

Harold G. Wood
Arts and Technology, Arts and Humanities
The University of Texas at Dallas
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Educational History

BFA, April 1973, Brigham Young University, Provo Utah, Industrial Design

Other Professional Courses:

Basic Computer Programming, Sperry-Univac, Roseville TX
Business Benchmarking, Texas Instruments, Dallas TX
Human Resource Management, Texas Instruments, Dallas TX
Change Management, Texas Instruments, Dallas TX
Strategic Marketing, Texas Instruments, Dallas TX
Value Chain Management, Texas Instruments, Dallas TX
Scenario Planning, Texas Instruments, Dallas TX
McKinsey & Co. Market Assessment and Planning, Texas Instruments, Dallas TX
Market Communications, Texas Instruments, Dallas TX
Communications with the Press, Texas Instruments, Dallas TX
Audit MBA course on Electronic Commerce, University of Southern California, Los Angeles CA

Professional Experience

2007 – Present

Assistant Director, Graduate Advisor, Clinical Associate Professor

University of Texas at Dallas, Richardson TX
Arts and Humanities / Arts and Technology Program

2005 – 2007

Graduate Advisor, Visiting Associate Professor

University of Texas at Dallas, Richardson TX
Arts and Humanities / Arts and Technology Program

2002 – 2005

Lecturer 1

University of Texas at Dallas, Richardson TX
Arts and Humanities / Arts and Technology Program

2001 – 2004

Strategic Design Planning / New Business Development

Ignition, Inc., Plano TX

Responsible for the development of a new competency in Strategic Design Planning in this 20 year old design consultancy. Clients included:

- Dallas Morning News
- DSC/Alcatel
- Fossil
- Fujitsu
- Hewlett-Packard
- Leapfrog
- Monterey Networks/Cisco
- Marconi
- Motorola
- Nokia
- Peterbilt
- Porter-Cable
- Radio Shack
- Texas Instruments

1998 – 2001

Independent Consultant

Strategic Design Planning
Thousand Oaks CA

As an independent consultant to a variety of enterprises, I helped identify and build new business opportunities using Design Planning methods of which the primary elements are Research and Analysis, Concept and Scenario Planning, and Immersive Experiential Business Prototyping. I mentored several design consultancies:

Ashcraft Design, Santa Monica CA
RKS Design, Thousand Oaks CA
S.G. Hauser, West Lake Village CA

Clients included:

- Amana
- Baxter Medical
- Cannon
- Coleman
- Epson
- Harman Kardon
- Hewlett-Packard
- Iomega
- Intel
- JBL
- Johnson Controls
- Panavision
- Patagonia
- Polaroid
- Seiko

1984 – 1998

Texas Instruments Inc.
Dallas TX

Director, User Research & Design Planning Lab (1995 - 1998)

Corporate New Business Creation & Strategic Design Planning
Dallas TX

I established new methods in the corporation to augment TI Strategic Planning processes. The lab's mission was to gain new insights into user needs in Mobile Information, Wireless Communications, Home Information & Entertainment, and Institutional Security. My team included Strategic Design Planners, Anthropologists, Ethnographers, Industrial Designers, Interaction Designers, Brand and Information Designers; supported by TI's Research Engineers and Market Planners. In 1996 we launched a billion dollar business, branded 'Livegear/digital tools for mobile work', and in 1997 we developed propositions

for three new business arenas (Retail Advertising, Home Information/Entertainment, and Digital Movie Projection) using Digital Light Processor (DLP) technologies.

Manager, Corporate Design Center (1990 - 1995)

Worldwide Design Operations

Austin TX/Avezzano Italy/Dallas TX/Nice France/Tokyo Japan

In 1990, I assumed the position of Corporate Manager of Design, and managed a staff of 33 located in five studios in four countries, servicing six divisions; Consumer & Business Products, Digital Imaging Products, Defense Systems, Semiconductor Equipment, and New Enterprise Business. Product categories including; calculators, notebook computers, laser printers, factory control systems, solar collection panels, digital cameras, digital micro-mirror video projectors, high-speed automotive toll-tag transmitters, infrared night sight devices, and many other exotic 'high-tech' product offerings.

Manager, Industrial Design & Usability (1988 - 1990)

Data Systems, Industrial Systems, and Semiconductor Process Automation

Austin TX/Dallas TX/Johnson City TN/Tokyo Japan

In 1988, I added to my responsibility the administrative and creative direction of two new business divisions; Industrial Computer Control Systems, and Development/Test Equipment for the manufacture of semiconductors. Besides designing better human interactions into these million dollar clean-room robots, we took on a larger role of redesigning the entire work environment, which we called Workplace Design.

Manager, Industrial Design (1984 - 1988)

Data Systems and Geophysical Systems

Austin TX/Houston TX

At Data Systems Group, we developed a full line of computer products, including main-frames, terminals, PCs, printers, and various experimental projects, i.e., the first Artificial Intelligent (AI) workstation, 'Explorer', which was a joint project with MIT. We also designed seismic prospecting products for Geophysical Systems Division, which was the original parent company of Texas Instruments.

1982 – 1984

Independent Consultant

Modulus Design - Industrial Design and Engineering

Acton MA

I started this consultancy to meet a need not generally served at the time in the Boston area, i.e., a synergized Design and Engineering service. My engineering associate and I provided a turn-key service, including limited production. Clients included: Abiomed, Honeywell, LM Ericsson, Nixdorf, Parker Tools and Racal-Milgo. Projects ranged from high tech' Artificial Heart Pumps to low tech' Electric Hand Tools for Sears.

1979 – 1982

Design Manager - Terminals Operations

Honeywell Information Systems Inc.

Billerica MA

This was the place Bill Gate's partner, Paul Allen worked a few years prior to my arrival. I witnessed the birth of the first generation Personal Computer here; they called them 'Intelligent Workstations' then. I was the lead designer for all computer terminals at Honeywell Information Sys. This included general-

purpose terminals, PCs and industry specific devices, such as Factory Data Collection, Office Automation, self-service Airline reservation terminals, and Bank ATMs. (The ATM used by the kid at the beginning of the movie Terminator II was one of mine!)

1977 – 1979

Senior Industrial Designer

Gregory Fossella Associates - Industrial Design Consulting
Boston MA

At the time, GFA was the largest consulting Industrial Design firm east of the Mississippi River. We served the 'Technology Highway' companies around Boston and many more across the country designing a variety of products including: ophthalmological equipment for American Optical, boats for Boston Whaler, industrial robots for Cincinnati Milacron, helicopters for Enstrom, computer equipment for General Electric, speakers for KLH, writing pens for Sheaffer Eaton, and watches & calculators for Texas Instruments.

1973 – 1977

Industrial Designer

Sperry Univac/Main-Frame Division
Roseville MN

This was my first job out of school. I worked on the largest mainframe computers of the time. The founders of Univac invented one of the first digital computers, the ENIAC, and sold their second copy to a little company called IBM! I assisted the senior staff in the design of \$10 million mainframe scientific computer systems, which included the floor to ceiling cabinets and various set-up configuration options. One of my assignments was to design aesthetically pleasing safety barriers internal to these massive cabinet arrays, as I was told repairmen were routinely welding their Rolexes across the exposed power buses!

Professional Memberships

- Individual Member, Industrial Designers Society of America (IDSA)
- Board of Advisors, Design Management Institute (DMI)
- Board of Advisors, Chairperson, Brigham Young University, School of Design

Awards

- 1983 - 2 Data Collection Terminals for Honeywell Information Systems, Inc.
- 1989 - Terminal Concentrator for Texas Instruments, Data Systems Group
- 1985 - ID Annual/Best Design, Explorer AI Computer at Texas Instruments
- 1985 - Best of Category, if/Industrieform, Hanover Fair, Explorer AI Computer at TI
- 1989 - IDEA/Bronze, Terminal Concentrator at Texas Instruments
- 1990 - IDEA/Bronze, Semiconductor Processor at Texas Instruments
- 1992 - IDEA/Gold, Audit Terminal for Chicago Board of Trade at Texas Instruments

Achievements in Original Achievement, Investigation, and Research

- Journal articles
 - Design Management Journal, Fall 1996, 'Vision Design'
 - TI Technical Journal, Jan-Feb 1997, 'Understanding Customer Needs'
 - IDSA Innovations Journal, Summer 1997, 'Designing the Whole Business'
- Patents and patent applications
 - 1983 - 2 Data Collection Terminals for Honeywell Information Systems, Inc.
 - 1989 - Terminal Concentrator for Texas Instruments, Data Systems Group

Professional and University Citizenship

- Professional activities and committees
 - Individual Member, Industrial Designers Society of America (IDSA)
 - Board of Advisors, Design Management Institute (DMI)
 - Board of Advisors, Chairperson, Brigham Young University, School of Design