

WILLIAM BULLOCK

Professor of Industrial Design and Program Chair
University of Illinois at Urbana-Champaign

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OVERVIEW

- 30+ years of design administration, research, consulting, outreach, and teaching experience.
- Directed Industrial Design programs at three major universities (Auburn University, Georgia Institute of Technology and the University of Illinois at Urbana-Champaign).
- Received over \$2.6 million in design research, grants and gifts.
- Successful track record in program building, outreach, and student recruitment.
- Extensive experience in multidisciplinary research and program development.
- Active membership in the Industrial Designers Society of America, holding various leadership roles for over three decades, including Vice Chair, World Design Foundation, Member of the Executive Committee and Board of Directors, and Chair of the IDSA National Education Conference.
- Elected to the IDSA Academy of Fellows (FIDSA), 1992.
- Experienced accreditation evaluator for the National Association of Schools of Art and Design (NASAD), specializing in industrial design and design programs at prominent institutions of art and design.
- Collaborative working relationships with global corporations such as Boeing, Dell, Samsung, Whirlpool, Kimberly-Clark, HON Industries, Intergraph, Kellogg's, Rheem, Coca-Cola, and Xerox.

EDUCATION

Bachelor of Industrial Design, Auburn University, 1965.

Master of Fine Arts in Design, University of Kansas, 1973.

EMPLOYMENT

University of Illinois at Urbana-Champaign

Professor, University of Illinois Urbana-Champaign, 2009-present.

- Development new research initiatives while teaching full-time.

Chair, Industrial Design Program, 2004-2005, 2006-2009

Director, Product Interaction Research Laboratory (PIRL), 2003-present.

- Initiated major curriculum restructuring effort; graduate program direction.
- Conducted interdisciplinary research initiatives/Product Innovation Research Laboratory (PIRL).
- Responsible for curriculum planning and restructuring.
- Co-directed "Impact," a major IDSA design conference hosted at the University.

Professor of Industrial Design, Faculty Excellence Hire, 2000-present.

- Founder and director of Product Innovation Research Laboratory (PIRL), linking academia and industry (design, business and engineering).
- Multidisciplinary teaching and research with business, design and engineering.
- Graduate Program Coordinator, Industrial Design.

Georgia Institute of Technology

Professor, Georgia Institute of Technology, 1998-2000.

- Development new research initiatives while teaching full-time.

Director, Industrial Design, College of Architecture, Georgia Institute of Technology, 1988-1998.

Director, Collaborative Product Development Laboratory (CoLab), 1993-1998.

- Responsible for program direction budget, curriculum development.
- Directed the Collaborative Product Development Laboratory (Co-Lab), 1993-1998; industry research with multidisciplinary teams from business, design and engineering.
- Tripled undergraduate enrollment; initiated new graduate program.

University of South Australia

Visiting Professor, University of South Australia, Second Semester, 1998.

- Participated in program planning and restructuring.
- Managed a collaborative international research project.
- Developed an international student exchange program.

Auburn University

Head, Industrial Design, School of Architecture and Fine Arts, Auburn University, 1977 to 1988.

- Administered undergraduate and graduate programs.
- Developed a summer outreach program, "Introduction to Art, Architecture and Design."
- Collaborative research with industry and other university programs.
- Doubled undergraduate enrollment.

University of Kansas

Assistant to Department Chairman and Director, Art Division of the Midwestern Music and Art Camp, University of Kansas, 1973 to 1977.

- Assisted Department Chairman with new program initiatives, curriculum and administrative work.
- Worked closely with program directors and faculty in all Art and Design programs.
- Managed Art Camp Division of Midwestern Music and Art Camp, high school recruitment.

Assistant Professor, Industrial Design, University of Kansas, 1973 to 1977. Granted tenure but left to accept Director of Industrial Design position at Auburn University.

Instructor, Industrial Design, University of Kansas, 1971 to 1973.

Industry Experience

Industrial Designer, Jensen Engineering, Kansas City, Missouri, 1970 to 1971, designed consumer electronic products and industrial test equipment.

Patent Draftsman, Fishburn, Gold and Litman, Kansas City, Missouri, 1970.

Staff Designer, Baugh-Deines, Inc., 1969 to 1970; industrial design consultancy; Coleman a major client.

Associate Engineer, Boeing, 1966 to 1967.

Consultant to Industry, Lee Payne Associates, Atlanta, Georgia, 1977-1988; and Alsup-Watson Associates (AWA), Conyers, Georgia, and others, 1977-present.

SELECTED COLLABORATIVE RESEARCH AND GRANTS

“New Market Product Opportunities”, proprietary sponsor., Principal Investigator with K. Reeder, (industrial design), and H. Yuan (marketing) and B. Lilly (engineering), August- December 2009, \$30,000.

“User Centered Product Opportunities”, proprietary sponsor., Principal Investigator with A. Lobos, (industrial design), and H. Yuan (marketing) and B. Lilly (engineering), January-June, 2009, \$30,000.

“New Channel Product Research”, proprietary sponsor, Principal Investigator with K. Reeder (industrial design), B. Lilly (engineering) and H. Yuan (marketing), August 2008- June 2009, \$45,000.

“Global Incubator Research and Development”, proprietary sponsor, Principal Investigator with K. Reeder, B. Lilly, and H. Yuan, 2008, \$30,000.

“Development of New Brand Opportunities,” Whirlpool Corporation, Principal Investigator with M. Arends, 2006 -2007, \$25,000.

“Emerging Market Opportunities,” Kimberly-Clark Corporation, Principal Investigator with M. Arends, D. McDonagh, A. Fekete, and J. Gungi, 2005-2006, \$30,000.

“Emerging Trends in Printing Technology,” Dell, Inc., Principal Investigator with M. Arends, 2004-2005, \$5,000 grant.

National Collegiate Inventors and Innovators Alliance, Advanced E-Team Grant, Lemelson Foundation, “Balance Sport Wheelchair,” Principal Investigator with A. Fekete, K. Nam, March 2004-2005, \$16,400.

HON Industries, “Research and Development of New Office Seating Products,” Principal Investigator with M. Philpott, 2002-2003, \$56,099 (includes a \$10,000 grant).

Samsung Design America, “Design Solutions for the Business Environment, Principal Investigator with A. Fekete, K. Nam, and R. Lopez, 2002, \$12,000 (equipment).

University of Illinois at Urbana-Champaign, Office of the Vice Chancellor for Research/College of Fine and Applied Arts/Motorola, Grant for Design Usability, Product Interaction Research grant, 2001, \$25,000.

The Coca-Cola Company, “ Study to Develop New Dispenser Concepts,” Principal Investigator with H. Lipkin, 1999-2000, \$30,000.

The Coca-Cola Company, “Research and Development of New Packaging Solutions,” Principal Investigator with L. Justice, 1999, \$30,000.

Intergraph Computer Corporation, “A Collaborative Study of the Impact of New Systems In Computing,” Principal Investigator with K. Kahn and J. Budd, 1998-1999, \$45,000.

“A Study of Future Workplace Needs for Information Appliances,” Dell Computer Corporation (now Dell, Inc.), Principal Investigator with J. Budd, 1998, \$24,000.

Sto Corporation, “Development of Wall Cladding Product Systems,” Principal Investigator with R. Kangari and J. Elliott, 1998, \$45,000.

Kellogg’s, “Collaborative Product Development of New Food Trends and Packaging,” Principal Investigator with Ken Kahn, 1998, \$15,000.

The Coca-Cola Company, “Design Development Needs for Global Markets,” Principal Investigator with Harvey Lipkin, 1997. \$30,000.

Liveworks Inc. (Xerox), "Interactive Technology in the Higher Education Market," Principal Investigator with Ken Kahn and Harvey Lipkin, 1997, \$30,000

State of Georgia Initiative to Enhance the Competitiveness of the Food Processing Industry, "Quality Enhancement of Fried Foods through Computer Visualization of The Frying Process," Principal Investigator with M. Chinin and M. Sinclair, 1997-1998, \$159,494.

Rheem, "Investigation of New Technology Applications," Principal Investigator with H. Lipkin, 1997, \$45,000.

Automated Systems International, "Design Development of an Automated System," Principal Investigator with Lee Payne and Steve Dickerson, 1996-1997, \$63,593.

Murray, Inc., "Product Innovation: New Idea Development," Principal Investigator with T. Hardy, 1996, \$45,000.

Neodyne Corporation, "Study of New Technology Market Applications," Principal Investigator with Ken Kahn, 1996, \$40,000.

SELECTED PUBLICATIONS AND PRESENTATIONS

Bullock, William, "Industrial Design Education: A Historical Perspective," Auburn University School of Architecture, Design and Construction, January 2007.

Bullock, William, "Grade Inflation and the Competitive Environment," panel moderator with leaders in design education and industry, IDSA National Conference on Design Education, 2006.

Bullock, William, "The Need for New Knowledge: Developing the Knowledge Base of Industrial Design," Keynote Address published proceedings of the IDSA National Conference on Design Education, 2002.

Bullock, William, "Windswept Styling: Can We Teach It?" in the published proceedings of the IDSA National Conference on Design Education, p. 65, 2000.

Bullock, William, "Product Anxiety in the Global Village," invited address in the published proceedings of the 1st International Workshop on Internationalization of Products and Systems, p. 15, 1999.

Bullock, William, and Lorraine Justice, "A Future Role for Research Universities," in the published proceedings of the IDSA National Conference on Design Education, 1999.

Bullock, William, and Lisa Hood, "Getting Back On Line- Educating for the Information Age," in the published proceedings of the IDSA National Conference on Design Education, 1999.

Bullock, William, and Lorraine Justice, "Creating Strategic Partnerships with Research Universities," *ICSID News*, June 1998.

Bullock, William, and Jim Budd, Dell Computer Corporation, "A Study of Future Workplace Needs for Information Appliances," a Report to Dell Computer Corporation, 1998.

Bullock, William, "Benchmarking Industrial Design Education: An Urgent Need," *Papers*, published proceedings of the Industrial Designers Society of America Design Education Conference, 1993.

ACADEMIC AND PROFESSIONAL ORGANIZATIONS

National Association of Schools of Art and Design (NASAD)

- NASAD Accreditation Evaluator, Philadelphia University, North Carolina State University, Cleveland Institute of Art, The Ohio State University, Milwaukee Institute of Art and Design, Academy of Art College, Rhode Island School of Design, University of Cincinnati and Columbus College of Art and Design, University of the Arts (pre-NASAD review), University of Bridgeport and Western Michigan University (1992-present), and Arizona State University (pending). Consultation: University of Kansas Department of Design Graduate Program review, North Carolina State University Industrial Design graduate program review.
- Chair, NASAD-IDSA Liaison Committee (1991-92).

Industrial Designers Society of America

- National Education Council, 2007-present.
- National Office Nominations Committee, 2006.
- World Design Foundation, Vice President, 2005 – present.
- SAGE Section, Chair 2000 and 2006-present.
- Elected to The Academy of Fellows (FIDSA) 1992.
- Chair and organizer of National Design Education Conference, 1989 -1990
- Member, Executive Committee and Board of Directors and planning committee, 1989 & 1990.
- Co-chair, Midwest Design Conference, 2005; education program, 2006.
- Co-chair, Conference on Design Education, 1993 and 1994.
- Chair, Southern District Conference, 1986 and 1987.
- Vice President, Southern District, 1984 and 1985.
- Founder, Carolina and Tennessee Valley Chapters, 1984-1985.

HONORS

University of Illinois, School of Art and Design, Incomplete List of Teachers Ranked as Excellent.

Georgia Tech College of Architecture Distinguished Professor Award.

Fellow, Industrial Designers Society of America (IDSA Fellowship Award).

Honorary member, Union Française des Designers Industriels (UFDI), France.

Industrial Designers Society of America Service Awards.

Honorary member, Union of Soviet Designers (USID), USSR.

Kudos Awards, Industrial Designers Society of America.

International Congress of Societies of Industrial Design Commendation.