

Ed Dorsa, IDSA

Emeritus Associate Professor of Industrial Design
School of Architecture + Design,
College of Architecture and Urban Studies
Virginia Tech

Education

- 1986 The Ohio State University, Department of Industrial Design. **Master of Art in Industrial Design**. Thesis Title: "A Methodology for the Generation of Visual Metaphors to be Used in the Design of 3-Dimensional Objects."
- 1984 The Ohio State University, Department of Industrial Design. **BS in Industrial Design**.

Professional & Administrative Appointments

- 2023 (Spring) Teaching a 5-week module on **Typography** at **Virginia Tech** Industrial Design Program.
- 2022 (Fall) Taught a 5-week module on **Portfolio Design** at **Virginia Tech** Industrial Design Program.
- 2021-2022 Taught two online semesters of **Portfolio & Professional Practice** at **Iowa State University** Department of Industrial Design.
- 2019 (Fall) Taught a 5-week module on **Portfolio Design** at **Virginia Tech** Industrial Design Program.
- 2019 (Fall) Taught two modules: **Professional Practice** (10-weeks), **Portfolio** (5-weeks) at **Virginia Tech** Industrial Design Program.
- 2019 (Spring) **Visiting Professor** in the Industrial Design Program at the **Shanghai Institute of Visual Arts (SIVA)**
- 2019 (Spring) Taught one 5-week module of **Portfolio** at **Virginia Tech** Industrial Design Program.
- 2018 (Fall) **Interim Director** and Adjunct Professor of Industrial Design at the **University of Houston**.
- 2017 - 2018 Program Manager for the **Creativity + Innovation Strategic Growth Area**, Virginia Tech.
- 2017 **Visiting Instructor** for a two-week workshop on **Design and Materials** at the **African Design Centre**, in Kigali, Rwanda hosted by **MASS Design Group**.
- 2017 Appointed **Emeritus Associate Professor of Industrial Design**, Virginia Tech
- 2010 - 2017 **Chair, Industrial Design Program**. School of Architecture + Design, College of Architecture and Urban Studies.

- 2009 – 2011** **Assistant Director, School of Architecture + Design.** College of Architecture and Urban Studies.
- 2008 - 2012** **Commissioner** for the **National Association of Schools of Art and Design (NASAD).**
- 2000 - present** **Visiting Evaluator for Accreditation** for the **National Association of Schools of Art and Design (NASAD).**
- 1998 - 2017** **Associate Professor of Industrial Design.** College of Architecture and Urban Studies, Virginia Polytechnic Institute and State University. **Received tenure 2002.**
- 1995 -1998** **Associate Professor of Industrial Design,** School of Design. College of Architecture & Environmental Design, Arizona State University.
- 1989 -1995** **Assistant Professor of Interior Design,** School of the Arts. Virginia Commonwealth University. **Received tenure and promotion to Associate Professor, 1995.**
- 1986 -1989** **Adjunct Assistant Professor of Interior Design,** Department of Art & Design. College of Design, Iowa State University.

Awards, Recognition, Invited Lectures & Workshops

- 2018** Elected **Director of Sections,** Board of Directors, **Industrial Designers Society of America (IDSA)**
- 2017** **Invited speaker** at the **University of Kentucky,** College of Design, Product Design Roundtable. **“What is Product Design?”**
- 2017** **Industrial Design Society of America 2017 Education Award**
- 2017** **Keynote speaker “Educated Guesses About Design Education,”** at the Eastman Educators Luncheon, at the **2017 IDSA International Conference.**
- 2016** **Invited Lecture: “The Need for Human Centered Design”** at the Shanghai Institute of Visual Arts **11th Annual Summit on the Future of Art and Design Education.**
- 2016** **Invited juror for the Hong Kong Exporters Association, “Smart Gift Awards,”** in Hong Kong, China.
- 2015** **Invited lecturer at Tec de Monterrey.** Monterrey, Mexico. Conducted a two-week workshop on Human Centered Design.
- 2014** **Invited lecture: “Human Centered Design”** at the annual meeting of all Tec de Monterrey campuses (16 in total.)

- 2014** **Invited lecturer at Central South University**, Chang Sha, China. Conducted a two-week workshop on Human Centered Design.
- 2013** **Invited lecturer at Shanghai Institute of Visual Arts**. Shanghai, China. Conducted a workshop in Human Centered Design. Entered into discussions regarding a Memorandum of Understanding for a student and faculty exchange program.
- 2012** As part of an interdisciplinary, collaborative faculty group received the **Virginia Tech 2012 University XCaliber Award**, presented annually by the VT Center for Innovation in Learning to recognize faculty who integrate technology into teaching.
- 2011 & 2012** **Invited juror for the Industrial Design Excellence Awards**, sponsored by the Industrial Designers Society of America, Target Stores and Fast Company Magazine. This is the premier ID award in the United States and one of the major awards internationally, with entries from Europe, Asia and the Americas.
- 2009** Recipient of the School of Architecture + Design Award for **Excellence in Studio Teaching**.
- 2006** Recipient of the **University Certificate for Teaching Excellence**.
- Recipient of the College of Architecture and Urban Studies Award for **Excellence in Outreach**.
- Named by **Design Intelligence** as **"one of the 40 most admired industrial design educators of 2006."**

Selected Publications, and Conference Proceedings

- 2012** Ed Dorsa, Eloise Coupey, Lisa McNair and Tom Martin. **"Design Thinking Meets Computational Thinking - an interdisciplinary exercise on developing smart products."** Presentation and publication at the 2012 the Industrial Designers Society of America International Conference and Education Symposium, Boston, MA, Aug. 2012.
- "Creating Interactive Prototypes."** workshop conducted at Georgia Tech Industrial Design Program for professional and student industrial designers conducted at the 2012 Southern District IDSA Conference in Atlanta, GA April 2012.
- Tom Martin, Eloise Coupey, Lisa McNair, Ed Dorsa, Jason Forsyth, Sophie Kim, and Ron Kemnitzer, **"An interdisciplinary design course for pervasive computing,"** /IEEE Pervasive Computing/, January-March 2012, vol. 11, no. 1, pp. 80-83.
- 2011** Tom Martin, Kahyun Kim, Jason Forsyth, Lisa McNair, Eloise Coupey, Ed Dorsa, **"Discipline-based instruction to promote interdisciplinary design of wearable and pervasive computing products,"** /Personal and Ubiquitous Computing/, December 2011.
- Thomas Martin, Kahyun Kim, Jason Forsyth, Lisa McNair, Eloise Coupey, Ed Dorsa, **"An interdisciplinary undergraduate design course for wearable and pervasive**

computing products,” Proceedings of the 15th International Symposium on Wearable Computers, June 2011, pp. 61-68. (Nominated for best paper)

- 2010** Martin, T., McNair, L., Coupey, E., Dorsa, E., and Kemnitzer, R. **“A case study of an interdisciplinary course for pervasive computing.”** Proceedings of the Third Workshop on Pervasive Computing Education, Copenhagen, Denmark.
- Dorsa, E. and Kemnitzer, R. **“The Design Education Bottleneck.”** Publication and presentation at the IDSA International Design Conference & Education Symposium in Portland, OR.
- 2009** Dorsa, E. and Kemnitzer, R. **“Enhancing Biomedical Design with Design Thinking”** accepted for presentation and publication in the proceedings of the 2009 IEEE-EMBC in Minneapolis, MN.
- 2006** Dorsa, E. **“Objects of Desire”** paper presented in panel discussion at Close Encounters: The 4th European Biannual Conference of the Society for Science, Literature, and the Arts in Amsterdam, Holland.
- Dorsa, E. **“Structured Altruism: A (Hopeful) Future for Consumer Based Societies”** paper presented in panel discussion at Utopian Studies Society, 7th International Conference in Tarragona, Spain.
- 2004** Dorsa, E. **“Social Utopianism In A Market Driven Profession”** presented in a panel discussion at The Utopian Studies Symposium in Oporto, Portugal.
- Invited presentation at the Carilion Biomedical Institute’s Spring Biomedical Forum entitled **“Industrial Design & Biomedical Applications.”**
- 2003** Invited presentation, **“Digital Technology & Industrial Design Education”** at the IDSA National Education Conference in New York City.
- 2000** Dorsa, E. **“Industrial Design: A Great Leap Forward?”** Refereed paper, presentation and publication in conference proceedings at IDSA National Education Conference, at University of Louisiana, Lafayette, LA.
- 1999** Dorsa, E. and Walker, S. **“Making Design Work: Sustainability, Product Design and Social Equity.”** This paper was subsequently peer reviewed and accepted for publication in The Journal of Sustainable Product Design, V1, #1, pg. 41-49.
- 1998** Dorsa, E. and Walker, S. **“Realities vs. Ideals; How They Reflect on the Values of Design.”** Paper presentation and publication in conference proceedings of IDSA National Educational Conference, at California State University at Long Beach, in Long Beach, CA. Best Paper Award. Re-presented at the IDSA National Conference in San Diego.