

TSENG-PING CHIU 丘增平

Assistant 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

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



TEACHING EXPERIENCE

Assistant 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' creativity 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 2022, Jan 2023 (2 months for each)

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.

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

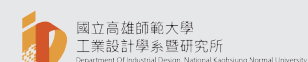
National Kaohsiung Normal University, Industrial Design Department, Kaohsiung, Taiwan

Course: **Socially Engaged Design** | Undergraduate level : junior
 - Taught courses including design thinking, marketing management, and Corporate Identity Design.
 - Led student team to redesign local commodity to revive the local creative industry.
 - Cooperated with local practitioners and students to reconstruct local design industry.

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



Goal: New product line design & merchandising | 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 OVERVIEW 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 OVERVIEW 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 OVERVIEW LINK](#)

Industrial Technology Research 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 OVERVIEW 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

PUBLICATIONS (Selected)

1. 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](#)
2. 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](#)
3. 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.
4. 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>
5. 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](#)
6. 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](#)
7. 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](#)
8. 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.
9. 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.
10. 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](#)
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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

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: Silver 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

GRANTS & FELLOWSHIPS

Research Project for Junior Researcher, Jul 2021

Organization: Ministry of Science and Technology, Taiwan
Project Topic: The Integrated Study of Cross-Broder E-Commerce Differences in Visual Merchandising Design and Consumer's Visual Perception
Amount: \$NT608,000
Duration: Aug 2021 - Jul 2022

College Student Research Project, Jul 2021

Organization: Ministry of Science and Technology, Taiwan
Project Topic: The Orange Generation of E-Commerce Platform Design
Amount: \$NT48,000
Duration: Jul 2021 - Feb 2022

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

Research Mentor-Mentee Program, Sep 2020

Organization: Innovation Research and Development Division, National Cheng Kung University, Taiwan
Project Topic: The Orange Generation of E-Commerce Platform Design
Amount: \$NT100,000
Duration: Feb 2020 - Sep 2020

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

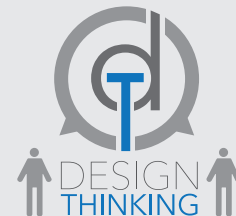
Organization: Ministry of Education, Taiwan (3 years full-funding grant)
Specialized discipline: Industrial Design
Amount: 270,000 (USD)
Duration: Sep 2014 - Aug 2017

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

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*"

Expert Panel Member, Sep 2018

Psychology Department, University of Michigan, Ann Arbor, MI, USA.
Course: Creativity
Topic: "*Evaluating Design Challenges*"

Invited Presenter, April 2017

Industrial Design Department, National Cheng Kung University, Tainan, Taiwan.
Seminar: Cognitive and Kansei Information Design Group Seminar
Topic: "*How Culturally Conscious Design Inspire Industrial Design?*"

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

Editorial Committee / Journal of Kansei, Taiwan Institute of Kansei
Guest Reviewer / International 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

ONLINE PORTFOLIO

 <http://pauping8778.wix.com/mattchiu>