

JONATHAN ANTONIO EDELMAN, MFA, Ph.D.

PO Box 19418
Stanford, CA 94309
650 380 7056
edelman2@stanford.edu

TEACHING

Consulting Assistant Professor ME 103 Introduction to Product Realization, ME203 Design and Manufacture, ME319 Foundations of Design for Design Thinkers, **Stanford University (2012-2013)**

Co-Instructor Arts Intensive Design Thinking and the Art of Innovation, **Stanford University (2012)**

Lecturer ME110 New Product Development, **University of California Berkeley (2012)**

Lecturer Artstudi 60/160 Design I, **Stanford University (2007-2012)**

Co-Instructor Arts Intensive Design Thinking and the Art of Innovation, **Stanford University (2011)**

Co-Instructor ME 365, **Stanford University (2008)**

Teaching Assistant Product Realization Lab, ME203, ME101, Art60, Art160, Art268, **Stanford University (2005 – 2008)**

Corporate Trainer (Macromedia Flash), Pacific Life, Lion's Gate Entertainment, Organic Ideas, OC Flash **(2001 - 2002)**

Guest Speaker Lighting Design for Film and Television, **The College of Santa Fe (1994 - 1996)**

Teaching Assistant Physics and Biology Labs, **St. John's College (1980 - 1983)**

DESIGN CONSULTANT AND DESIGN PROCESS EDUCATION

Pantograph Design Associates, Creative Director

Clients Include:

EyeStalks, 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 (the "d.school"), Stanford University, The Nueva School Project (Developed innovative learning space and affordances, media center, tech box)

Panasonic San Jose Research Lab, LifeStory Project, design intern

INTERACTIVE MOTION GRAPHICS DESIGN AND PROGRAMMING

Creative Director, Five Palms Design – Web and Graphic Design, and Interactive Programming
Chief Technical Officer, Digital Analogies – Educational Multimedia Design

EDUCATION

Ph.D., Mechanical Engineering, Design Theory and Methodology, Stanford University (2006 - 11)
MFA, (Product Design), Stanford University (2004 - 06)
B.A., Mathematics and Philosophy, St. John's College, Annapolis (1979 - 83)
Summer Institute for Entrepreneurship, Graduate School of Business, Stanford University (2009)
Bookbinding and Letterpress Printing, San Francisco Center for the Book (2011)
Screenwriting I & II, American Film Institute (1997)
Conversational Italian, La Scuola Dante Alighieri, Florence, Italy (1983 - 84)

AUTHOR

"PRL Case Studies", Product Realization Lab, Stanford University (2007), (Author, Photographer)
"Introduction to Programming in Flash 5 for Artists and Designers" (2001), (Course Developer/Author)

VISUAL CONSULTANT FOR FILM AND TELEVISION

Chief Lighting Technician (IATSE Local 728, NABET 15) - Gaffer/Lighting Designer for Stage, Film, and Interactive Media (1983 - 2003)

ASSISTANT DIRECTOR

Woodstock Playhouse (1984 - 1985 Summer Seasons)

RECENT PUBLICATIONS

Edelman, Jonathan, "Qualitative Methods and Metrics for Assessing Wayfinding and Navigation in Engineering Design" in **Design Thinking Research**, Springer Berlin Heidelberg New York, 2013 (Forthcoming).

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, 2012.

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, 2011.

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, October 2010.

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, September 2010.

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, August 2009

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, September 2009.

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, August 2009.

INVITED TALKS

“Understanding Radical Breaks” Berkeley Institute of Design (BID), Berkeley 2012

“Understanding Radical Breaks” Fourth Special Interest Group Design Theory Workshop of the Design Society, Paris 2011

“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) 2010

“Media Strategies for C-K and K-C Transits” Third Special Interest Group Design Theory Workshop of the Design Society, Paris 2010

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, Cornelia Street Cafe, New York, August 1980

AWARDS and ACHIEVEMENTS

GlaxoSmithKline Fellow Stanford GSB Summer Institute for Entrepreneurship (2009)

Charles Saylor Award in Design (Stanford University, 2006)

Judo Instructor Certification, United States Judo Association (1993)

Shodan, 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)