

# Meichun Liu

Assistant Professor, Ph.D.

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## Professional Appointments

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2022/09 – Present	<b>Assistant Professor of Industrial Design</b> University of Washington, USA Conduct research, teach industrial design courses, and instruct graduate students.
2021/09 – 2022/07	<b>Visiting Associate Professor of Industrial Design</b> National Cheng Kung University, Taiwan Taught industrial design courses and instructed graduate students.
2020/08 – 2021/04	<b>Teaching Assistant of Industrial Design</b> North Carolina State University, USA Supported the main professor in teaching product design courses.
2017/08 – 2018/02	<b>Adjunct Professor of Industrial Design</b> National Taipei University of Technology, Taiwan Taught product design studio courses.
2017/08 – 2018/02	<b>Adjunct Professor of Industrial Design</b> National Cheng Kung University, Taiwan Taught product design studio courses.
2011/08 – 2017/02	<b>Associate Professor of Product Design</b> <b>Department Chair</b> , Department of Creative Product Design. <b>Executive Secretary</b> , International Design Program. Asia University, Taiwan Taught courses including product design, user experience design, universal design, design methods. Supervised, supported, and coordinated administrative work in the department and program.
2010/02 – 2019/03	<b>Founder &amp; Design Director</b> Wolkeland Design Inc., Taiwan Managed a design team for product development. Projects included Yulon Motor electric bus, Bonux iMusic speaker, Yuguang island exhibition space, bamboo fountain pen. Participated in various design exhibits with installations and craft-inspired design products.
2005/08 – 2009/05	<b>Senior Designer</b> IPEVO Inc., Taiwan Designed IPEVO brand products including Skype conference phones, Web cameras, Bluetooth speakers, and digital frames. Also designed products including Proton speaker system, MSN handset, personal IP phone for Mac, KKBox internet speaker, and A-Data USB drive. Supervised a design team for project development from market research to mass production.
2004/09 – 2005/03	<b>Visiting Designer</b> Designaffairs GmbH, Germany Participated in a joint program of Taiwan Creative Center and Designaffairs GmbH. Designed Siemens Mobile cellphones and wireless phones, LG monitors and refrigerators, etc.

- 2001/11 – 2004/03     **Industrial Designer**  
Gigabyte Technology Co, Taiwan  
Designed computer related products including notebooks, LCD monitors, keyboards, mouse, routers, and presenters.
- 2000/07 – 2001/05     **Designer**  
Softchina Technology, Taiwan  
Designed visual communication products including websites, user interface, publications, packaging.
- 1997/09 – 1999/06     **Teaching Assistant of Industrial Design**  
University of Alberta, Canada  
Assisted the main professor in teaching undergraduate industrial design courses.

## Education

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- 2018/08 – 2022/05     **Ph.D.**, Ph.D. in Design, North Carolina State University, USA.  
Thesis title: "An Agent-Based Approach to Adaptive Design via Augmented Artifacts in Complex Systems."  
Thesis Chair: Professor Tsai-Lu Liu
- 1997/09 – 2000/06     **MDes**, Department of Art and Design, University of Alberta, Canada.  
Thesis title: "Studying the Meanings and Roles of Objects from a Design Perspective."  
Thesis Chair: Professor Jorge Frascara
- 1992/09 – 1996/06     **BSc**, Department of Industrial Design, National Cheng Kung University (NCKU), Taiwan.

## Publications

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- 2024 - 2025     Liu, M. & Chang, W. L. (2025). Promoting Inclusive Learning for Cross-Cultural Design Collaborations, Proceedings of the 27th International Conference on Engineering and Product Design Education, 11-12 Sep 2025, Malta.
- 2023 - 2024     Liu, M. & Liu, T. (2023). Design Interventions are not Received Equally: SSI and Mediated Influences in Decision-Making, in De Sainz Molestina, D., Galluzzo, L., Rizzo, F., Spallazzo, D. (eds.), *IASDR 2023: Life-Changing Design*, 9-13 October, Milan, Italy.  
<https://doi.org/10.21606/iasdr.2023.125>
- 2021 - 2022     Liu, M. & Liu, T. (2022). An Agent-Based Approach to Adaptive Design Based on Influences Mediated by Artifacts. *Proceedings of DCC '22*, Springer.  
Liu, M. (2022). *An Agent-Based Approach to Adaptive Design via Augmented Artifacts in a Complex System* [Doctoral thesis, North Carolina State University].
- 2016 - 2017     **Translations**  
Case, A. (2016). *Calm Technology*. (M. Liu, Trans.). GoTop.  
King, S. & Chang, K. (2017). *Understanding Industrial Design*. (M. Liu, Trans.). GoTop.
- 2011 - 2015     **Books**  
Liu, M. (2015). *What an Object Says About Design*. Wolkeland Design.  
Liu, M. (2011). *Design for Meaningful Experience*. Wolkeland Design.

## Scholarship and Service

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2025	<b>Paper Reviewer and Committee Co-Chair</b> of Co-Design Track. International Association of Societies of Design Research (IASDR) 2025.
2025	<b>Paper Reviewer.</b> International Conference on Engineering and Product Design Education 2025.
2025	<b>Book Proposal Reviewer</b> (computer science). Chapman & Hall/CRC Press.
2024	<b>Journal Reviewer.</b> International Journal of Human Computer Studies.
2024	<b>Speaker.</b> "Design, culture, and craft in Taiwan," Shih Chien University.
2024	<b>Speaker.</b> "Sustainable design: from C2C to U2U," National Cheng Kung University.
2024	<b>Speaker.</b> "Academic Career in Design", Colloquium, North Carolina State University.
2023	<b>Journal Reviewer.</b> International Journal of Human-Computer Studies.
2023	<b>Presenter.</b> "Design Interventions are not Received Equally", IASDR 2023 Design Congress, Oct 9-13, Politecnico di Milano.
2023	<b>Speaker.</b> "An Agent-Based Approach to An Adaptive Design Framework", Graduate Study Seminar, University of Illinois Urbana-Champaign.
2023	<b>Speaker.</b> "Innovation by Design", College of Industrial Management, NCKU.
2023	<b>Speaker.</b> "Design in the US and UW", College of Design and Engineering, National University of Singapore.
2023	<b>Speaker.</b> "How Does Design Affect Decisions? An ABM Approach", Tyra Talk at Project Tyra, Taiwanese Young Research Association.
2023	<b>Speaker.</b> "Sustainable Design", National Taiwan University.
2022	<b>Panelist.</b> Discussing the Hybrid Future of HCI from A Design-Researcher Perspective, Taichi X DIS, online forum.
2022	<b>Book Reviewer.</b> Fast Company: Innovation by Design (C. Hong, Trans.). Bable Inside.
2014 - 2016	<b>Executive Council Member.</b> NCKU Industrial Design Alumni Association.
2015	<b>Instructor.</b> Lou-Yang Design Workshop, Lou-Yang, China.
2015	<b>Instructor.</b> Moe Scholarship Program for Overseas Study in Art and Design Workshop, NCKU, Taiwan.
2015	<b>Instructor.</b> Lin Rush Design Award Workshop, Taiwan.
2015	<b>Award Juror.</b> Lin Rush Design Award, Taiwan.
2015	<b>Presenter</b> (co-author). "Design Study on Insulation Material for Thermal Bag" and "Influences of Table Game on Interactive Learning and Personal Relationship", 2015 The 20th Conference of Chinese Institution of Design & The 2nd International Design Study Forum and Conference (Taiwan).
2015	<b>Organizer.</b> The Evolution of Thinking International Workshop, Asia University.
2014	<b>Presenter</b> (co-author). "Branding Strategy of Taiwan Cultural Creative Industry in the Chinese Market", "Designer's Toys in Taiwan", and "Study on Color Cognition of Public Servants", 2014 The 19th Conference of Chinese Institution of Design (Taiwan).
2014	<b>Organizer.</b> Georgia State University and Asia University Design Forum, Asia University.
2014	<b>Instructor.</b> Master Academy Workshop, Dung Hua University, Taiwan.
2014	<b>Instructor.</b> New Generation of Lin Rush Design Workshop, Taiwan.
2014	<b>Award Juror.</b> Lin Rush Design Award, Taiwan.
2014	<b>Award Juror.</b> Taiwan Top Craft Fair in Mainland China Selection Project, National Taiwan Craft Research Institute.

2013	<b>Organizer.</b> One School One Craft (OSOC) Workshops, National Taiwan Craft Research Institute.
2013	<b>Speaker.</b> "Design in An Unpredictable World", NCKU ID Alumni TID Forum.
2013	<b>Speaker.</b> "Universal Design", Special Education Conference, Taoyuan Innovation Institute of Technology.
2013	<b>Instructor.</b> Top Future Design Workshop, Asia University.
2013	<b>Speaker.</b> "Craft and Design", Design Tainan: Craft VS Design Workshop, Tainan Cultural Bureau.
2012	<b>Instructor.</b> Intelligent Living Space International Design Workshop, NCKU.
2012	<b>Juror.</b> "Animal Magicians", Educational TV program (6 episodes), Taiwan.
2011	<b>Instructor.</b> Moe Scholarship Program for Overseas Study in Art and Design Workshop, NCKU, Taiwan.

## Research and Industry-Academia Collaborations

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2024 - 2025	<b>Instructor.</b> A collaborative studio with Fluke Corp., UW and Fluke Corp.
2023 - 2024	<b>Instructor.</b> A collaborative studio with Anvil Studios, UW and Anvil Studios.
2022 - 2023	<b>Instructor.</b> A collaborative studio with Amazon Physical Stores Experience designers, UW and Amazon.
2020 - 2021	<b>Research Assistant.</b> Pediatric complex care design project, NCSU and Duke Healthcare System.
2019 - 2022	<b>Researcher.</b> Thesis project: An agent-based approach to adaptive design via augmented artifacts in complex systems.
2014 - 2016	<b>PI.</b> National program for intelligent electronics (NPiE), sub-project 5: Wearable intraocular pressure monitoring device and application software development.
2013 - 2016	<b>PI.</b> EEG helmet and peripherals, Asia U. and Biomedical Engineering Research & Development Center, China Medical University.
2016	<b>Co-PI.</b> Light control interface design, Asia U. and Cincon Electronics Co., Ltd.
2016	<b>PI.</b> Designs for visually impaired children, Asia U. and Taichung Huiming School for the Blind.
2016	<b>Co-PI.</b> Food utensil design, Asia U. and San Neng Bake Ware Corporation
2015	<b>Co-PI.</b> U19 National creativity and innovation competition, Asia U. and Economic Development Bureau, Taichung government.
2015	<b>PI.</b> Cultural creative product design, Asia U. and Weile Creative Marketing Co., Ltd.
2015	<b>Co-PI.</b> KOI identification & uniform design, Asia U. and KOI Limited Co.
2015	<b>PI.</b> Fuchi identification and packaging design, Asia University and Shining Integrated Marketing.
2014 - 2015	<b>PI.</b> Sensalight smart LED table lamp design, Asia U. and Industrial Technology Research Institute.
2014	<b>PI.</b> Ceiling fan design (phase II), Asia U. and Harsey Enterprise.
2014	<b>PI.</b> Advanced ceiling fan design, Asia U. and Harsey Enterprise.
2014	<b>Co-PI.</b> Taichung light festival, Asia U. and Cultural Affairs Bureau, Taichung Government.
2013	<b>PI.</b> Ceiling fan design (Phase I), Asia U. and Harsey Enterprise.
2013	<b>PI.</b> SCARA and Tube grinding machine design, Asia U. and Hiwin Technologies Corp.
2013	<b>PI.</b> Bicycle accessory design, Asia U. and Sunny Wheel Ind. Co., LTD.
2012	<b>PI.</b> Peng Hu Chi-Mei Island cultural and creative product design, Asia U. and Tourism Bureau, Peng Hu county government.
2012	<b>PI.</b> OSOC - One School One Craft, Asia U. and National Taiwan Craft Research Institute.
2012	<b>PI.</b> Handicraft design for aging people, Wolkeland Design and National Taiwan Craft Research Institute.

2012 **PI.** Pierre Cardin mobile phone accessory design, Asia U. and UKADONS International Ltd.

## Awards

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2018 **Graduate Study Fulbright Grant** (USA and Taiwan). Full scholarship for Ph.D. studies in the US.

2017 **iF Packaging Design Award** (Germany). Limu Pear Packaging.

2016 **Taichung Excellent Educator Award** (Taiwan) (one recipient per school).

2016 **Asia University Excellent Teaching Award** (Taiwan) (one recipient per college).

2015 **National Innovation Award** (Taiwan). Development and pre-clinical trial of long-term wireless intraocular pressure monitoring system.

2015 **Taiwan International Invention and Design Award** (Taiwan). Lin rush pillow.

2014 **G-Mark Design Award** (Japan): Souvenir design for the opening of Asia Museum of Modern Art.

2013 **Tainan Creative Product Award** (Taiwan). Layers of Tainan: Glass saucers.

2012 **International Franz Design Award: Bronze Award** (Taiwan). Light mushroom.

2011 **Tainan Creative Product Award** (Taiwan). Gate bag.

2009 **Red Dot Product Design Award** (Germany). Kaleido R7: Digital frame.

2008 **G-Mark Product Design Award** (Japan). Kaleido R7: Digital frame.

2007 **Taiwan UDesign Award** (Taiwan). Trio: Skype speaker phone.

2006 **iF Product Design Award** (Germany). Xing: Skype conference phone.

2006 **iF Product Design Award** (Germany), **Red Dot Product Design Award** (Germany), **G-Mark Design Award** (Japan). Free.1: Skype handset.

2005 **Grandeza Award**, Rekorder Rennen (Germany).

2004 **National Awards of Excellence** (Taiwan). Flex Pointer: Presenter.

2003 **Symbol of Excellence** (Taiwan). Flex Pointer: Presenter.

1997 - 1999 **University of Alberta Master of Fine Arts (MFA), Master of Design (MDes) Scholarship** (Canada).

1995 **International Leisure Two-Wheeled Vehicle Design Competition** (Taiwan), 1st Place.

## Teaching

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### Courses — University of Washington (2022 - 2025)

Des211 Introduction to Industrial Design

Des317 Intermediate Industrial Design

DES326 Digital Fabrication

DES445 Advanced Industrial Design

DES499 Individual Projects - Design

ART497 Study Abroad Program

DES582 Design Graduate Studio

DES 600 Independent Study or Research

DES700 Master's Thesis

**Courses — National Cheng Kung University (2017 - 2022)**

ID2111 Product Design

ID3111 Industrial Design

ID4218 International Industrial Design Competition

ID7233 Behavior Design

**Courses — National Taipei University of Technology (2017 - 2018)**

3813003 Product Development

**Courses — Asia University (2011 - 2017)**

D4U00558 Design Project

D4U00877 Product Design

D4U00894 Fashion Product Development

D4U00975 Advanced Product Design

D4U00981 Design Trends and Marketing

D5U00576 Industrial Design

D5U00684 Lectures of Creative Design

D5U00962 Advanced Creative Product Design

D6B00740 Packaging Design

D6B00892 Design Methods

DCM00937 Special Topics of Product Design

DCM00963 Cultural and Creative Industry of Research

DCM00972 Design Thinking

XDU00001 English for Design Professionals

XDU00009 Special Topics of International Design

XDU00017 International Design Practice

**Academic advising — University of Washington (2022 - 2024)**

**Thesis Chair** (2024). MDes thesis: "Heartfelt homes: Bridging Communication and Emotional Connections", Min Jung Koo, University of Washington.

**Thesis Chair** (2023). MDes thesis: "CritBoard: Reimagining Online White Board Tools for Diverse Personalities", Chen Wei, University of Washington.

**Academic advising — Asia University (2011 - 2015)**

**Thesis Chair** (2015). MDes thesis: "Product Design Based Great Experience: Using Picnic as an Example", Yen-Ru Lin, Asia University.

**Thesis Chair** (2015). MDes thesis: "Digital Intraocular Pressure Monitoring Device and Application Software Interface Design", Jia-Wei Hu, Asia University.

**Thesis Chair** (2013). Undergraduate student's thesis: "Design Research on Household Emergency Preparation for Young Children", Meng-Ching Ho, Asia University.

## Exhibitions (Invited designer)

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2016	09/23 - 10/02	<b>Taiwan Designer's Week</b> , Taipei Cultural and Creative Park.
2015	04/29 - 05/04	<b>Creative Expo Taiwan</b> , Huashan 1914 Creative Park, Taipei.
	03/27 - 04/22	<b>Discovering Technology Treasures</b> , Taipei Cultural and Creative Park.
	02/14 - 03/22	<b>Tainan Gift Exhibition</b> , Tainan Creative Center.
2014	10/03 - 10/12	<b>Taiwan Designer's Week</b> , Taipei Cultural and Creative Park.
	08/29 - 09/28	<b>Dian Shin/Design Refreshment Exhibition</b> , Tainan Creative Center.
2013	11/23 - 12/29	<b>Play Together Installation Exhibition</b> , Wanhua Lin House, Taipei.
	09/27 - 10/02	<b>Taiwan Designer's Week</b> , Floral Expo Hall Taipei.
	08/23 - 09/22	<b>Dian Shin/Design Refreshment Exhibition</b> , Tainan Creative Center.
2012	09/14 - 09/23	<b>Taiwan Designer's Week</b> , Floral Expo Hall Taipei.
	05/12 - 07/11	<b>Dian Shin/Design Refreshment Exhibition</b> , Tainan Creative Center.
2011	12/12 - 02/26	<b>Sharing Happiness Design Exhibition</b> , Taichung Broadcast Studio.
	09/16 - 09/25	<b>Dian Shin/Design Refreshment Exhibition</b> in Taiwan Designer's Week, Huashan 1914 Creative Park, Taipei
	07/29 - 10/16	<b>Jimmy - How to Own A Corner Exhibition</b> , Huashan 1914 Creative Park, Taipei.
	03/25 - 10/16	<b>Light Craft Exhibition</b> , National Taiwan Craft Research and Development Institute, Nantou.
	02/12 - 03/27	<b>Lumintree House Exhibition</b> , Treasure Hill, Taipei.
2010	09/16 - 09/25	<b>Dian Shin/Design Refreshment Exhibition</b> in Taiwan Designer's Week, Huashan 1914 Creative Park, Taipei.
2009	12/05 - 03/05	<b>Tea Living and Design Exhibition</b> in Taiwan Designer's Week, Huashan 1914 Creative Park, Taipei.
	08/28 - 09/06	<b>Dian Shin/Design Refreshment Exhibition</b> in Taiwan Designer's Week, Huashan 1914 Creative Park, Taipei.
2008	06/28 - 07/04	<b>Dian Shin/Design Refreshment Exhibition</b> in Taiwan Designer's Week, Four-four South Park, Taipei.
2007	06/29 - 07/05	<b>Dian Shin/Design Refreshment Exhibition</b> in Taiwan Designer's Week, Eslite Bookstore, Taipei.

## Designs introduced in

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Ivanova, A. (2017). *Taiwan By Design: 88 Products for Better Living*. Intellect Ltd.

Yeh, Z. S. (Ed.). (2015). *Gift for Tainan*. Tainan Cultural Bureau.

Hu, Y. Z. (Ed.). (2014). *Fundamentals*. NDD Design Tainan.

Hu, Y. Z. (Ed.). (2013). *Treasure Trove Taiwan: A Reference Guide to Future Heirlooms from Taiwan*. NDD Design Tainan.

Taiwan Designers' Web (Ed.). (2013). *Around: Ideas Within Life*. Ecus Publishing House.

Hu, Y. Z. (Ed.). (2012). *Tainan Touch: An Essential Guide to Taiwan Cultural Products*. NDD Design Tainan.

Taiwan Designers' Web (Ed.). (2011). *WISH - A View for the Future*. Yuan-Liou Publishing.

Taiwan Designers' Web (Ed.). (2010). *Care, I Care*. Yuan-Liou Publishing.

Taiwan Designers' Web (Ed.). (2009). *Share & Enjoy*. Yuan-Liou Publishing.

Taiwan Designers' Web (Ed.). (2008). *Design & Beyond*. Garden City Publishing.

## Patents

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**Rearrangeable Braille Plate for the Blind:** R.O.C. New Model Patent No. M531027

**Ice Net:** R.O.C. New Model Patent No. M514834.

**Roll-n-Click Light Fixture:** R.O.C. New Model Patent No. M497224.

**Multi-functional Hammer:** R.O.C. New Model Patent No. M456888.

**Elastic Band Hand Grip:** New Model Patent No. M446008.

**Speaker:** R.O.C. New Type Patent No. D132298.

**Digital Frame:** R.O.C. New Type Patent No. D125554.

**Phone:** R.O.C. New Type Patent No. D124990.