

JONATHAN ANTONIO EDELMAN, Ph.D. MFA

Curriculum Vitae

EDUCATION

Ph.D., Mechanical Engineering, Design Theory and Methodology, Stanford University (2011)

MFA, (Product Design), Stanford University (2006)

B.A., Mathematics and Philosophy, St. John's College, Annapolis (1983)

Boston University School of Music, Performance and Composition (1976-1977)

The Cambridge School at Weston (1974 – 1977)

PROFESSIONAL APPOINTMENTS

2014 Director of Interdisciplinary Design, Product Realization Lab, Stanford University

2012-2014 Consulting Assistant Professor, Stanford University, Department of Mechanical Engineering

2013 & 2012 Visiting Professor, Politecnico di Milano, Dipartimento di Design

2013 Visiting Professor, Grenoble Institute of Technology, School of Industrial Engineering and Management

2014 & 2013 Visiting Professor, Tecnológico de Monterrey, Departamento Diseño Industrial, Campus Guadalajara

2012 Lecturer, University of California Berkeley, Department of Mechanical Engineering

2007-2012 Lecturer, Stanford University, Department of Art and Art History

PUBLICATIONS

Book Chapters

2013

Edelman, Jonathan, *Qualitative Methods and Metrics for Assessing Wayfinding and Navigation in Engineering Design* in **Design Thinking Research**, Springer Berlin Heidelberg New York.

2012

Edelman, Jonathan, Avantika Agarwal, Cole Paterson, Sophia Mark, and Larry Leifer *Understanding Radical Breaks* in **Studying Co-Creation in Practice**, Springer Berlin Heidelberg New York.

2011

Edelman, J., and Currano, R. *Re-Representation: Affordances of Shared Models in Team-Based Design* in **Design Thinking Understand - Improve - Apply**, Springer Berlin Heidelberg New York, 1st Edition.

Conference Proceedings

2010

Gabrysiak, G., Edelman, J., Giese, H. & Seibel, A. *How Tangible can Virtual Prototypes be?*

Proceedings of the 8th Design Thinking Research Symposium, pp. 163-174, Sydney, Australia.

Alexander Luebbe, Jonathan Edelman, Martin Steinert, Larry Leifer and Mathias Weske, *Design Thinking Implemented in Software Engineering Tools* **8th Design Thinking Research Symposium** (DTRS8), University of Technology, Sydney, Australia.

2009

Jonathan Edelman, Alexander Grosskopf, Mathias Weske. *Tangible Business Process Modeling: A New Approach*, **Proceedings of the 17th International Conference on Engineering Design** (ICED), Stanford University, CA, USA.

Alexander Grosskopf, Jonathan Edelman, Mathias Weske. *Tangible Business Process Modeling - Methodology and Experiment*, **Design Proceedings of the 1st International Workshop on Empirical Research in Business Process Management** (ER-BPM '09), Ulm, Germany.

Edelman, Jonathan Antonio, Larry Leifer, Banny Banerjee, Neeraj Sonalkar, Malte Jung, Micah Lande. *Hidden in Plain Sight: Affordances of Shared Models in Team Based Design* **Proceedings of the 17th International Conference on Engineering Design** (ICED09), Stanford University, CA, USA.

Web-Based Publications

2008

Between C and K: Archaeological Practices of Mediation in Engineering Design, Archaeolog, Stanford University
(http://traumwerk.stanford.edu/archaeolog/2008/03/between_c_and_k_archaeological.html)

Other Publications

2007

Deep Lift Pump, PRL Case Studies, Product Realization Lab, Stanford University (Author, Photographer)

2006

Steame, PRL Case Studies, Product Realization Lab, Stanford University (Author, Photographer)

2001

Introduction to Programming in Flash 5 for Artists and Designers (Course Developer/Author)

AWARDS and ACHIEVEMENTS

Design Thinking Research Program Fellow, Hasso Plattner Foundation (full funding for 3 years, 2008 – 2011)

GlaxoSmithKline Fellow, Stanford Graduate School of Business, Summer Institute for Entrepreneurship (2009)

Charles Saylor Award in Design (Stanford University, 2006)

Judo Instructor Certification, United States Judo Association (1993)

Member of the National Judo Team, Colorado Springs, Colorado (1993)

Shodan (Black Belt), National Judo Institute (1992)

Truman Scholarship Nominee, St. John's College, Annapolis (1982)

Gutman Award for Academic Achievement, St. John's College, Annapolis (1981)
Peterson Award for Academic Achievement, St. John's College, Annapolis (1980)
Young Artist, Tanglewood Institute (1976)
Greater Boston Youth Symphony (1975)

INVITED TALKS

2014

“Looking Sideways: Framing and Perspectives in Design Invention” Create, Manage, Share Workshop with Studio Banana, Madrid
“The Power of Prototyping” The Agribusiness Leadership Plus Program for Syngenta
“Ten Things About Design Invention” Keynote Address, 2014 High School Congress CCON Planta Alta, Guadalajara, Mexico
“Elements of Interdisciplinary Design Education” Keynote Address, The Fifth International Workshop on Innovative Engineering Education, Jeju Island, South Korea

2013

“On Designing” Royal College of Art, London

2012

“Understanding Radical Breaks” University of California, Berkeley, Berkeley Institute of Design (BID), Berkeley

2011

“Understanding Radical Breaks” Fourth Special Interest Group Design Theory Workshop of the Design Society, Paris

2010

“Media Strategies for Stakeholder Engagement” Meeting of the Vice Presidents of the Ivy Plus (Harvard, Yale, Princeton, Brown, Columbia, Dartmouth, Cornell, Duke, Penn, Chicago, and Stanford)

“Media Strategies for C-K and K-C Transits” Third Special Interest Group Design Theory Workshop of the Design Society, Paris

1996

“Lighting Design for Film and Television”, The College of Santa Fe, New Mexico

TEACHING EXPERIENCE

Graduate Courses

Advanced Design Studies in Product Realization (Mechanical Engineering)
Product Service System Design Master Class (Mechanical Engineering)
The Structure of Design Research (Mechanical Engineering)
Managing Fabrication and Construction (Civil Engineering)
Foundations of Design for Design Thinkers (Interdisciplinary)

Undergraduate Courses

Introduction to Product Realization: Making Is Thinking (Mechanical Engineering)
Arts Intensive Design Thinking and the Art of Innovation (Interdisciplinary)

Graduate and Undergraduate Courses

New Product Development (Mechanical Engineering)
Fundamentals of Visual Language (Art)

Professional Workshops

Elop*6 Coach's Workshop (Interdisciplinary Design Faculty Workshop)
Advanced Design Thinking: Theory and Practice (Faculty Training and Certification)
Early Stage Prototyping for Product Realization (Professional Development Workshop)
Programming Actionscript for Macromedia Flash (Professional Development Workshop)

Teaching Assistant (Stanford University)

Design and Manufacture, Product Realization Lab (Mechanical Engineering)
Visual Thinking (Mechanical Engineering)
Design I (Department of Art and Art History)
Design II (Department of Art and Art History)
Design Synthesis (Department of Art and Art History)

Teaching Assistant (St. John's College, Annapolis)

Physics and Biology Labs

MEDIA COVERAGE

The New Face of Design, Cover Story, Palo Alto Weekly, April 21, 2006

RELATED SKILLS

Bookbinding and Letterpress Printing, San Francisco Center for the Book (2011)
Summer Institute for Entrepreneurship, Graduate School of Business, Stanford University (2009)
Screenwriting I & II, American Film Institute (1997)

GROUP SHOWS

"Teatro Ricardo", Great Small Works 9th International Toy Theatre Festival, New York, June 2010
Stanford Student Design Exhibition May, 2006
Stanford Student Design Exhibition May, 2005
Multimedia Works, St. John's College Art Exhibition, Annapolis, MD 1983
Multimedia Works, Cornelia Street Cafe, New York, August 1980

DESIGN CONSULTANT AND DESIGN PROCESS EDUCATION

Creative Director, Pantograph Design Associates, Clients Include:

WyshMe, Design Strategy, Product Development

FlexTherapy, Product Design

Bay Sensors, Design Strategy, and Customer Interface

The Center for Design Research, Stanford University, Partner Education Workshops

The Product Realization Labs, Stanford University, Curriculum Development and Outreach
The North Face, Retail Experience Design
SunPower Corporation, Dealer Experience Redesign
E&J Gallo Winery, Label and Brand Creation
Retrevo, Web Presence Redesign
Hasso Plattner Institute, Stanford University, The Nueva School Project
Panasonic San Jose Research Lab, LifeStory Project (Design Intern)

Producer, “Transformations” short film for Product Realization Lab, Stanford University
Producer, “Connections” short film for Product Realization Lab, Stanford University
Creative Director, Five Palms Design – Web and Graphic Design, and Interactive Programming
Chief Technical Officer, Digital Analogies – Educational Multimedia Design
Visual Consultant/Lighting Designer for Film and Television, Chief Lighting Technician
(IATSE Local 728, NABET 15) Projects include:

Natural Born Killers (Feature Film)
The Babe (Feature Film)
Ironweed (Feature Film)
Solaris (Feature Film)
Jacknife (Feature Film)
Tank Girl (Feature Film)
Crocodile Dundee II (Feature Film)
Last Exit to Brooklyn (Feature Film)
The Big Brass Ring (Feature Film)
Dogtown (Feature Film)
Chain Letters (Feature Film)
Sleepwalk (Feature Film)
Melvin Goes to Dinner (Feature Film)
Speechless (Feature Film)
The Woman Chaser (Feature Film)
Kickboxer 4: The Aggressor (Feature Film)
May (Feature Film)
Forever Lulu (Feature Film)
Hard Choices (Feature Film)
Paper Hearts (Feature Film)
Back to the Future...The Ride (Short Film)
Earth 2 (TV Series)
The Lazarus Man (TV Series)
Independent Focus (TV Series)
Law and Order (TV Series)
American Playhouse (TV Series)
Tales from the Darkside (TV Series)
The Caseys (TV Movie)
Busby Berkeley: Going Through the Roof (TV Movie Documentary)
Barbara Walters Specials (TV Entertainment)
Miss Ruby’s Kitchen (TV Food Show)
Monte Hellman: American Auteur (Documentary)
Thank You and Good Night (Documentary)
Newport Jazz Festival (Documentary)

Jonathan Antonio Edelman Curriculum Vitae

Sledge Hammer (Music Video, Peter Gabriel)

Golden Ball and Chain (Music Video, Jason and the Scorchers)

Someone Like You (Music Video, Sylvester)

I Should've Known (Music Video, Aimee Mann)

Push th' Little Daisies (Music Video, Ween)

Better Things to Do (Music Video, Terry Clark)

Caught (Dance Project, David Parsons)

Physician's Formula (Commercial)

Assistant Director, Woodstock Playhouse (1984 - 1985 Summer Seasons)