Arbor, MI, USA

Course: **Entrepreneurial Creativity** | Undergraduate level : sophomore above  
 - Led student teams project including ideation, problem-solving, prototyping making, and exhibition.  
 - Taught course lectures including creative thinking, design research methods, and survey methods.  
 - Evaluated team projects including advise design direction and facilitate team discussion.

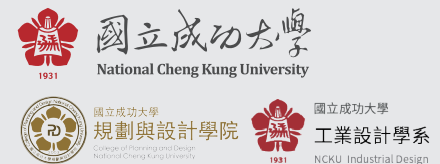
### Instructor, Sep 2013 - Sep 2014

National Kaohsiung Normal University, Industrial Design Department, Kaohsiung, Taiwan

Course: **Fundamental Design** | Undergraduate level : freshman  
 - Taught fundamental design principles including aesthetics, form, color, and 3D form construction.  
 - Demonstrated fundamental design practices including 2D lines, 2D surface, and basic 3D prototype.  
 - Advised students' design practice works and improved student's design acumen.

## TEACHING PHILOSOPHY

from 0 to 1



### INDUSTRY CORPORATED PROJECTS

#### Nestle Cafe - Sustainable Package Design

Corporation: Taiwan Nestle, Nescafe Corporation



好好咖啡永續咖啡盒組 (Grwon Respectfully 2.0) | Duration : April 2023 - April 2024 (12 months)

- Designed whole new product line series called “好好咖啡咖啡組” with Taiwan Nescafe Co., Ltd.
- Created the Innovative Sustainable Package Design including product design and packaging design.
- Facilitated product mass-production and merchandising on the Taiwanese market.
- Awarded 2024 iF Design Award and Taiwan Food Innovation Award

[PROJECT LINK](#)



生生不息1.0咖啡盒組 (Grwon Respectfully 1.0) | Duration : April 2022 - August 2022 (4 months)

- Designed whole new product line series called “生生不息咖啡組” with Taiwan Nescafe Co., Ltd.
- Created the Sustainable Package Design including visual design and structure design.
- Facilitated product mass-production and merchandising on the Taiwanese market.

[PROJECT LINK](#)

#### Logitech - Design for Future Gaming

Corporation: Logitech Co., Ltd, G-series



Goal: Design for Z-Gen Future Gaming | Duration : Sep 2021 - Dec 2021 (3 months)

- Conceptualized design solutions for Future Gaming, Future Workspace, and Future Education
- Conducted 12 workshops with students and Logi designers for design corporation.
- Presented the final design proposal for Logitech Chief Design Officer, Alastair Curtis.

[PROJECT LINK](#)

#### 燦坤 Tsannkeun - Future Technology Experience Innovation Design Workshop

Corporation: Tsannkeun Co., Ltd, Magic Lab



Goal: Design for 2025 Future Living Style | Duration : Feb 2021 - July 2021 (6 months)

- Conceptualized design solutions for 2025 Future Living Styles & Consumer Electronic Products
- Conducted 6 workshops with students and Magic Lab industrial designers for design ideation.
- Prototyped final design proposal for CEO of Tsannkuen Co., Ltd.

[PROJECT LINK](#)

#### Industrial Technology Reseach Institute - Green Hybrid Power Design

Corporation: Industrial Technology Research Institute, Green Energy Department



Goal: Design for next generation Hybrid Power Supply | Duration : Jan 2020 - Mar 2020 (3 months)

- Corporate Identity System (CIS) Design: Logo design, visual identity, and re-branding.
- Industrial Design: conceptual design, form design, 3D prototyping, and working prototyping.
- Interaction Design: System user interface design, system user experience design

[PROJECT LINK](#)

## DESIGN SKILLS

Free Hand Sketch  
Adobe Illustrator CC  
Adobe Photoshop CC  
Adobe InDesign CC  
Pro/ ENGINEER  
Solidworks  
Keyshot  
Cinema 4D  
Prototyping & Mock-up  
Data Visualization  
CMF Studies  
Storytelling (Presentation)

## PROFESSIONAL WEBSITE

[www.ccid-lab.com](http://www.ccid-lab.com)

## PUBLICATIONS (Selected)

1. Chiu, T.P., & Chen, S.W. (2024). **Angular vs. Rounded Perception? The Eye-Tracking Study of Cross-Cultural Differences in Visual Perception of the Relationship Between Product Outline and Its Surface Texture.** In: Rau, P.L.P. (eds) Cross-Cultural Design. HCII 2024. Lecture Notes in Computer Science, vol 14699. Springer, Cham. [https://doi.org/10.1007/978-3-031-60898-8\\_14](https://doi.org/10.1007/978-3-031-60898-8_14). [LINK]
2. Hung, X.Q., & Chiu, T.P. (2024). **The Study of Cross-Cultural Differences in Online Visual Merchandising of Imagery Fluency and Pleasure Between Eastern and Western Consumers.** In: Rau, P.L.P. (eds) Cross-Cultural Design. HCII 2024. Lecture Notes in Computer Science, vol 14700. Springer, Cham. [https://doi.org/10.1007/978-3-031-60901-5\\_4](https://doi.org/10.1007/978-3-031-60901-5_4) [LINK]
3. Huang, G.R., & Chiu, T.P. (2024). **What is Priming You in APP? The Study of Cultural Difference in Consumers' Self-construction and Perception by Exploring the Splash Screen Design for Mobile Banking Apps.** In: Rau, P.L.P. (eds) Cross-Cultural Design. HCII 2024. Lecture Notes in Computer Science, vol 14701. Springer, Cham. [https://doi.org/10.1007/978-3-031-60904-6\\_16](https://doi.org/10.1007/978-3-031-60904-6_16) [LINK]
4. Zhao, R.C. & Chiu, T.P. (2024) **An Eye-tracking Experimental Study on the Influence of Background Visual Effects on Consumer Purchase Behavior in Live Streaming Sales,** in Gray, C., Ciliotta Chehade, E., Hekkert, P., Forlano, L., Ciuccarelli, P., Lloyd, P. (eds.), DRS2024: Boston, 23–28 June, Boston, USA. <https://doi.org/10.21606/drs.2024.870> [LINK]
5. Chiu, T.P., Yang Y.C. (2023). **What is the Team Plasticity of Design Thinking? The Moderation Effect of Team's Conscientiousness and Grit on Design Thinking Process Performance.** Journal of Design 2023; 28(4), 49-72:13115. [LINK]
6. Chiu, T.P., Yang D.J.; Ma, M.Y (2023). **The Intertwining Effect of Visual Perception of the Reusable Packaging and Type of Logo Simplification on Consumers' Sustainable Awareness.** Sustainability 2023; 15(17):13115. <https://doi.org/10.3390/su151713115>. [LINK]
7. Chiu, T.P. (2023). **Does the Visual Background Matter for East Asians? The Study of Cross-Cultural Differences in Consumer's Visual Perception and Recognition of Merchandise with Contextual Display between Americans and Taiwanese.** In P.-L. P. Rau (Ed.), Cross-Cultural Design, 15th Cross-Cultural Design International Conference, held as part of the 25th International Conference, HCII 2023 (pp. 464-478). doi: <https://doi.org/10.1007/978-3-031-35936-1>. [LINK] **Best Paper Award** [Award Link]
8. Chang, C.H, Lien, W.C, Chiu, T.P, Yang, T.H, Wei, C.C, Kuo, Y.L, Yeh, C.H, Liu, B, Chen, P.J and Lin, Y.C (2023) **A Novel Smart Somatosensory Wearable Assistive Device for Older Adults' Home Rehabilitation during the COVID-19 Pandemic.** Front. Public Health. 11:1026662. doi: 10.3389/fpubh.2023.1026662. [LINK]
9. Chen, S.W., & Chiu, T.P. (2023). **The Study of Cultural Differences in Consumers' Visual Perception of Parametric Shape Arrangement Products Between East and West: Applying to Consumer Electronics as Example.** In P.-L. P. Rau (Ed.), Cross-Cultural Design, 15th International Conference, CCD 2023 Held as Part of the 25th International Conference, HCII 2023 Copenhagen, Denmark, July 23–28, 2023 Proceedings, Part I (pp. 447-463). doi: <https://doi.org/10.1007/978-3-031-35936-1> [LINK]
10. Yang, Y.C., & Chiu, T.P. (2023). **The Study of Different Types of Menu Layout Design on the E-Commerce Platform via Eye-Tracking.** In F. Nah & K. Siau (Eds.), HCI in Business, Government and Organizations, 10th International Conference, HCIBGO 2023 held as Part of the 25th HCI International Conference, HCII 2023 Copenhagen, Denmark, July 23–28, 2023 Proceedings, Part I (pp. 314-327). doi: <https://doi.org/10.1007/978-3-031-35969-9> [LINK]
11. Zhao, R., & Chiu, T.P. (2023). **Study on the Weightings of Evaluation Indicators for Factors Influencing Eastern and Western Consumers' Purchase Intentions in Live Streaming E-Commerce Based on the Triangular Fuzzy Number.** In P.-L. P. Rau (Ed.), Cross-Cultural Design, 15th International Conference, CCD 2023, held as Part of the 25th International Conference, HCII 2023 Copenhagen, Denmark, July 23–28, 2023 Proceedings, Part I (pp. 580-598). doi: <https://doi.org/10.1007/978-3-031-35936-1> [LINK]
12. Li, S.C., & Chiu, T.P. (2023). **Research on Retail Media Advertisements and Consumer Requirements - Taking E-Commerce Listing Pages as an Example.** In A. Marcus, E. Rosenzweig, & M. M. Soares (Eds.), Design, User Experience, and Usability, 12th International Conference, DUXU 2023, Held as Part of the 25th HCI International Conference, HCII 2023, Copenhagen, Denmark, July 23–28, 2023, Proceedings, Part II (pp. 106-122). doi: <https://doi.org/10.1007/978-3-031-35696-4> [LINK]
13. Hung, I.C., & Chiu, T.P. (2023). **Exploring the Conceptualization of Active Learning in a Product Planning Course for College Students of Different Cultures from a Design Narrative Perspective.** Paper presented at the 2023 IEEE Eurasian Conference on Education Innovation (ECEI) Conference, Singapore. [LINK]

RESEARCH  
FOCUS

Human-Centered Design  
 User Experience Design  
 Product Design  
 Aesthetics  
 Emotional Design  
 Decision-making Model  
 Consumer Behavior  
 Visual Perception  
 Social Psychology  
 Cultural Cognitions  
 Eye-Tracking Study  
 E-Commerce Platform Design  
 Visual Merchandising Display  
 Consumer Psychology



## PUBLICATIONS (Selected)

14. Chiu, T.P. (2022). **The Integrated Study of Cross-Cultural Differences in Visual Merchandising Design and Consumer's Visual Perception on E-Commerce Platform.** In P.-L. P. Rau (Ed.), *Cross-Cultural Design. Interaction Design Across Cultures* (Vol. 13311, pp. 342-356). Springer Cham. [\[LINK\]](#)
15. Chiu, T.P., Mao, R., & Yang, Y.C. (2022). **What is Your Team Personality Traits? The Role of Convergence Effect Between Team Personality Propensity and Team Performance in Design Thinking Processes.** In G. Bruyns & H. Wei (Eds.), *[ ] With Design: Reinventing Design Modes* (pp. 2235-2253). Springer. [\[LINK\]](#)
16. Yang, C.H., Chiu, T.P. (2022). **An Investigation of Color-Realm Visual Perception: The Effectiveness of Multi-Color Appliance of Design Hotel (DH) Interior Design in Taiwan.** In: *Proceedings of the International Colour Association (AIC) Conference 2022.* Toronto, Canada. [\[LINK\]](#)
17. Fan, C.H., Chiu, T.P. (2022). **The Study of Online Shopping Behavior Differences between Goal-Directed Search and Exploratory Browsing in Intermediate Choice List on E-Commerce.** 2022 6th International Conference on E-Commerce, E-Business and E-Government(pp.156-162). <https://doi.org/10.1145/3537693.3537717> [\[LINK\]](#)
18. Yang, D., Chiu, T.P., and Ma, M. (2022) **Can ritual experience be the jam to stick consumers and service provider? The case study of ritual experience in Disney experience as service design application,** in Lockton, D., Lenzi, S., Hekkert, P., Oak, A., Sádaba, J., Lloyd, P. (eds.), *DRS2022: Bilbao, 25 June - 3 July, Bilbao, Spain.* [\[LINK\]](#)
19. Yang, Y.C., & Chiu, T.P. (2022). **Where is Your Product Hiding Inside Navigation? the Study of Differences E-commerce Website Navigation and Product Category Layer Between U.S., France, Japan, and Taiwan.** In (pp. 405-416): Springer International Publishing. [\[LINK\]](#)
20. Wu D.TY, Zhou F, Su W.C, Vu H, Sahu P, Harnett B, Chiu T.P, Vogel C, Lee JJ. (2021) **A User-Centered Evaluation of a COVID-19 Intelligent Query System (COVID-IQS).** *Stud Health Technol Inform.* 2022 Jun 6;290:824-828. doi: 10.3233/SHTI220194. PMID: 35673133 [\[LINK\]](#)
21. Chiu, T.P. & Yoon, C (2020). **Beyond the Product Appearance: How Does the Consumer's Individual Characteristics Influence Product Aesthetic and Functional Value on the Preference?** Full paper presented at The 8th International Conference on Kansei Engineering and Emotion Research 2020, ISSN: 1650-3686 Tokyo, Japan. [\[LINK\]](#)
22. Chiu, T.P., Mao, R., & Washida Y. (2020). **The Study of the Relationship between Design Thinking Process and Personality Traits: How the Extraversion Personality Influences Empathize Process in the Holistic View?** Full paper presented at The 8th International Conference on Kansei Engineering and Emotion Research 2020, ISSN: 1650-3686 Tokyo, Japan. [\[LINK\]](#)
23. Chiu, T.P., Kitayama, S., Yoon, C., & Seifert, C. (2019). **Cultural Differences in Aesthetic Preference: Does Product-to-Context Match Matter?** In G. Muratovski & C. Vogel (Eds.), *Design Discourse on Culture and Society* (Vol. 5, pp. 264-275). [\[LINK\]](#)
24. Chiu, T.P., Kitayama, S. & Yoon, C. (2019). **Cross-Cultural Differences in Preference and Choice: Does the Beautiful Product Help People Remember it?** Poster presented at 2019 Convention of Society for Personality and Social Psychology, 2019, Portland, OR, USA.
25. Chiu, T.P., & Fretz, E. (2019). **Teaching Design Research: Where is the Entrepreneurial Creativity? The Connection between Individual Creativity and Team Collaboration.** *Dialogue, The Proceeding of the AIGA Design Educators Community Conferences,* edited by Kelly Murdock-Kitt & Omar Sosa-Tzec · 2(1), 14-17, 2019. ISBN: 9781607856405.
26. 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 Deigo, CA, USA.
27. 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.
28. Chiu, T.P. & Ho, C.H (2013). **The Study of Emotional Responses when Applying Scents to Products.** Full Paper presented at The 5th International Conference of International Association of Societies of Design Research, 2013, Tokyo, Japan.
29. Chiu, T.P. & Chang, Y.M, (2010). **The Application of Numerical Definition-Based Systematic Approach in Form of High-Heel Shoes to Image Perception.** Paper presented at The International Conference on Kansei Engineering and Emotion Research 2010, Paris, France.

RESEARCH  
FOCUS

Human-Centered Design  
User Experience Design  
Product Design  
Aesthetics  
Emotional Design  
Decision-making Model  
Consumer Behavior  
Visual Perception  
Social Psychology  
Cultural Cognitions  
Eye-Tracking Study  
E-Commerce Platform Design  
Visual Merchandising Display  
Consumer Psychology

### HONOR & AWARDS

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#### **2024 iF Design Award , Api 2024**

Packaging Design Category

#### **Outstanding Teachers Awards for Participation in Teaching Innovation and University Social Responsibility, Sep 2022**

Award: Innovative Teaching Award

#### **Taiwan Comprehensive University Systems of Innovation Research and Development Results by Young Scholars, Nov 2020**

Prize: Excellent Award | NT\$ 60,000

#### **2020 Acrylic Design Contest , Jul 2020**

Prize: Honorable Mention

#### **KYMCO College Creative Product Planning Design Competition , Jan 2020**

Prize: Sliver Award | NT\$ 40,000

#### **Ministry of Education Overseas Internship Award, March 2012**

Prize: Excellent Grant Awards

#### **Southern Taiwan Innovative Design Exhibition, May 2007**

Prize: Honorable Mention

#### **GIGABYTE G-Design Campaign, Feb 2006**

Prize: Copper Prize

### RESEARCH GRANTS

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#### **General Research Project (國家科學發展委員會一般型研究計畫)**

Organization: National Science and Technology Council (國家科學發展委員會), Taiwan

#### **How Online Shoppers Behave for Attending, Searching, and Checking? Applying Eye-Tracking to Explore the User Experience and Information Visual Display toward Menu Design on the Cross-Border E-Commerce Platform**

Project Code: NSTC 113-2410-H-006-012 | Amount: NT\$ 774,000

Principle Investigator | Duration: Aug 2024 - Jul 2025

#### **The Study of Cross-Cultural Differences in Consumer's Visual Perception of Parametric Shape Arrangement Products – Applying to Consumer Electronics as Example**

Project Code: NSTC 112-2410-H-006-064 | Amount: NT\$ 684,000

Principle Investigator | Duration: Aug 2023 - Jul 2024

#### **The Integrated Study of Cross-Border E-Commerce Differences in User Experience and Culturability of Navigation System on Website Menu Design**

Project Code: MOST 111-2410-H-006-106 | Amount: NT\$ 683,000

Principle Investigator | Duration: Aug 2022 - Jul 2023

#### **The Integrated Study of Cross-Broder E-Commerce Differences in Visual Merchandising Design and Consumer's Visual Perception**

Project Code: MOST-110-2410-H-006-116 | Amount: NT\$ 608,000

Principle Investigator | Duration: Aug 2021 - Jul 2022

#### **Teaching Practice Research Project (教育部教學實踐研究計畫)**

Organization: Ministry of Education (教育部), Taiwan

#### **Design Thinking Team Plasticity: Applying Team Personality Trait to Divergent and Convergent Thinking of Double-Diamond Model for T-Shaped Design Thinker**

Project Code: PHA1120810 | Amount: NT\$ 188,000

Principle Investigator | Duration: Aug 2023 - Jul 2024

### TEACHING PHILOSOPHY

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from 0 to 1



### RESEARCH SKILLS

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Survey: Qualtrics  
Experimental Design  
Data Analysis  
Qualitative Methods  
Quantitative Methods: SPSS / R  
Data Visualization  
Presentation Skill  
Human Factors Research  
User Experience Research  
Physiological Data Measurement  
Eye-Tracking Study Design

## RESEARCH GRANTS

### Undergraduate Research Project (國家科學發展委員會大專生研究計畫)

Organization: National Science and Technology Council (國家科學發展委員會), Taiwan

### The Eye-Tracking Study of Synesthesia Effect between Dinning and Seeing for Z-generation Consumers during the Eating Alone Period

Project Code: 112-2813-C-006-041-H | Amount: NT\$ 51,000

Principle Investigator | Advised Student: Shi-An Sung | Duration: Aug 2023 - Feb 2024

### The Study of Learning Creativity influenced by Prodcut Emotion and Product Characteristics for Z-generation Students in the Post-Pandemic Era

Project Code: 111-2813-C-006-082-H | Amount: NT\$ 51,000

Principle Investigator | Advised Student: Hsiang-Yu Hsieh | Duration: Aug 2022 - Feb 2023

### The Research of E-Commerce Platform Design for Golden Age Generation

Project Code: 110-2813-C-006-142-H | Amount: NT\$ 48,000

Principle Investigator | Advised Student: Sing-Yu Lin | Duration: Aug 2021 - Feb 2022

### Promote innovation Project (經濟部科研成果價值創造計畫，促新創型)

Organization: Technology Development Program for Academia (經濟部), Taiwan

### Post-epidemic and e-Health: Intelligent Health Promotion Service System Project Division: Product Design and Development

Project Code: 111-EC-17-A-02-S6-001 | Amount: NT\$ 27,700,000

Co Principle Investigator | Duration: Aug 2023 - Feb 2024

## FELLOWSHIPS

### International Visiting Scholarship, Jul 2023

Organization: College of Medicine, Department of Biomedical Informatics, University of Cincinnati, U.S.A

Amount: \$USD 6,000

Duration: Jul 2023 - Sep 2023

### Encourage Academic Research, Feb 2021

Organization: Innovation Research and Development Division, National Cheng Kung University, Taiwan

Project Topic: The Integrated Study of Cross-Cultural Difference in Visual Perception and Online Merchandise Visual Presentation Design between the United States and Taiwan

Amount: \$NT100,000

Duration: Feb 2021 - Nov 2021

### Rackham Graduate Student Research Grant, Sep 2017

Organization: Rackham Graduate School, University of Michigan

Amount: 3,000 (USD)

Duration: Sep 2017 - April 2017

### The Grant of Government Scholarship for Overseas Study, Jan 2013

Organization: Ministry of Education, Taiwan (3 years full-funding grant)

Specialized discipline: Industrial Design

Amount: 270,000 (USD)

Duration: Sep 2014 - Aug 2017

### Ministry of Education Internship Overseas Fellowship, Jan 2011

Organization: Ministry of Education, Taiwan

Amount: 5,000 USD

Duration: Jan - Mar 2011

## TEACHING PHILOSOPHY

from 0 to 1



## RESEARCH SKILLS

Survey: Qualtrics

Experimental Design

Data Analysis

Qualitative Methods

Quantitative Methods: SPSS / R

Data Visualization

Presentation Skill

Human Factors Research

User Experience Research

Physiological Data Measurement

Eye-Tracking Study Design

### INVITED PRESENTATIONS & ORGANIZER

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#### Conference Session Chair, July 2024

26th International Conference on Human-Computer Interaction, Washington, U.S.A  
Cross-Cultural Design in Visual Perception  
Session Chair: Tseng-Ping Chiu

#### Conference Session Chair, July 2023

25th International Conference on Human-Computer Interaction, Copenhagen, Denmark  
Kansei Issues in Cross-Cultural Design  
Session Chair: Kuohsiang Chen, Szu-Chi Chen, Tseng-Ping Chiu

#### Conference Session Chair, Dec 2022

14th International Doctoral Forum on Design Research, Shenzhen, China  
Topic: "*Cross-Cultural Design Research and Innovation*"

#### Colloquium Speaker, May 2021

Advanced Institute of Manufacturing with High-Tech Innovation,  
National Chung Cheng University, Chiayi, Taiwan.  
Topic: "*How Do Cross-Cultural Integrated Design Research Influence the Design Industry in the Future?*"

#### Colloquium Speaker, Nov 2018

College of Engineering, Industrial Department, Carleton University, Ottawa, Ontario, Canada.  
Topic: "*Culturally Conscious Design*"

#### Guest Lecturer, Oct 2018

Psychology Department, University of Michigan, Ann Arbor, MI, USA.  
Course: Entrepreneurial Creativity  
Topic: "*Doing Cross-Disciplinary Work*"

#### Invited Presenter, April 2017

Creativity, Innovation & Entrepreneurship Center, National Cheng Kung University, Tainan, Taiwan.  
Talks: Entrepreneurial Master Talk  
Topic: "*The Connection between Design and Entrepreneurship from a Global Prospective?*"

### PROFESSIONAL AFFILIATIONS

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Editorial Committee / Journal of Kansei, Taiwan Institute of Kansei  
Guest Reviewer / International Journal of Human-Computer Interaction  
Guest Reviewer / International Journal of Design  
Guset Reviewer / Journal of Design  
Member / Society for Personality and Social Psychology  
Member / Journal of the Association for Consumer Research  
Member / The Design Society North America  
Member / International Association of Societies of Design Research

### LANGUAGE

Chinese  
Native spoken & written  
English  
Fluent spoken & written  
Japanese  
Beginning spoken & written

PROFESSIONAL  
WEBSITE

 [www.ccid-lab.com](http://www.ccid-lab.com)