Shea Tillman, IDSA, AIGA
Professor | Tenured
Graduate Faculty Appointed at Auburn University: 08.2005
Chair, Industrial Design Program 2019-present
Auburn University Senate: 2008-2011; Rules Committee: 2011-2013
Auburn University Curriculum Committee: 2014-2017

School of Industrial and Graphic Design
Auburn University
207 Wallace Hall
Auburn University, Alabama
334.844.2381
tillmts@auburn.edu

educational background

Master of Arts – Design 08.1999
The Ohio State University – Columbus, Ohio
Thesis Abstract: Researched and compared user perceptions of on-screen product representation modes.

Bachelor of Industrial Design 08.1994
Auburn University – Auburn, Alabama
Studio Prize: Fall 1992, Winter 1994, Summer 1994; Design Emphasis '94 Furniture Competition Finalist.

teaching background

Professor 10.2021 to present
Auburn University School of Industrial and Graphic Design – Auburn, Alabama
Teach third-year product design studio, second-year design foundations, and courses in design history and photography. Research interests include management of visual brand language (VBL), user research methods, and design for health.

Associate Professor 10.2010 to 09.2021
Auburn University School of Industrial and Graphic Design – Auburn, Alabama
Taught fourth-year advanced product design studios, second-year design foundations, design history and photography.

Assistant Professor 08.2005 to 09.2010
Auburn University Department of Industrial Design – Auburn, Alabama
Taught third-year packaging and graphics studio, product design studio, photography, and applied design research.

Visiting Instructor 09.2000 to 06.2001
The Ohio State University Department of Design – Columbus, Ohio
Taught second-year sketching and visualization course to industrial design students.

professional background

Design and Innovation Consultant 07.2006 to 05.2013
Warren Innovation, Inc. – Auburn, Alabama
Designed and developed a series of minimally invasive neurosurgical medical instruments in collaboration with Dr. Lee Warren of Auburn Neurosurgery.

Senior Industrial Designer 09.2003 to 08.2005
Concept Center International – Techtronic Industries, Anderson, South Carolina
Expanded responsibilities included leading the definition, development and implementation of the product DNA for Ryobi brand power tools and outdoor products. Worked with the Vice President of Industrial Design and Concept Development to establish and integrate a user research initiative within the design department.

Industrial Designer 08.2001 to 08.2003
Concept Center International – Techtronic Industries, Anderson, South Carolina
Responsibilities included working within an international design team to develop new products for the Ryobi, Ridgid, Craftsman, and Homelite brands. This included close collaboration with internal marketing groups to create presentations for external retail buyers including Sears and The Home Depot.

User Researcher 10.1999 to 02.2001
SonicRim – Columbus, Ohio
Researched and presented user experiences surrounding products and services. This involved developing generative and evaluative research tools and focus group studies with clients that included Dow, IDEO, Kodak, Steelcase and Thomson Consumer Electronics.

Industrial Designer 10.1994 to 09.1997
Cooper Lighting – Americus, Georgia
Designed and developed lighting concepts within a manufacturing-oriented, cost-driven design department. Refined and pre-engineered concepts using 3-D modeling. Designed a series of fixtures aimed at better positioning Cooper for entry into the emerging DIY market.

INDD1320 Prototype Fabrication Summer
Reorganizing course to include online content and tool demonstrations prior to shop project sequence.

INDD2110 2D Industrial Design Principles Fall
Team-teaching 2nd year foundations studio focused on composing with form, space, and color. Refining project sequence to better mesh with INDD2210 assignments in spring.

INDD2210 3D Industrial Design Principles Spring
Team-teaching 2nd year foundations studio focused on structure, form, and production. Formalizing and documenting of the study sequence to serve as a guide for the teaching of design principles by faculty.

INDD2230 History of Industrial Design I Spring and Summer
Developing and expanding the design history course to include designers and design visionaries from the 20th Century. Integrating assignments that enhance oral presentation and discussion of design history and context.

INDD3130 Photography for Industrial Design Summer and Fall
Team-teaching shifted content towards Keyshot rendering and digital video allowing industrial design students to better orient imaging skills toward portfolio applications.

INDD6010 History of Industrial Design II Fall
Focuses students on applying historic research toward individual thesis topics.

courses taught previously
INDD1310 Synthesis of Drawing
Teaching an introduction to perspective drawing for incoming students in the Foundations program.

INDD3110 Exhibit and Packaging Design
Developed and implemented an emphasis on creative sub-branding and a business expansion framework as a springboard for design in the fall design studio.

INDD3210 Product Design
Led product design studio each spring with third-year students. Focus is on application of research and design methodologies learned in the fall, while developing a product redesign. Work with industry professionals and students to create solutions for business.

INDD3110 Materials and Technology
Taught manufacturing materials and processes to third year students in spring.

INDD4110 Advanced Product Design
Leading fourth-year collaborative studios with corporate sponsors and the building industry, as well as healthcare professionals. This studio implements systems thinking in design to develop useful products for demanding, complex contexts.

INDD7660 Industrial Design Methodology (Applied Design Research)
Graduate course focused on exploring user research methods through user-focused research projects.

research, industry projects, & outreach initiatives
Research on the IBM Corporate Design Program Fall 2015-2020
Archival research of work of industrial and graphic designers on staff at IBM from the 1960's-90's. Organized AU lectures by former IBM designers John Stram and Tom Hardy in 2016-17, and research conducted for writing bios on Ken White, Tom Bluhm and John Anderson.
($31K in gifts awarded)

Development of User Interface and a Visual Brand Language (VBL) Fall 2019
Design Collaboration with Quantum Scientific
Led a fourth-year advanced design studio that focused on designing visual brand language concepts and user interface designs in electronic testing equipment. Students designed the product platform as an entry point differentiator for the brand, while developing and incorporating a new touch-screen interface into the platform.
($30K funding generated)

Studio+Health Fall 2014-2017
Auburn University, Alabama

Founded and lead a fourth-year advanced product design studio in developing concepts for improving experiences for patients and work efficiencies for healthcare professionals. Explorations have included: work that surrounds the patient room, shifting healthcare to the home, and revising UAB's BME portfolio.

Studio+Build with The Center for Construction Innovation and Collaboration Fall 2012-2013
Auburn University, Alabama
Led and managed a fourth-year studio teaming industrial design, building science, architecture and industrial systems engineering students on designing new innovative products and systems for the jobsite. Industry partners included Werner, Knaack and Leica Geosystems.
($60K funding generated)

Assistive Technologies Studio Spring 2008 and 2009
Auburn University, Alabama
Co-founded, lead, and managed an interdisciplinary collaborative third-year studio project with the Department of Special Education, Rehabilitation, Counseling/School Psychology in the College of Education.

GenY Mobile Ecosystem Study Spring 2009
Design Research Collaboration with User Experience Group at Microsoft
In an effort to better understand the ecosystem which mobile devices support, this study is focused on "getting to know" Gen Y (Millennial) college students and what they aspire to within their mobile lifestyles.
($10K funding generated)

Patient–Centered Pre–design: Improving Healthcare Experiences 06-12.2009
As an outgrowth from the Vital Care Pharmacy project, this research and design initiative is focused on integrating user research and participatory visioning methods into the architectural pre-design process.

Collaborative Studio with Eastman 08.12.2008-12.15.2008
Led and managed a third-year studio project with Eastman to develop 32 merchandizing concepts for enhancing the retail experience manufactured with Eastman's Spectar™ co-polyester sheet.
($25K funding generated)

Collaborative Studio with Emerson Tool Company 01.08.2007-05.01.2007
Led sixteen 3rd-year students in collaborative effort with Emerson design team. Researched, designed, and developed concepts for bringing a cordless wet/dry vacuum cleaner into the home market.
($25K funding generated)

Collaborative Studio Project with Microplane™ 01.09.2006-05.01.2006
Researched and documented user perceptions of current kitchen tools and their uses, and developed multiple concepts to expand both their kitchen line and their personal care category.
($25K funding generated)

books
Robert Finkel and Shea Tillman (London: Lund Humphries, 2021)
The IBM Poster Program: Visual Memoranda
The result of three years of archival research, this publication was supported by a $3,220 CADC seed grant awarded in 2017. Launched in March of 2021.

articles and papers
Tillman, Shea (2019)
Collaboration Models for Teaching Design within Specialized Contexts.
International Conference on Applied Human Factors and Ergonomics (AHFE) in Washington, DC. July 28, 2019.

Luccarelli, Martin, Shea Tillman, Rusty Lay, Anne-Marie Grundmeier, and Sabine Högsdal (2019)
Sustainable Design Education for Elementary Schools: Interdisciplinary Development of New Educational Models through Design Thinking. The International Journal of Design Education, Volume 13, Issue 1.

Eberhardt, Alan, and Shea Tillman. (2017)
Industrial Design for a Master of Engineering Project Course in Medical Device Development
Poster presentation for SB3C 2017 Summer Biomechanics, Bioengineering & Biotransport Conference
Presented June 21-24. 2017 in Tuscon, Arizona.

Eberhardt, Alan, Brandon Kirkland and Shea Tillman. (2017)
A "Project Course" Series on Design and Commercialization – Year 1 Results
ASME Journal of Biomechanical Engineering – Education Edition. July 2017.

Tillman, Shea (2016).
Random Path or Reputed Practice?
Innovation: quarterly Journal of the Industrial Designers Society of America - Winter 2016.
Creative non-fiction of John Stram's portfolio presentation given at Auburn in April.

Tillman, Shea and W. Lee Warren, MD (2015).
Enhancing the Visibility and Working Space for Minimally Invasive Neurosurgical Procedures
This is Research: Faculty Symposium 2015 poster presentation at Auburn University.
Tillman, Shea (2013).
Composing Collaborations: Multi-discipline Integration Within a Design Curriculum.
International Journal of Design Education – Volume 6, Issue 13
Virtual Presentation at the University of California Los Angeles in January 2012.

Tillman, Shea (2012).
**Advancing the Teaching/Learning Outcomes of Design Foundations Through the Use
of Pervasive Photography.**
Proceedings of 2012 IDSA National Education Symposium
Boston, Massachusetts

Tillman, Shea, Chris Arnold and Randy Bartlett (2010).
Co-Teaching in Parallel: Positive Impacts in Advancing Design Students and Faculty.
Industrial Designers Society of America National Conference
Presented August 4, 2010 at the IDSA National Education Symposium in Portland, Oregon.

W.S., Warren and Shea Tillman (2010).
**A Square-to-Round Access Port Allows Superior Vision, Increased Working Space,
and Short Incision Lengths for Minimally Invasive Neurosurgical Procedures.**
The European Association of Neurosurgical Societies annual conference
Displayed March 25-27, 2010 at Groningen, The Netherlands

Tillman, Shea and J. Chad Duncan (2009).
Guiding Interdisciplinary Design Collaborations in the Studio Classroom.
International Journal on Design Principles & Practices – Volume 3
Presented February 15, 2009 at Technische Universität, Berlin, Germany

Tillman, Shea and Marise Evans (2008).
Collaborative Workspaces: The Evolving Role of the Industrial Design Studio Space in Higher Education.
Proceedings of 2008 IDSA National Education Symposium
Presented September 8, 2008 at Arizona State University, Tempe, Arizona

Tillman, Shea (2008).
Creating the Professional, Collaborative, 'Great Good Place' in an Educational Design Studio.
Proceedings of 2008 Designing Designers 9th International Convention of University Courses in Design,
Salone Internazionale del Mobile, Milan, Italy

Tillman, Shea and Marise Evans (2008).
**Maximizing Creative Problem-Solving and Collaboration through the Physical Components
of the Classroom.**
Conference Proceedings of 4th International Conference on Technology,
Knowledge & Society, Northeastern University, Boston, Massachusetts

Tillman, Shea (2008).
**Designing Business: Injecting and Connecting Business Frameworks into Undergraduate
Product Design Education.**
International Journal on Design Principles and Practices - Volume 2
Presented on January 11, 2008 at University of Miami, Florida

exibitions
Visual Memoranda - The IBM Poster Collection: 1969-1979'

An outcome of over two years of archival research, this traveling exhibition showcases a collection of original silk-screen posters designed as internal communications for IBM during the 60's and 70's. These posters represent some of the most creative examples of mid-century corporate graphic design, while offering a unique commentary into corporate employee communications of the period. Featured in both *Print* magazine and *FastCompany*.

June 6 - July 31, 2019
The Type Directors Club Gallery - New York, NY
The Type Directors Club (TDC) held this show to align with the Cooper Hewitt's *Typographics* design festival.

April 5 - July 15, 2018
Jule Collins Smith Museum of Fine Art - Auburn University

presentations and workshops
IBM Poster Program – Mastering Brand Insighters Series 04.07.2021
Miami Ad School at Portfolio Center, Atlanta, Georgia
Invited by Hank Richardson, director of design, to co-present the work of the IBM Boulder Design Center with associate professor Robert Finkel.

Unity over Uniformity and IBM's Wild Ducks 08.08.2019
IBM 88U Offices, New York, NY
Invited lecture at IBM's Greenwich Village offices with Todd Simmons, VP of Experience and Design and George Hammer, Chief Content Officer. This internal 'Design History Day' event focused on sharing with IBM employee creatives the legacy of IBM design and how that legacy is moving the company forward.

Neighborhood Confluence 04.01.2019
École Nationale Supérieure des Mines de Saint-Étienne – Saint-Étienne, France
Invited by Dr. David Delefosse, Directeur Adjoint, Directeur de la Recherche et de l'Innovation.

The Human Factor: Studying People to Inform and Inspire Better Design. 2008-2018
Department of Mechanical Engineering
Samuel Ginn College of Engineering, Auburn University
This invited lecture was given each semester and focused on the differences between 'object-oriented' versus 'human-centric' designing.

An Approach to User-Centered Design: People in the Middle. 10.11.2017
Reutlingen University, Reutlingen, Germany
Invited to present lecture to faculty and students at Reutlingen University, in Reutlingen, Germany.

A Trending Legacy: Industrial Design at Auburn University 08.16.2017 (with Chris Arnold and Rusty Lay)
2017 IDSA Education Symposium: Emergent Pedagogy in Design – Atlanta, Georgia
Invited as one of five national industrial design programs to address trends in design education.

Panel Member – 'Future of Education' 11.12.2016
IDSA Medical Design Conference 2016 – University of California, San Francisco (UCSF)
One of four national educators invited to participate in a conference panel moderated by Dr. David Cowan. This panel focused on how medical device design is being taught in design programs.

Teaching Design within Unfamiliar Contexts: Assistance | Construction | Healthcare. 10.10.2016
Reutlingen University, Reutlingen, Germany
Invited to present lecture to faculty and students at Reutlingen University, in Reutlingen, Germany.

Industrial Design in Medical Product Development 04.14.2016
Department of Biomedical Engineering at the University of Alabama – Birmingham.
Invited by Dr. Alan Eberhardt, professor of biomedical engineering.

OneView: BabyBoomers 03.21.2016
École des Mines de Saint-Étienne, France.
Invited by Dr. David Delefosse, Directeur Adjoint, Directeur de la Recherche et de l'Innovation,

**University Development of Prototypes to Compare and Facilitate LiDAR and EDM Technologies
for Planar Construction Component Prefabrication** 06.04.2013
HxGN Live, Las Vegas, Nevada

Invited to co-present with professor Paul Holley the Leica Geosystems concepts from the 2012 Studio+Build collaboration. Organized by Hexagon, a $4B/year global provider of integrated design, measurement, and visualization technologies.

Studio+Build: Collaboration in the Field 04.26.2013
Duncan of Jordanstone College of Art and Design, University of Dundee, Scotland
Invited by the Director of the Master of Design Services, Hazel White to share the processes and outcomes of the Studio+Build collaboration.

The Future of Design Education 03.21.2013
Biennale Internationale Design, Saint-Etienne, France
Invited to participate in panel discussion with professors David Delafosse of EMSE and John Boult of Brunel University as part of the bi-annual international design exposition in Saint-Etienne.

Teaching Design Creativity: The Design Foundations Program at Auburn University 11.30.12
College of Design at North Carolina State University, Raleigh, North Carolina
Led presentation and roundtable discussion with faculty and administration in how to structure a framework for design foundations.

Lighting Fundamentals 09.18.2012
School of Design, Georgia Institute of Technology, Atlanta, Georgia
Invited lecture as a part of "enLIGHT," an IDSA outreach program sponsored by The Home Depot. Presented to IDSA members, students, and faculty at Georgia Institute of Technology.

Teaching Creative Problem-Solving: The Design Foundations Program at Auburn University 04.2011
Department of Design at the Institute of Technology, Carlow, Ireland
Invited lecture by associate professor Hilary Dempsey at Institute of Technology at Carlow, Ireland.

Improving People's Lives through New, Innovative Products. 03.2008-2009
Department of Rehabilitation and Special Education
College of Education, Auburn University
This invited lecture introduced the discipline and profession of industrial design and its role in the product development process.

Design DNA: Developing a Product Design Vocabulary 10.15.2007
California State University, Long Beach
This invited lecture defined the building blocks of Design DNA, and illustrated how to design a product to fit within an existing brand language or product line.

The Value of the Iterative Design Process School of Art and Design 10.20.2007
Department of Design, University of Illinois at Urbana-Champaign
This invited lecture focused on how repeating the design process through simulations and prototyping yields a continually more successful result.

Fueling Creativity through User Research 03.25.2007
Polytecnico di Milano – Milan, Italy
This invited lecture explored how to employ a variety of user research methods to inspire the creative process.

Leveraging Visual Noise 10.25.2006
Folio Conference: Hilton Midtown – New York, NY
This seminar underscored the importance of understanding graphic hierarchy, and how it works to create events with greater impact.

Connecting Brand to People 08.16.2006
EventDesign seminar – Atlanta, Georgia
This session illustrated how to better understand the aspirations surrounding a client's brand.

awards and honors
Bauhaus Professor – 2013-2015, 2021-2023
Endowed professorship honor awarded within the School of Industrial and Graphic Design at Auburn University.

Judge – 2018 IDSA Graduate Student Merit Award
Invited by the IDSA to be one of eight judges that were chosen nationally in the inaugural year of this award.

Finalist – 2018 International Design Excellence Award (IDEA)
'Endotracheal Tube Stabilizer for Infants'
Sponsored by the Industrial Designers Society of America (IDSA)
Designed by Renee Melkerson and led by Shea Tillman as part of StudioHealth 2017 (INDD4110).

Finalist – 2018 World Changing Ideas Awards by *Fast Company*
'Nomad: A Wearable Sensor for People with Visual Impairments'
Designed by Jorge Paez and led by Shea Tillman as a part of StudioHealth 2016.

2011 Student Government Association Outstanding Faculty Member Award
Chosen by the college's schools council for respect of peers and students, excellence in teaching,
concern for students, availability to students, and involvement in the assignments.

2009 IDEA Silver – Stanton Burns
International Design Excellence Award sponsored by the IDSA and BusinessWeek
Designed by Stanton Burns and led by Shea Tillman as an outcome of the Assistive Technologies Studio.

2008 International Designer's Workstation Competition – 1ˢᵗ Honorable Mention
Oporto Show Trade Fair of Design, Portugal
Led joint effort with graduate student Marise Evans as an outcome of the Collaborative Workspaces research.

2007 Outstanding Faculty Award / Department of Industrial Design
Chosen by the departmental student advisory council.

2004 IDEA Silver – Techtronic Industries
International Design Excellence Award sponsored by the IDSA and BusinessWeek
Collaboration on team developing Power Tool Design Strategy for Ridgid.

professional affiliations & program involvement
Industrial Designers Society of America (IDSA) 2000-present
Student Advisor – Auburn University Chapter 2005-2010
Worked with student officers to organize annual events at Auburn.

Vice-Chair of Programming – Auburn 10.2005-10.2007
Worked with Atlanta Chapter Chair to organize events in coordination with Auburn area IDSA members.

American Institute of Graphic Arts (AIGA) 07.2007-present
Professional organization aimed primarily at advancing the graphic design profession and education.