

Alan P. Wier

Curriculum Vitae

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Education

Master of Business Administration 1978
University of Illinois, Urbana 1976 - 1978

Bachelor of Architecture 1976
University of Illinois, Urbana 1973 - 1976

Illinois Institute of Technology, 1972 - 1973
Architecture
Chicago, Illinois

Northern Illinois University, 1969 - 1972
Visual & Industrial Design
DeKalb, Illinois

ExperienceProfessional Experience

Independent Futures Trader 2001 – present

Scient 2000 – 2001
Customer Experience Architect
Chicago, Illinois USA

Retail Planning Associates 1995 - 2000
VP Interactive Application Strategy & Design
Columbus, Ohio USA

WierDESIGN Consultants 1980-present
Principal

Project Control, Inc. 1978-1980
Marketing coordinator
Assistant Project Manager
Chicago, Illinois USA

Academic Appointments

The Ohio State University 1988 - 1995
Assistant Professor of Industrial Design
Department of Industrial Design

Purdue University 1980 - 1988
Assistant Professor of Art & Design
Department of Creative Arts

Section A:**Instruction**Masters Students Thesis Advisor, The Ohio State University

"Utilization of Computer Aided Instruction in Teaching Human Factors to Industrial Design Students", Jong-Ho Lee, M.A. 1992, Major, Design Development. Co-advisor, Mohamad Parnianpour.

"Mass-Customization Utilizing Interactive Systems", Suining Ding, M.A. 1993, Major, Design Development

Masters Students Committee Member, The Ohio State University

"A Flexible Management Model: Improving the Performance of an Innovative Team during the Product Design Decision Process", Tung-Jung Sung, M.A. 1990, Major, Design Management. Co-advisor with Prof. Wallschlaeger.

"Airport Information and Ticketing Systems", Craig Harbauer, M.A. 1989, Major, Design Development. Major advisor, Prof. Koncelik.

Undergraduate Courses taught 1988 - 1995, Ohio State University

Sophomore 2D Design Studio I, Autumn 1988

Sophomore 3D Design Studio II, Winter 1990, 1991, 1992, 1993, 1994

Sophomore 3D Design Studio III, Spring 1989, 1994

Industrial Design History, Spring 1989, 1990

Junior Interior Space Studio I, Autumn 1992, 1993

Junior Interior Space Studio II, Winter 1989, 1994

Junior Interior Space Studio III, Spring 1992, 1993

Product Graphics Studio, Spring 1991

Interior Design Drawing Studio, Autumn 1988, 1989, 1990

Interior Lighting Design, Winter 1989, 1990

Interior CAD Studio, Winter 1992, 1993, 1994, 1995

Materials & Processes, Autumn 1989, 1990, 1991, 1992, 1993

Senior Interior Space Studio I, Autumn 1991

Senior Interior Space Studio II, Winter 1991, 1995

Advanced Computer Graphics for Designers, Spring 1990, 1994, 1995

Independent Individual and Group Studies, 1988-1995

Graduate Studies, 1991, 1992, 1993, 1994, 1995

Thesis, 1992

Masters Students Major Professor, Purdue University

Visual Design in England: A Comparison of London Transport and British Rail Visual Identity," Salmah Mansor, M.A., 1981, Major Professor on Project.

"Self-Sufficient Housing: Thesis," Kevin Smith, M.A., 1983, Major Advisor and Member of Graduate Committee.

"Remote Site Emergency Services Vehicle System" Ana Maria Maxim, M.A. 1987, Major Professor on Project.

Masters Students Committee Member, Purdue University

"Teaching Three Dimensional Design Fundamental Concepts and Principles to Elementary School Children," Peter Sandford, M.A. 1986, Member of Graduate Committee.

"Architextural Wall Hangings," Ann Plevin, M.A., 1984, Member of Graduate Committee.

"Chiao-Tung Bank Interiors, Taipei, Taiwan, Research and Design," Cathy Ting, M.A. 1984, Member of Graduate Committee.

"Apollo Meridian Hotel Interiors, Taipei, Taiwan, Research and Design," Li Ching Hsu, M.A., 1984, Member of Graduate Committee.

"New Art and Design Building, Purdue University, Architecture and Interiors, Research and Design," Dao, M.A., 1984, Member of Graduate Committee.

Undergraduate Courses taught 1980 - 1988, Purdue University

Freshman 2D Design Studio I, 1980 to 1988

Freshman 3D Design Studio II, 1981 to 1988

Sophomore General Design Studio, 1980 to 1988

Materials and Processes Studio , 1981 to 1985

Sophomore Interior Design Studio, 1981 to 1983

Junior Industrial Design Studio I, 1985 to 1988

Junior Industrial Design Studio II, 1986 to 1988

Design Methodology, 1984 to 1988

Design History, 1981 to 1988

Design Research , 1984 to 1988

Presentation Methods, 1984 to 1985

Undergraduate Independent Study , 1982 to 1988

Graduate Design Seminar, 1981 to 1988

Independent graduate study in Industrial, Interior, Visual, Environmental, and Textile Design, 1981 to 1988

Extension and Continuing Education Instruction

1988 ID 693, Introduction to AutoCAD. A Continuing Education course taught to four recent Department of Industrial Design Graduates.

Invited Lectures, The Ohio State University University

1990 "An Overview of Interior Design Evolution", A lecture/slide presentation to ID 160, Introduction to Industrial Design, February 5, 1990.

Invited Lectures, Purdue University

1981 "LARS: A Plan for the Future," Presented to the directors of the Laboratory for Applications of Remote Sensing, Purdue University.

1982 "Design and the Crafts Tradition," Presented to the Fine Arts Graduate Seminar, Department of Creative Arts, Purdue University.

1983 "The Visual Design of Resumes," Presented to the faculty of the business writing program, English Department, Purdue University.

1984 "Successful Resumes," A roundtable discussion by selected faculty, placement staff, and local business persons presented to the faculty of the Business Writing Program, English Department, Purdue University, West Lafayette, Indiana.

Section B.

Student Services

Academic Advising

1988-1989 Acted as direct enrollment and career advisor for 15 undergraduate students in the Department of Industrial Design. Average two hours per week.

1989-1993 Acted as direct enrollment and career advisor for 26 undergraduate students in the Department of Industrial Design. Average two hours per week.

Advisor to Student Groups and Organization

1988-1989 Acted as an advisor for Design Circle, a student design organization, and assisted them with the development of the annual Department of Industrial Design Student Show held in the Spring Quarter. Average two hours each week Autumn, Winter and Spring Quarters.

Section C.

Research, Creative, or Other Scholarly Activities

Panel Participation

Panel Chair for, "Current Applications of Human Factor Information in Industrial Design", at Interface '91, the Seventh Symposium on Human Factors and Industrial Design in Consumer Products, 1991.

This juried panel brought together a diverse group of industrial designers to present and discuss their recent efforts concerning human factors. The panel included: Walton Sparks, Frigidaire; David Jenkins, Steelcase; and Gregory Daigle, Daigle Design and Iconos.

Invited Panel Chair at Interface '93, the Seventh Symposium on Human Factors and Industrial Design in Consumer Products, 1993.

Published Papers

"Human Factors and Industrial Design (Are We Really Working Together?)", Proceedings of the Third National Symposium on Human Factors and Industrial Design in Consumer Products, 1982, Co-authored with Professor Gregory Brown, Purdue University.

The Interface Symposium in a bi-annual meeting jointly sponsored by the Human Factors and Ergonomics Society and the Industrial Designers Society of America (IDSA). This juried paper to the 3rd bi-annual Interface Symposium addresses the concerns and issues for solidarity between industrial design and human factor practitioners.

"Computer-aided Anthropometric Design and Assessment for Industrial Designers", Papers - Conference on Design Education: Educating the 90's, 1989, pg. 206-211.

This paper to the first juried IDSA Design Educators Conference reports on the application of computers for anthropometrics. The report establishes the outline for feasible and economic anthropometric simulations utilizing computers. It establishes the direction of research for the next several years.

"Computer-aided Visualization of the Human Body for Industrial Designers", Proceedings, ACM/SIGUCCS User Services Conference XVIII, 1990.

This juried paper to the annual conference, Special Interest Group for Computing Services of the Association of Computing Machinery, reports on developments of on-going research sponsored by the University. The research investigates the potential of Macintosh based software to visualize the human body for human factor purposes.

Published Papers (continued)

"The Industrial Designer's Anthropometric Problem Solving Needs, A Survey of the Profession's Requirements for Anthropometric Information and Procedures",

Papers - Strategies for Educating Designers in the Post Industrial Society, 1990, pg. 224-230.

This juried paper to the 1990 IDSA Design Educators Conference reports on the results of a University sponsored national survey. The survey requested responses from designers regarding their need and application of human factor information.

"HumanFit - The Next Generation Anthropometric Tool for Designers", Proceedings, Interface '91, the Seventh Symposium on Human Factors and Industrial Design in Consumer Products, 1991, Co-authored with Jong-ho Lee and Stephen Spencer.

This juried paper reports on the on-going progress of a University sponsored seed grant research project. Co-authorship credit was given to Jong-ho Lee and Stephen Spencer for their participation in the project. HumanFit is Macintosh based software which provides visualization of human and product interaction for human factor evaluation.

"Controlling the Anthropometric Design Process, The HumanFit Hypertool", Proceedings, IDSA Design Education Conference: Attitudes Toward Design Education, 1991, Disk 2.

This juried paper reports on the development of a Hypercard stack human factors tool. The stack assists designers in defining human factor objectives and requirements for a project.

"ADA and High Speed Railcar Interiors: Equal Access for All Travelers", Proceeding, Interface '93, the Eighth Symposium on Human Factors and Industrial Design in Consumer Products, 1993.

This juried paper reports on a student project conducted jointly by product and interior design majors during the Spring Quarter, 1992. It explores American with Disabilities Act issues within High Speed Railcars.

"A Comparison of Prototyping Economies: A Case Study of Physical vs. Computer Modeling", Proceeding, Interface '93, the Eighth Symposium on Human Factors and Industrial Design in Consumer Products, 1993.

This juried paper reports on a case study conducted at Crown Equipment Corp. in 1992. It establishes the value of computer modeling during the conceptual design phase in terms of both saving time and money for the design practitioner.

Research Activities

Proposals Funded

"Study and recommendations for technology transfer efforts at the Laboratory for Applications of Remote Sensing (LARS/Purdue)", 1981.

This study was funded by Purdue Continuing Education, \$12,500, under the auspices of the director of Independent Studies, in order to increase access to, and dissemination of educational offerings of LARS. The study was executed with co-investigator Professor Gregory Brown, included employment of a graduate student and several support people. A detailed research report was prepared and presented to Continuing Education and LARS staff.

"Anthropometric Simulation and Modeling Field Work", Funded by University Small Research Grant @ \$876.00 on May 31, 1989.

This grant funded travel for interviews and site visitation. The purpose of the project was to determine the state of the art in computer-aided anthropometric simulation and visualization. Sites visited included: Wright-Patterson AFB Medical Research Facility; Caterpillar Design & Engineering Facilities; and Prime Computer R&D Facilities.

"Visualizing the Human Body with Computer Models", Funded by College of the Arts Direct Faculty Support Grant @ \$1452.00 on November 27, 1989.

This grant funded a national survey of anthropometric information needs and procedures by designers. Funding paid for an undergraduate student assistant and costs of the survey. The survey requested information from over 600 designers utilizing human factors as part of their work. Analysis of responses indicated significant need for improvements in visualization, information access, and information packaging.

"Development of a Computer-aided System for Anthropometric Workplace Design and Assessment", Funded by University Seed Grant @ \$12,500.00 on February 28, 1990.

This grant funded development of computer-aided anthropometric design tool utilizing the Macintosh platform. A graduate student, Jong-ho Lee, was funded at 50%. Stephen Spencer, computer scientist and research specialist at The Advanced Center for Computing in Art & Design also donated his time. The project work included development of various anthropometrically correct human models and development of a Macintosh application, "HumanFit", to visualize and control the human model.

**Research &
Creative Activities**

Proposals Submitted

"The Study of, and Intervention in, The Physical Environment of Business Unit #3, Inland Fisher Guide", \$60,000 requested from Inland Fisher Guide/ United Auto Workers/ The Ohio State University Cooperative Research Project, June 1989. Principle investigator with Profs. Butter, Goeller, and Koncelik as co-investigators.

The Cooperative Research Project was a unique joint venture between business, labor and higher education to study and affect the culture of the work place. The purpose of this funding request was to study and make physical improvements to the working environment as it was re-organized to transition to a world class manufacturing system.

"Development of Instructional Software and Visualization Tools for Core Studies in Anthropometrics", \$11,773 requested from Apple Academic Development Donation for 1990. Principle investigator. OSURF Proposal Submission Number 33462-55-00.

The funding request was to provide Apple Macintosh hardware dedicated to applying the results of the Seed Grant Project to the classroom.

1990 - "The Development of Interactive Videodisks for Teaching Industrial Design". Submitted jointly with Prof. Virginia Weinhold.

The funding request to Commodore Computer to acquire Amiga 2500/30 computers to provide interactive control of videodisk players. The proposed content of the videodisks would provide still and moving images related to several subjects. These included: out own research interests (computer generated images), manufacturing materials and processes, design methodology, and design history.

1991 - "The Development of Application Guides for a New Panel System". Submitted to Haworth Furniture Co., Holland, Michigan for the Autumn Quarter 1991 as a senior interior space collaborative project. On hold pending future funding.

"Human Factor Application During Product Design Conceptualization", \$20,000 requested from the National Endowment for the Arts USA Fellowship Program, September 1992. Principle investigator.

The purpose of this Fellowship request was to conduct case studies at several sites across the United States. The case studies would document the human factor requirements and processes during conceptual design for a product at each site..

"Towards a Unified Quantitative Approach to Design, Analysis, and Synthesis of Human Performance and Interaction with the Environment", \$59,846 requested from The Ohio State University Office of Research Interdisciplinary Seed Grant Program, November 1992. Co-investigator with Profs. Kamran Barin and Mohamad Parnianpour.

An interdisciplinary project between medicine, engineering, and industrial design. The purpose for the request was to model a computer-aided tool for studying human performance. The tool would provide visualization features, bio-mechanic analysis, and diagram the optimum physical behavior of human interaction with the environment over time.

**Research &
Creative Activities**

Proposals Submitted (continued)

"Nurturing a System for Recycling in Ohio: A Symposia", \$5,000 requested from the Educational Fund of the Ohio Environmental Protection Agency, May 1993. Co-sponsored with the Institute of Scrap Recycling, Inc.

The purpose of this request was to begin serious discussion, goal establishment and networking between the various groups concerned with recycling in Ohio. These groups include designers, manufacturers, material suppliers, engineers, purchasing agents, and scrap recyclers.

Exhibition of Creative Work

Furniture - Chaise Lounger, upholstered, frame of Urethane Rigid
Foam and fiberglass
Art & Design Faculty Show, December, 1983
Stewart Center Gallery, Purdue University, West Lafayette, IN

Furniture - Dining Room Chairs, cherry wood
Art & Design Faculty Show, January, 1984
Stewart Center Gallery, Purdue University, West Lafayette, IN

Furniture - Folding Tables, multimedia: wood and alucobond
College of the Arts Faculty Exhibition, October, 1988
Sullivant Hall Gallery, The Ohio State University, Columbus, OH

Section D.

Professional Work

Project Control, Inc

Company brochures for Project Control, Inc: 1978-1980

"Its Your Move"

"The Little Giant"

"Energy Management Program"

"Project Management as a New Municipal Approach"

"4th District Circuit Courts Building, Maywood, Illinois"

"Wastewater Project Management"

"Hospital Project Management"

"Construction Loan Management Program"

On-site contractor coordination and inspection for, Cook County Jail renovation, a \$10 million maximum security detention facility with four separate prime contractors. 1978.

Close-out, new Cook County Jail, \$25 million medium security detention facility with 23 separate prime contractors. 1979.

Estimation and quantity survey for \$100+ million US. Embassy in Moscow. 1979.

On-site inspector, United Airlines, 40,000 sf underground computer facility expansion. 1980.

Section D.

Professional Work (cont.)

WierDesign

Pearlman Therapy Clinic, West Lafayette. 1983

Design marketing consultant services to DR Design. 1984.

Industrial design services as consultant to the Indiana Design Consortium. Redesign of commercial restaurant equipment: ovens, broilers, deep fryers. 1984.

James May residence, West Lafayette, Indiana. 1987.

Space planning, interior graphics, and promotional illustration for 30,000 square foot retail store for Micro Center Computers, Columbus, Ohio. 1990-91.

Computer generated promotional illustrations for three new stores for MicroCenter Computers, prepared on Aldus Freehand 3.0 with Linotronic output. Each store approximately 30,000 square feet. 1991.

Interface Design, Graphic Production, Video Production and Compression for Retail Planning Associates, Modus/Chrysler Interactive System Project, Columbus, Ohio, 1995

3-D Visualization for Retail Planning Associates, Levi Concept Shop, prepared on Alias and 3D Studio Max, Columbus, Ohio, 1995

3-D Visualization for Panacea Products, Merchandise Displays, prepared on AutoCAD and 3D Studio Max Columbus, Ohio, 1995

3-D Visualization for Abbot & Abbot Architects, Wick Residence, prepared on AutoCAD and 3D Studio Max, 1995

Section D.

Professional Work (cont.)

Retail Planning Associates

Major Projects Include:

Modus/Chrysler Interactive System - Interface Design, Graphic Production, Video Production and Compression, 1995 – 1996

Microsoft Interactive Touchpoint – Project Management & Planning, Interactive Strategy and Customer Experience, Interface Design, 3-D Visualization, 1996

MSN Promotional CD - Project Management & Planning, Interactive Strategy and Customer Experience, Interface Design, Content Management, 1996 – 1997

Kodak Worldwide Store Merchandising Guide - Project Management & Planning, Interactive Strategy and Customer Experience, Interface Design, 3-D Visualization, 1997

TotalCom / Bell World Interactive System - Project Management & Planning, Interactive Strategy and Customer Experience, Interface Design, 3-D Visualization, 1997 - 1999

AutoNation Web Site - Project Management & Planning, Interactive Strategy and Customer Experience, Interface Design, 1998

Adidas In-store Interactive Promotion / Integrated Web Strategy - Project Management & Planning, Interactive Strategy and Customer Experience, 1999

AutoZone In-store Systems and Web Site Integration - Project Management & Planning, Interactive Strategy and Customer Experience, 1999 - 2000

Section D.

Professional Work (cont.)

Scient

Major Projects Include:

Qwest Communication – Web site, Business to Business marketing and client account tools – Information Architecture, 2000

CivicServices.com – eGovernment Web Site provider – research and strategy, 2000

Mergence / Johnson Wax Professional – Web site, Business to business exchange and portal, Information Architect and prototype manager, 2000

Bobcat / Ingersoll-Rand – Web site, Business to business, field research, knowledge management, conceptual maps, information architect, rapid prototyping., 2000 - 2001

Memberships

Memberships in Academic, Professional, and Scholarly Societies

Society for Marketing Professional Services (SMPS), 1979
Full member, Charter Member Chicago Chapter
Member Executive Committee, Chicago Chapter, 1979

American Institute of Architects (AIA), 1979
Associate Member, Chicago Chapter
Member Public Relations Committee, 1979

Industrial Designers Society of America (IDSA), 1981
Associate Member
Indiana Chapter Program Chairperson. 1982-1984

Human Factors and Ergonomics Society (HFES),
Full Member, 1993

Service Activities

Speeches , Seminars, Workshops & Conference Activities

"LARS: A Plan for the Future," Presented to the directors of the Laboratory for Applications of Remote Sensing, Purdue University. 1981

Industrial Designers Society of America Biennial Educators Conference; Topic: Design, Computers and Education. Acted as coordinator for portions of the conference in assisting conference chairman Professor Tom David, Purdue. Purdue University, June 4-6, 1982.

"Design and the Crafts Tradition," Presented to the Fine Arts Graduate Seminar, Department of Creative Arts, Purdue University. 1982

"The Visual Design of Resumes," Presented to the faculty of the business writing program, English Department, Purdue University. 1983

"Successful Resumes," A roundtable discussion by selected faculty, placement staff, and local business persons presented to the faculty of the Business Writing Program, English Department, Purdue University, West Lafayette, Indiana. 1984

Conducted workshop on the utilization of word-processing, spreadsheets and CAD for interior designers, at The Interior Design Educators Council (IDEC), National Convention in Cincinnati, OH April 19, 1989.

Summer Lighting Workshop for Lighting Design Educators, sponsored by the Illuminating Engineering Society of North America, July 9-21, 1989, University of New Hampshire, New England Center, Durham, New Hampshire.

"An Overview of Interior Design Evolution", Columbus, OH
February 5, 1990. 1990

**Professional
Development**

Attendance at Regional and National IDSA Conferences
Attendance at Design Educator Conferences
Attendance at Interface Bi-Annual Symposium
Attendance at Interior Design Educator Council Conferences
Attendance at Rapids Rally, Grand Rapids, MI

SIGGRAPH '89 Workshop on Human Figure Manipulation
IES Lighting Workshop for Educators'89

Self-taught computer systems: MS-DOS, UNIX (SunTools, X Windows,
and Silicon Graphics), Macintosh

Self-taught computer software: AutoCAD, Swivel 3D, Lifeforms, Ashlar
Vellum 3D, HumanCAD Mannequin (DOS & Windows), Adobe
PhotoShop, Freehand, Pagemaker, Persuasion, Macromind Director,
Authorware, Hypercard, Aldus Supercard, MS Word, MS Excel, FileMaker
Pro

Travel

United States - All of the lower 48 states

International - Bahamas, Canada, Colombia, Great Britain, France,
Belgium, Netherlands, Germany, Denmark, Norway, Sweden,
Switzerland, Austria, Spain, Portugal, Italy, Monaco, Yugoslavia, Greece

Section E.

Administrative Services

Committee Work, The Ohio State University University

1988-1989	Cooperative Research Project Committee, University Faculty Committee, Department Model Shop Coordinator, Department Interior Space Major Committee, Department Display Case Coordinator, Department
1989-1990	Classroom Furnishings Committee, University Faculty Committee, Department Graduate Faculty Committee, Department Model Shop Coordinator, Department Interior Space Major Committee, Department Pre-professional Portfolio Review Committee, Department Publications Coordination Committee, Department Space Utilization and Renovation Committee, Department Display Case Coordinator, Department
1990-1991	Classroom Furnishings Committee, University Direct Research Review Committee, College Faculty Committee, Department Graduate Faculty Committee, Department Model Shop Coordinator, Department Interior Space Major Committee, Department Pre-professional Portfolio Review Committee, Department Space Utilization and Renovation Committee, Department Display Case Coordinator, Department
1991-1992	Classroom Furnishings Committee, University Direct Research Review Committee, College Faculty Committee, Department Graduate Faculty Committee, Department Model Shop Coordinator, Department Interior Space Major Committee, Department Pre-professional Portfolio Review Committee, Department Space Utilization and Renovation Committee, Department
1992-1993	Direct Research Review Committee, College Faculty Committee, Department Graduate Faculty Committee, Department Interior Space Major Committee, Department Pre-professional Portfolio Review Committee, Department Space Utilization and Renovation Committee, Department

Section F.

Major Academic/Professional Awards and Commendations

Senior year in Architecture Abroad. Selected to study at Versailles, France in a joint University of Illinois Extension/Beaux Arts School Program for the academic year. 1975

Awarded a grant of \$2800.00 by the Illuminating Engineering Society of North America to attend the "Summer Lighting Workshop for Lighting Design Educators" at the University of New Hampshire, New England Center, Durham, New Hampshire, July 9-21, 1989. The grant covered all expenses except transportation. 1989

University Office of Research Small Research Grant awarded for \$874.00. 1989

College of the Arts Direct Research Grant awarded for \$1452.00. 1989

University Seed Grant awarded for \$12,500. 1990

Collaborative Project between Anchor-Hocking Consumer Glass Division and Junior Product Graphics class. Total contribution of \$4000.00 to Department and student scholarships. 1991