
DEGREES

- 2016 **Doctor of Philosophy**
Major: Product Design and Usability
Minor: User-Product Interaction Design
Division of Design Science
Chiba University
Chiba, Japan
Thesis: "The User-Product Interaction Evaluation (UPIE) Model: A Structured Method for Testing and Improving the Product Design"
- 2009 **Master of Science**
Major: Industrial Design
Minor: Product Interaction Design
Islamic Art University of Tabriz
Tabriz, Iran
Thesis: "The Influence of Interaction Design on Product Functionality"
- 2006 **Bachelor of Arts**
Major: Industrial Design
Minor: Product Design
Alzahra University of Tehran
Tehran, Iran
Thesis: "Queue System Keyboard and Display Design for Bank Employees"

TEACHING POSITIONS

- 2017-Present **Assistant Professor**
Department of Industrial Design
College of Architecture and Urban Studies
Virginia Tech, Blacksburg, VA
Courses taught: *Industrial Design Lab IV, Design Research, Industrial Design Lab IV*
Course Developed: *Needs Identification in Healthcare, Islamic Geometric Shapes*
- Spring 2017 **Adjunct Instructor**
Department of Industrial Design
College of Architecture and Urban Studies
Virginia Tech, Blacksburg, VA
Courses taught: Industrial Design Lab IV
- Fall 2015 **Teaching Assistant**
Design Management Laboratory
Division of Design Science
Chiba University, Chiba, Japan
Courses taught: Design Practice Class
- 2009–2012 **Lecturer**
SABA School of Art and Architecture
Bahonar University of Kerman, Kerman, Iran
Courses taught: Technical Drawing and Geometry in Islamic Patterns, Technical Drawing and Planning for Historic Conservation, Geometric Islamic Patterns in Graphic Design

2009–2012 **Lecturer**
 Department of Graphic Design
 Jame Elmi Karbordi Applied Science and Technology University, Kerman, Iran
Courses taught: Packaging Design I, Packaging design II, Geometric Islamic Patterns in Graphic Design

AWARDED GRANT

2019–2024 Title: Training the Future Biomedical Workforce to Recognize and Resolve Unmet Needs of our Wounded Warriors and their Healthcare Providers
 Co-PI
National Institutes of Health

2018–2020 Title: Designing Interactive Human-Aware Academic Spaces
 PI
Institute for Critical Technology and Applied Science (Junior Faculty Award)
 Virginia Tech

2019–2024 Title: Connection to care, Combating Opioid Overdose through Community-level Intervention Proposal
 Consulting Personnel
Center for Drug Policy and Enforcement, University of Baltimore

Fall 2017 Envisioning an Effective Cyber Security for Seniors Aging in Place in 2025
 PI
Institute for Creativity, Art, and Technology (Mini SEAD Grant)
 Virginia Tech

PROFESSIONAL EXPERIENCE

2018 - present **Freelance Designer**
 Notable project:

2009–2013 **Co-Founder / Industrial Designer**
 Negargan Art Developer Company
 Kerman, Iran
 Notable project: Exterior illumination design for the Jabalieh Dome, a historical site in Kerman, Iran

2007 **Graphic Designer**
 Azarin Noavar
 Kerman, Iran
 Responsible for in-house marketing collateral

2006 **Industrial Designer**
 National Iranian Oil Products Distribution Co.
 Tehran, Iran
 Notable project: Designed outdoor case for smart card readers on gasoline pumps

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Industrial Design, Virginia Tech

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elham.morshedzadeh.com

2005 Industrial Designer

Nedapardaz Informatic Co.

Industrial Automation Unit

Tehran, Iran

Notable project: Designed automated teller keypad and central display for the National Bank of Iran

PUBLICATION (PEER REVIEWD)

- 2020 (Under review) "Work in Progress - Transdisciplinary Design Education in Biomedical Engineering and Industrial Design Towards Identifying Unmet Needs of Wounded Warriors", Arena, C., Morshedzadeh, E., Hendershot, B. D., Robertson, J., Muelenaer, A., Lianos, E. A., & VandeVord, P, A, 2020 ASEE Annual Conference and Exposition, Montreal, Quebec, Canada. (Paper Under Review)
- 2020 "Care for Veterans and Their Healthcare Providers: A Community-Based, Collaborative Course for Industrial Design and Biomedical Engineering Students" Morshedzadeh, E., Arena, C., Hendershot, B. D., Robertson, J., Muelenaer, A., Lianos, E. A., & VandeVord, P., Proceedings of the REDES2019. Online publication by Taylor & Francis.
- 2016 "A New Model for Improving User-Product Interaction Evaluation, Based on Affordance and Factor Analysis"
Bulletin of JSSD (Japanese Society of Science and Design)
Vol. 62, No. 5, 2016
Tokyo, Japan
- "The User-Product Interaction Evaluation (UPIE) Model: A Case Study"
Bulletin of JSSD (Japanese Society of Science and Design)
Vol. 62, No. 5, 2016
Tokyo, Japan
- 2015 "User-Product Interaction Evaluation – Contribution Model Concept of Affordance, Usability and Confirmatory Factor Analysis"
Published in 5th STS Italia Conference Journal
A Matter of Design: Making Society Through Science and Technology
Politecnico de Milano
Milan, Italy
- 2013 "Evaluating Physical and Perceptual User-Product Interaction for Optimizing Product Design Methodology"
Published in 8th Annual Conference of ASIJ Journal
(Academic Society of Iranians in Japan)
Toyota, Japan
- 2010 "Evaluation of User and Product Performance by Approach of Interaction Design"
Honarhaye Ziba Journal of Fine Art
Spring 2010 issue
University of Tehran
Tehran, Iran

PRESENTATIONS

- 2020 “Community-Centered Research Methods in Design” (Invited Speaker)
Presented at Dept. of Biomedical Engineering, Global Societal Ethics class,
Virginia Tech
Blacksburg, Virginia
- 2020 “Community-Centered Participatory Research Framework in Design Education” (Poster)
Presented at 12th Annual Conference on Higher Education Pedagogy
Virginia Tech
Blacksburg, Virginia
- 2019 “Care for Veterans and Their Healthcare Providers: A Community-Based, Collaborative Course for
Presented at Research & Education in Design Conference 2019 (Full paper)
Lisbon School of Architecture of the University of Lisbon
Lisbon, Portugal
- 2018 “The Importance of Empathy and User Experience in Advertising and Design” (Invited Speaker)
Presented at Idea School of Design and Advertising
Tehran, Iran
- 2018 and 2019 “Community-based Participatory Design Research” (Invited Speaker)
Presented at Dept. of Biomedical Engineering, Global Societal Ethics class,
Virginia Tech
Blacksburg, Virginia
- 2017 “Interaction Evaluation of Products Based on Affordance and Structural Equation Modeling” (Invited
Speaker)
Presented at Dept. of Biomedical Engineering, Global Societal Ethics class,
Alzahra University of Tehran,
Tehran, Iran
- 2014 “User-Product Interaction Evaluation – Contribution Model Concept of Affordance, Usability
and Confirmatory Factor Analysis”
Presented at 5th STS Italia Conference
Conference theme: “A Matter of Design: Making Society Through Science and Technology”
Summer 2014
Politecnico de Milano
Milan, Italy
- 2014 “Interaction Design, Attitude, & Evaluation” (Invited Speaker)
Lecture for MA and BA Industrial Design students
Alzahra University of Tehran
Tehran, Iran
- “Interaction Design, Attitude, & Evaluation”
Public lecture for all university students
Iran University of Science and Technology
Tehran, Iran

- 2013 “Evaluating Physical and Perceptual User-Product Interaction for Optimizing Product Design Methodology”
Published in 8th Annual Conference of ASIJ Journal
(Academic Society of Iranians in Japan)
Fall 2013
Toyota, Japan

OTHER UNIVERSITY EXPERIENCES

- 2019–Present **“Curriculum Committee”**
College of Architecture and Urban Studies
Virginia Tech
Blacksburg, Virginia
- 2017–Present **“Diversity Committee”**
College of Architecture and Urban Studies
Virginia Tech
Blacksburg, Virginia
- 2018–Present **“Jury for the 2019 Milka Bliznakov Student Research Prize”**
International Archive of women in Architecture (IAWA),
Blacksburg, Virginia
- 2017–Present **Supervisor for Undergraduate Capstone Projects**
Industrial Design Program
Virginia Tech
Blacksburg, Virginia
- 2013–2016 **Graduate Assistant / English Conversation Tutor**
English Support Center
Chiba University
Chiba, Japan
- 2012 **Jury Member, Conceptual Art Competition**
Faculty of Graphic Design
Jame Elmi Karbordi University (University of Applied Science and Technology)
Kerman, Iran
- 2012 **Supervisor, Advisor and Jury Panel Member for Undergraduate Final Projects**
Faculty of Graphic Design
Jame Elmi Karbordi University (University of Applied Science and Technology)
Kerman, Iran

EXHIBITION

- 2019 *“1x1” Toward 2020 (No. Of Pieces: 26) [Multiple two-dimensional media] (Contributed)*
The International Archive of Women in Architecture (IAWA)
Stanford University
Stanford, California, USA

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Industrial Design, Virginia Tech

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- 2019 *"1x1" Toward 2020 (No. Of Pieces: 26) [Multiple two-dimensional media] (Contributed)*
The International Archive of Women in Architecture (IAWA)
 Greater Richmond Convention Center
 Richmond, USA
- 2017 *"Islamic Geometric Shapes in Art, Design & Architecture" (Photography Exhibition)*
 Travel and location photographs by Elham Morshedzadeh, Assistant Professor,
 Industrial Design and Jeff Joiner, Assistant Professor, Visual Communication Design.
 April 9–10, 2018
 Blacksburg, Virginia, USA

AWARDS & RECOGNITION

- 2012 MEXT Academic Scholarship
 Awarded by the Japanese government
 One of nine PhD students awarded out of approximately 500 applicants
 Embassy of Japan
 Tehran, Iran
- 2008 Honorable Mention
 iF Forum (International Forum Design Hannover)
 Project: "Multi Screw"
 Client: Next Generation PB Swiss Tools
 Hannover, Germany

PROFESSIONAL DEVELOPMENT ACTIVITIES

- [SIRC] COI CITI Training Online, Research compliance training data provided by the Office of the Vice President for Research and Innovation, 05/20/2019
- [TMS 2.0] Government Ethics – The Essentials, U.S. Department of Veterans Affairs, 12/19/2019
- [TMS 2.0] Emergency Preparedness Management Program, U.S. Department of Veterans Affairs, 12/19/2019
- [TMS 2.0] Fire and Life Safety Module - SAM, U.S. Department of Veterans Affairs, 12/19/2019
- [TMS 2.0] VA Privacy and Information Security Awareness and Rules of Behavior, U.S. Department of Veterans Affairs, 9/4/2019
- [TMS 2.0] Privacy and HIPAA Training, U.S. Department of Veterans Affairs, 9/4/2019

EXECUTIVE AND PROFESSIONAL MEMBERSHIPS

- 2017–present International Archive of women in Architecture (IAWA), Virginia, US (**Executive Member**)
- 2017–present American Society for Engineering Education, Washington DC, US
- 2017–present The Center for Human-Computer Interaction, Virginia Tech (CHCI)
- 2017–present Industrial Design Society of American (IDSA)
- 2017–present TEAM Malawi, Virginia Tech, VA, US

- 2017–present* Diversity Committee, Virginia Tech, VA, US
- 2019–present* Curriculum Committee, Virginia Tech, VA, US
- 2014–2016* Japanese Society for the Science of Design, Tokyo, Japan
- 2014–2016* STS Italia (The Italian Society for Technology and Science), Milan, Italy
- 2013–2017* Academic Society of Iranian in Japan, Tokyo, Japan
- 2007–present* International Forum Design Hannover, Hannover, Germany
- 2003–2014* Industrial Design Scientific Society, University of Tehran, Tehran, Iran