

# Kuohsiang Chen (陳國祥)

## Curriculum Vitae



### Correspondence

**Address:** *School of Art and Design  
Fuzhou University of International Studies and Trade  
28 Yuhuan Road, Shouzhan Town, Changle District, Fuzhou, Fujian 350202, China*

### Education

**Ph.D. in Design**, July, 1995.  
Illinois Institute of Technology, Chicago, Illinois, USA.  
**M.S. in Design**, August, 1984.  
Illinois Institute of Technology, Chicago, Illinois, USA.  
**B.S. in Industrial Design**, June, 1978.  
National Cheng Kung University, Tainan, Taiwan

### Specializations

Form Languages, Form Generation and Style Association, Style Reappearance, Kansei Engineering, Kansei Design, New Product Design & Development, Information Visualization, Human-Computer Interaction and Cultural Issues.

### Professional Experience

8/2018 – present **Dean**, *School of Art and Design, Fuzhou University of International Studies and Trade, China.*  
2/2012 – 7/2018 **Dean**, *College of Communication and Design, I-Shou University, Taiwan.*  
2/2011 – 1/2012 **Professor**, *Department of Product Design, College of Design, Tainan University of Technology, Taiwan.*  
8/2008 – 1/2011 **Professor**, *Department of Industrial Design and Institute of Creative Industries Design, College of Planning and Design, National Cheng Kung University, Taiwan.*  
2/2010 – 6/2010 **Guest Researcher**, *Technological University of Delft, The Netherlands.*

9/2009 – 9/2009 **Guest Researcher**, *University of Tsukuba, Japan.*

8/2006 – 7/2007 **Director**, *Institute of Creative Industries Design, College of Planning and Design, National Cheng Kung University, Taiwan.*

8/2004 – 7/2007 **Chairman**, *Department of Industrial Design, College of Planning and Design, National Cheng Kung University, Taiwan.*

8/2004 – 7/2007 **Deputy Director**, *Center for Life Trendy Goods Design, National Cheng Kung University, Taiwan.*

8/2003 – 7/2008 **Associate Professor**, *Department of Industrial Design, College of Planning and Design, National Cheng Kung University, Taiwan.*

8/2001 – 7/2003 **Head**, *School Planning Section, University Development Center, National Yunlin University of Science & Technology, Taiwan.*

8/2000 – 7/2003 **Associate Professor**, *Department of Industrial Design, College of Design, National Yunlin University of Science & Technology, Taiwan.*

8/1995 - 7/2000 **Associate Professor**, *Department of Industrial Design, College of Engineering, National Cheng Kung University, Taiwan.*

8/1985 - 7/1995 **Instructor**, *Department of Industrial Design, College of Engineering, National Cheng Kung University, Taiwan.*

7/1983 - 7/1985 **Graphics Researcher**, *R&D Department, SPSS Inc., Chicago, ILL, USA.*

8/1981 - 6/1983 **Research Assistant**, *Institute of Design, Illinois Institute of Technology, Chicago, ILL, USA.*

6/1979 - 8/1980 **Industrial Designer**, *R&D Department, SAMPO Corp., Taiwan.*

6/1978 - 5/1979 **Product Designer**, *R&D Department, SINO Product Design & Development Company, Taiwan.*

## Honors

- **Minjiang Scholar Chair Professor**, Fuzhou University of International Studies and Trade, China, 2018.
- **Winner**, “Bellpipes - Wind Bell”, **reddot arwad**: design concept, 2014/9. **advisor**
- **Finalist**, “Bellpipes - Wind Bell”, **2014 IDEA**, IDSA, USA, 2014/7. **advisor**
- **Excellence Award** for 2010 research project presentation poster. **National Science Council**, Taiwan 2011/11.
- **Excellent Prize**, “WinSolar”, **The 13<sup>th</sup> Interational Bicycle Design Competition**, Cycling & Health Tech Industry R&D Center, Taiwan, 2009/3.
- **Winner**, **reddot arwad**: design concept, 2008/12. **advisor**
- **Second Prize**, “Portable Water and Solar Power Generator”, **Zhenhai Cup 3rd International Industrial Design Competition**, China, 2008/9. **advisor**
- **Excellent Research Performance Award** for “Plan for the developments of international first-class university and the top-notch research center”. **National Cheng Kung University**, Taiwan 2008.
- **Excellent Paper Award**, “Personal Emotional Brand – take travel 2.0 blogger for example”, with Pei-shien Lin and Meng-Dar Shieh. The International Conference on Kansei Engineering and Emotion Research 2007 (**KEER 2007**), *Japan Society of Kansei Engineering*, October 10-12, 2007. **co-advisor**
- **Silver Award**, 2007 Yulong Nissan Automobile Design Competition - Design the Future, Form Desiogn Group, 2007. **advisor**
- **Excellent Teaching Performance Award**, College of Planning and Design, **National Cheng Kung University**, Taiwan 2007.
- **Excellent Seniority Teacher Award**, serving for 20 years, **Ministry of Education**, Taiwan 2005.

- **Tan Chin Tuan Exchange Fellowship**, Tan Chin Tuan Exchange Fellowship in Engineering, **Nanyang Technical University, Singapore**, 2004.
- **Finalist, 87/2808, Osaka International Design Competition**, Japan, 2004. **co-advisor**
- **Honorable Mention**, 2 entries, **Birdhouse by Students**, Japan, 2000. **co-advisor**
- **Honorable Mention**, 4 entries, **LG international Design Competition**, Korea, 1999. **co-advisor**
- **Excellent Research Performance Award, 1st Category**, (merged to Principal Investigator Fee since 1999), obtained 32 projects between 1999 and 2017, **National Science Council (NSC)**, Taiwan.
- **Excellent Research Performance Award, 1st Category, National Science Council (NSC)**, Taiwan, 1998.
- **Full Scholarships for Studying at IIT, USA**, Ministry of Education, Taiwan 1991-1994.
- **Excellent Research Performance Award, 2<sup>nd</sup> Category**, 5 consecutive years, **NSC, Taiwan**, between 1986 and 1990.
- **Excellent Teaching Performance Award**, Dept. of ID, **NCKU, Taiwan**, 1989.

### Professional Affiliations

- Taiwan Institute of Kansei (**TIK**), Founding President, 2008 - Present.
- Global Talentpreneur Innovation & Collaboration Association (**GlobalTiC**), Member, 2006 - Present.
- Ergonomic Society of Taiwan (**EST**), Member, 1997 - Present.
- Chinese Institute of Design (**CID**), Member, 1995 - Present.
- China Packaging Institute (**CPI**), Member, 1987 - Present.
- Chinese Industrial Designers' Association (**CIDA**), Member, 1979 - Present.

### Editor for International/National Journals

- Co-Guest editor for the special issue of **International Journal of Product Development (IJPD)**, 2004-2005.
- Editor for the **International Journal of Design (IJD)**, 2007--present.
- Co-Guest Editor for a Special Issue of **International Journal of Design (IJD)**, 2007-2008.
- Section editor for the **Journal of Design** for Chinese Institute of Design (CID), 2007-present.
- Editor for the **Journal of Yunlin Institute of Technology**, 2009-present.
- Editor for the **Journal of Kansei**, 2012-present.
- Editor for the **Journal of Southern Taiwan University of Technology**, 2009-2011.
- Editor for the **Design Processes Newsletter**, Institute of Design, Illinois Institute of Technology, Chicago, ILL, USA. 1993-1994.