Curriculum Vitae

Elham Morshedzadeh
Assistant Professor
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Industrial Design Program
School of Architecture and Design
Virginia Tech

I. Executive Summary

Education

2016	Ph.D., Design Science, Chiba University, Chiba, Japan. Thesis: "The User-Product Interaction Evaluation (UPIE) Model; A Structured Method for Testing and Improving the Product Design."
2009	M.S., Industrial Design, Islamic Art University of Tabriz, Tabriz, Iran. Thesis: "The Influence of Interaction Design on Product Functionality."
2009	B.A., Industrial Design, Alzahra University of Tehran, Tehran, Iran. Thesis: "Queue System Keyboard and Display Design for Bank Employees."

Academic and Administrative Appointments

2017–pres.	Assistant Professor, Industrial Design, School of Architecture + Design, College of Architecture and Urban Studies (CAUS), Virginia Tech
Spring 2017	Adjunct Instructor, Industrial Design, School of Architecture + Design, CAUS, Virginia Tech
2015–2016	Teaching Assistant, Division of Design Science, Chiba University, Chiba, Japan
2009–2012	Lecturer, Saba School of Art and Architecture, Bahonar University of Kerman, Kerman, Iran
2009–2012	Lecturer, Department of Graphic Design, Jame Elmi Karbordi (Applied Science and Technology) University, Kerman, Iran

Selected Service to the Community and Profession Community

Professional Appointment:

2021-Present	Advisory Board Member, Office of Undergraduate Research (OUR)
2021-Present	Scientific Advisory Board (SAB). integrated Translational Health Research Institute of Virginia (iTHRIV) Office of Undergraduate Research (OUR) Advisory Board
2021-pres.	Human Centered Design PhD / Grad Program, Executive Committee Member
2020-pres.	Center for Human Computer Interaction, , Executive Committee Member
2017-pres.	International Archive of Women in Architecture, Executive Board Member
2020-pres.	Team Malawi Member and consultant for proposed research and projects,

Professional Membership:

2018-pres.	American Society of Engineering Education (ASEE)
2017-present	Center for Human Computer Interaction (CHCI)
2017-pres.	Industrial Design Society of America (IDSA)
2014–pres.	Japanese Society for the Science of Design (JSSD)
2003–pres.	Industrial Design Scientific Society of Iran
2013–2016	Academic Soc. of Iranians in Japan (ASIJ)

Selected Service to Virginia Tech:
College

2017-2020	CAUS Diversity Equity and Inclusion
2019- pres.	CAUS Curriculum Committee

School

2020 - pres.   A+D Diversity Equity and Inclusion Working Party
2020 - pres.   A+D Technology Committee
2020 – pres.   A+D Health Design Committee

Department
2017 - 2018   Search Committee Member, for a new Tenure-Track Assistant Professor of Industrial Design.

V.   Research and Creative Activities

A.   Awards, prizes, and recognitions

2020 Excellence in Outreach, School of Architecture and Design, Virginia Tech
2018   Junior Faculty Award, ICTAS (Institute for Critical Technology and Applied Science), Virginia Tech

Prior to Virginia Tech:

International awards and recognition:
2012   MEXT Academic Scholarship. Awarded by the Japanese government One of nine PhD students awarded out of approximately 500 applicants Embassy of Japan Tehran, Iran.
2008   Honorable Mention, iF Forum (International Forum Design Hannover), Hannover, Germany.
2006   Academic Scholarship. Awarded by Iran's Ministry of Science, Research and Technology for scoring in the top 5% on the Graduate School Entrance Examination Islamic Art University of Tabriz Tabriz, Iran.
2004   National Elite Industrial Design Students; selected to participate in the National Design Project (One of twelve students chosen from all Iranian universities) Ministry of Science and Technology, Department of Design Process and Development Project: Motorcycle safety helmet design Tehran, Iran.
2004   Second Place, Industrial Design Scientific Society Project: "One Touch" CD packaging design University of Tehran Tehran, Iran.
2001   Academic Scholarship. Awarded by Iran's Ministry of Science, Research and Technology for scoring in the top 10% on the Graduate School Entrance Examination Alzahra University of Tehran Tehran, Iran.

6.   Papers in refereed journals (both print and electronic)

2016   Morshedzadeh E; Ono K; Watanabe W. (2016). A new Model for Improving User-Product Interaction Evaluation, Based on Affordance and Factor Analysis. Bulletin of Japanese Society of Science and Design (JSSD), Tokyo, Japan, Vol. 62(No. 5), 41-48.
2016   Morshedzadeh E; Ono K; Watanabe W. (2016). The User-Product Interaction Evaluation (UPIE) Model: A Case Study. Bulletin of Japanese Society of Science and Design (JSSD), Tokyo, Japan, Vol. 62(No.5), 49-58.
2012   Koleini-Mamaghani, N; Morshedzadeh E; (2012). Evaluation of User and Product Performance by Approach of Interaction Design. Honarhaye Ziba (Journal of Fine Art) Spring 2010 issue, University of Tehran, Tehran, Iran.

7.   Papers in refereed conference proceeding

2020   WIP: Transdisciplinary Design Education in Biomedical Engineering and Industrial Design Towards Identifying Unmet Needs of U.S. Veterans and their Healthcare Teams, 2020 ASEE Virtual Annual Conference Content Access, 22 Jun 2020 - 26 Jun 2021. 2020 ASEE Virtual Annual Conference Content Access Proceedings. ASEE Conferences. 24 Jun 2020

2019   Care for Veterans and Their Healthcare Providers A Community-Based, Collaborative Course for Industrial Design and Biomedical Engineering Students, Research & Education in Design: People & Processes & Products & Philosophy, 14 Nov 2019 - 15 Nov 2019.

2014   Morshedzadeh E; Watanabe W. User-Product Interaction Evaluation – Contribution Model Concept of Affordance, Usability and Confirmatory Factor Analysis" 5th STS Italia Conference (A Matter of Design: Making Society Through Science and Technology), Milan, Italy, 2014.

2014   Morshedzadeh E; "Evaluating Physical and Perceptual User-Product Interaction for Optimizing Product Design Methodology" 8th Annual Conference of ASIJ Journal (Academic Society of Iranians in Japan), Toyota, Japan (2014)

2013   Morshedzadeh E. Optimizing Product Design Methodology, 7th Annual Conference of ASIJ Journal (Academic Society of Iranians in Japan), Toyota, Japan (2013).

B.   Exhibitions

2019   1x1 IN REAL TIME (No. Of Pieces: 23) [multiple two-dimensional media]. Stanford University. 2019, September 13.

2019   1x1 Toward 2020 (No. Of Pieces: 26) [Multiple two-dimensional media]. Greater Richmond Convention Center. 2019, November 6.

2018   Islamic Geometric Shapes in Art, Design & Architecture; An exhibition of sketches, paintings, prints, and product designs, April 9–10.
Student designers: Alyssa Bushhouse (Industrial Design), Rachel Colon (Industrial Design), Yasmine Katkhuda (Architecture), Amanda Stuckey (Architecture), and Sarah Tram (Industrial Design).
Photography by Dr. Elham Morshedzadeh and Jeff Joiner, Assistant Professor, Visual Communication Design, SOVA.

2018   Community Narratives, Kathryn Albright, Photography Exhibition: Virginia Tech. Cowgill Hall at Virginia Tech. October 2017.

10.   Reviews
Published articles mentioning me, my teaching and/or my research:

2021   Roanoke Innovative (https://roanokeinnovates.com/2021/01/19/news-of-the-week-8/)

2021   Women In Industrial Design (https://www.linkedin.cn/authwall?trk=bf&trkInfo=AQHv-X30gWIIIAAAAXoc1KHYk6K6SJjdDLzahqGSgpr2WRLIvMDv2iVRVeqwr97qULw_3BB28yxIK3DtV5ibsedxmuiZeMZR6Q8Cd0bLokNo--3znMlGB1uHOm5eFVm7VIEb3Pw=&originalReferer=&sessionRedirect=https%3A%2F%2Fwww.linkedin.cn%2Fcompany%2Fwomen-in-

industrial-design%3Ftrk%3Dorganization-update_share-update_actor-text)

2021   UVA Today
(https://news.virginia.edu/content/ithriv-distributes-200000-fund-innovative-medical-research-projects)

2021   Virginia Tech Interior Design Fall Newsletter 2020
(https://issuu.com/vtitds/docs/fall2020_vtitds_newsletter-issue04)

2021   EurokAlart
(https://www.eurekalert.org/pub_releases/2021-01/vt-iah011421.php)

2021   eScience.News
(https://escience.news/ithriv-distributes-200000-to-fund-innovative-medical-research-projects.html)

2021   Opera News
(https://www.dailyadvent.com/news/45e31f62a3645895891cbf5b3a83b648-iTHRIV-announces-health-research-pilot-project-recipients)

2020   EurokAlart
(https://eurekalert.org/pub_releases/2020-04/vt-gfr042720.php)

2020   CHCI News
(https://hci.icat.vt.edu/news/id-students-design-for-aging-in-place.html)

2019   The Flagship
(https://static.dvidshub.net/media/pubs/pdf_51600.pdf)

2019   Bracework
(https://braceworks.ca/2020/11/28/health-tech/industrial-designers-and-biomedical-engineers-team-up-to-address-unmet-needs-of-wounded-veterans/)

2019   Military News
(https://www.militarynews.com/news/veterans/industrial-designers-and-biomedical-engineers-team-up-to-address-unmet-needs-of-wounded-veterans/article_c600d676-beb0-11e9-b926-3fb793c5305a.html)

2019   Virginia Tech News
(https://beam.vt.edu/about/news/stories/industrial-designers-and-biomedical-engineers-team-up-to-address.html)

2017   CHCI News
(https://hci.icat.vt.edu/news/chci-welcomes-new-member-elham-morshedzadeh.html)

13.   Papers and posters presented at professional meetings

    International Conference Presentations:

2021   **Morshedzadeh E** (<u>presenter</u>); Muelenaer A.; Morris, M.; Werlich, D.; & Nelson, M.; Identifying Factors for Designing a Successful Telemedical Training System for Remote Pediatric Physical Exams, DESIGN CULTURE (OF) NEW NORMAL, Rome, Italy, 08 Jun 2021 - 12 Jun 2021

2019   **Morshedzadeh, E** (<u>presenter</u>); Arena, C., Hendershot, B. D., Robertson, J., Muelenaer, A., Lianos, E. A., and VandeVord, P. (2019). Care for Veterans and Their Healthcare Providers A Community-Based, Collaborative Course for Industrial Design and Biomedical Engineering Students, Research & Education in Design: People & Processes & Products & Philosophy, 14 Nov 2019 - 15 Nov 2019.

2014   **Morshedzadeh E;** Watanabe W. User-Product Interaction Evaluation – Contribution Model Concept of Affordance, Usability and Confirmatory Factor Analysis" 5th STS Italia Conference (A Matter of Design: Making Society Through Science and Technology), Milan, Italy, 2014.

2014   **Morshedzadeh E;** "Evaluating Physical and Perceptual User-Product Interaction for Optimizing Product Design Methodology" 8th Annual Conference of ASIJ Journal (Academic Society of Iranians in Japan), Toyota, Japan (2014)

2013   **Morshedzadeh E**. Optimizing Product Design Methodology, 7th Annual Conference of ASIJ Journal (Academic Society of Iranians in Japan), Toyota, Japan (2013).

National Conference Presentations:

2021   **Morshedzadeh E** (<u>presenter</u>); Muelenaer A.; Morris, M.; Werlich, D.; & Nelson, M.; Investigating the Role of User Experience Design in a Telemedical Training System for Pediatric Physical Examinations, International Applied Human Factors and Ergonomics Conference 2021, New York, Manhattan, 25 Jun 2021 - 29 Jun 2021

2021   **Morshedzadeh E;** (<u>presenter</u>); Arena, C.; Muelenaer A.; Teaching Strategies and Models Considering Interdisciplinary Practice in Industrial Design Curriculum, International Applied Human Factors and Ergonomics Conference 2021, New York, US, 25 Jun 2021 - 29 Jun 2021

2021   Turel, E.; Bohanen, C.L.; **Morshedzadeh, E.**(<u>presenter</u>); and Tomer, S.; Students' Perspectives on an Inclusive Curriculum, and Equity and Diversity in Design Education: A Comparative Analysis of Four Design Programs, EDRA 52 Annual Conference: Just Environments: Transdisciplinary Border Crossings, Virtual, 19 May 2021 - 23 Jan 2021

2021   **Morshedzadeh, E.**(<u>presenter</u>)**;** Bodo, B.; Sharma, A.; Assessment Strategy for Design Projects: A Collaborative Study for Improving Student Learning Outcome Evaluations in Project-Based Learning of Design Studio, 13th Annual Conference on Higher Education Pedagogy. (Participation: 75%).

2021   Kirkland, B.; **Morshedzadeh, E.**(<u>presenter</u>)**;** VTID + SFCS, Collaborative Design Project on "Aging in Pace" with Virginia Tech Industrial Design Studio", Kirkland, B.; Morshedzadeh, E.; 36th Annual By Design Conference, February 16, 2021

2020   Arena, C.; **Morshedzadeh, E.*** (<u>presenter</u>); Hendershot, B. D., Robertson, J., Muelenaer, A., Lianos, E. A., and VandeVord, P. (2020). WIP: Transdisciplinary Design Education in Biomedical Engineering and Industrial Design Towards Identifying Unmet Needs of U.S. Veterans and their Healthcare Teams, 2020 ASEE Virtual Annual Conference Content Access, 22 Jun 2020 - 26 Jun 2021. 2020

2020   **Morshedzadeh, E.**(<u>presenter</u>)**;** Muelenaer, A.; Community-Centered Participatory Research in Design Education, 12th Annual Conference on Higher Education Pedagogy. (Participation: 75%).

Regional Conference Presentations:

2019   Chen, J., Baden-Lopes, A., Baker, E., Challa, S., Harris, J., McDonald, C., Merrifield, K., Steen, C. Faculty Advisors: **Morshedzadeh, E.,** Bird, J., Muelenaer, A. Neonatal Harness Design for Vital Sign Monitoring, abstract presented at the Carilion Clinic Research Day, April 10, 2018).

Presentation to Professionals and Expert matters:

2021   **Morshedzadeh, E;** Shriver, M; Muelenaer, A; iTHRIV Pilot Studies First Report, Presentation to integrated Translational Health Research Institute of Virginia.

2021   **Morshedzadeh, E;** Arena, C; Rodriguez-McGill, Claudia, Intro to Collaborative Summer Program in DC Area, to Daniel P. Harrington, MD, Vice Dean of Virginia Tech Carilion School of Medicine (VTCSM)

2021   **Morshedzadeh, E;** Arena, C; Rodriguez-McGill, Claudia, Intro to Collaborative Summer Program in DC Area, to College of Architecture and Urban studies and School of a+d.

2021   **Morshedzadeh, E;** Arena, C; Rodriguez-McGill, Claudia, Intro to Collaborative Summer Program in DC Area, to Johnson & Johnson Innovation Center, JLABS

2021   **Morshedzadeh, E;** Shriver, M; Muelenaer, A; iTHRIV Pilot Studies Kick Off Call, Presentation to integrated Translational Health Research Institute of Virginia.

2017   **Morshedzadeh, E.,** Fund Raising for Swensak Concept Maternal kit for Haiti. Washington DC.

2017   **Morshedzadeh, E.,** & Sharma, A. Swensak Concept Maternal kit for Haiti. Center for International Research, Education and Development.

2017   **Morshedzadeh, E.,** & Sharma, A. Birthing Kit: Concept Maternal kit for Haiti. TEAM Malawi, Virginia Tech

15.   Abstracts

2018   **Morshedzadeh, E.**; Sharma, A.; The Impact of Question-based vs Solution-based Approaches within Engineering and Industrial Design Education, American Society of Engineering Education.

2014   Morshedzadeh E; "Evaluating Physical and Perceptual User-Product Interaction for Optimizing Product Design Methodology" 8th Annual Conference of ASIJ Journal (Academic Society of Iranians in Japan), Toyota, Japan (2014)

2013   Morshedzadeh E. Optimizing Product Design Methodology, 7th Annual Conference of ASIJ Journal (Academic Society of Iranians in Japan), Toyota, Japan (2013).

16.   Other papers and reports
2021   Tomer, S.; Turel, E.; Tucker, L.; Morshedzadeh, E.; Basset, J.; Bohannon, C.L.; Betsky, A.; VT a+d Diversity, Equity and Inclusion Working Party Report II.
2021   Morshedzadeh, E.; Tomer, S.; Turel, E.; Tucker, L.; Basset, J.; Bohannon, C.L.; Betsky, A.; VT a+d Diversity, Equity and Inclusion Working Party Town Hall II Presentation, February 16
2021   Van DeVord, P.; Arena, A.; Morshedzadeh, E.; NIH R25 Report.
2020   Tomer, S.; Turel, E.; Tucker, L.; Morshedzadeh, E.; Basset, J.; Bohannon, C.L.; Betsky, A.; VT a+d Diversity, Equity and Inclusion Working Party Report I.
2020   Morshedzadeh, E.; Tomer, S.; Turel, E.; Tucker, L.; Basset, J.; Bohannon, C.L.; Betsky, A.; VT a+d Diversity, Equity and Inclusion Working Party Town Hall I Presentation, October 29.
2020   Dunay, D., Zellner Bassett, P., Tomer, S., Morshedzadeh, E., & Pagett, M. (2020). Call for Papers 2021 IAWA Symposium.
2019   Dunay, D., Zellner Bassett, P., Tomer, S., Morshedzadeh, E., & Paget, M. (2019). The 2019 IAWA Milka Bliznakov Research Prize: The 2019 International Archive of Women in Architecture Center (IAWA) Milka Bliznakov Research Prize.

Published interviews:
External Interview:
2019   WINA radio show (based out of Charlottesville, VA), Live interview, Tuesday, 8/13/2019 at 4:08 p.m.
Title: "Industrial designers and biomedical engineers team up to address unmet needs of wounded veterans"
Internal Interview:
2019   Virginia tech Daily News, 9/8/19
Title: "Industrial designers and biomedical engineers team up to address unmet needs of wounded veterans"
Link: https://vtnews.vt.edu/articles/2019/08/Industrial-designers
biomedical-engineers-address-unmet-needs-wounded-veterans.html

C.   Sponsored research and other grant awards (Internal and External)

External
Ongoing:
2021   Sponsor: Carilion Clinic (Contact Agreement)
Title: Student Experiential Learning Agreement
PI: **Morshedzadeh, E** (100% Effort)
Amount: $1,500 Per Senior Project
Spring 2021 – renewing every year
2020   Sponsor: Center for Advancing Translational Sciences of the National Institutes of Health (CATSNIH) Title: Designing an Interactive Training System for Pediatric Telemedicine Cart Operations incorporating Augmented Reality
PI: **Morshedzadeh E;** Co-PIs: Schriver M; Lages W; Muelenaer A; Burton J, (80% Effort)
Amount: $52,800
Feb 2021- Jan 2022

2020   Sponsor: SFCS Architecture Firm
Title: SFCS Aging in Place Sponsored Studio
PI: **Morshedzadeh, E**; Co-PI: Kirkland, B, (50% Effort)
Amount: $5,000
Fall 2020

2020   Sponsor: University of Baltimore
Title: Connection to Care
PI: Dunkenberger M.B.; Allen, E.; Crandell, I.; Hanlon, A.; Horn, K.; **Morshedzadeh, E**; Nagle, L.; Sharma, A.; Van Mullekom, J.; Wenzel, S., Bezar, E. (5% Effort)
Amount: $257527
2019 (Extended to 2021 due to COVID)

2019   Sponsor: National Institute of Child Health & Human Develop (NICHHD), National Institute of Health (NIH)
Training the Future Biomedical Workforce to Recognize and Resolve Unmet Needs of our Wounded Warriors and their Healthcare Providers
PI: VandeVord P; Co-PIs: Arena C, **Morshedzadeh E** (50% Effort)
Amount: $64,339
May 2019 – April 2025

<u>Internal</u>
Completed:

2017-18 Sponsor: Institute for Critical Technology and Applied Science (ICTAS) Junior Faculty Award, Virginia Tech (2018).
Title: Designing Interactive Human-Aware Academic Spaces to Enhance User Experience through Ubiquitous Information Management
PIs: Rofigari-Esfahan, N, **Morshedzadeh, E**, Co-PI: Tom Martin (20% Effort)
Amount: $80,000
Aug 2018- July 2020

2017   Sponsor: Institute for Creative Art and Technology (ICAT)
Title: Envisioning an Effective Cyber Security for Seniors Aging in Place in 2025
PI: **Morshedzadeh, E**; Co-PI: Sharma, A (50% Effort)
Amount: $3,000
Fall 2017

2017   International Travel Supplemental Grant, The Office of the Vice President for Research and Innovation,
Amount: $1,000.

2017   New Faculty Mentoring Grant, The Office of the Vice President for Research and Innovation,
Amount: $1,500.

Ongoing:

2021   Sponsor: Funding to Support Project Based Work Opportunities with Local Employers Sponsored by the Destination Area, Provost Office
Title: ID_BME In Healthcare Application for Project Based Work - GO Virginia,
PI: **Morshedzadeh, E;** Co-PI: Arena, C (50% Effort)
Amount: $5,000

Spring and Summer 2021
2021   Sponsor: Center for Excellence in Teaching and Learning for
Instructional Innovation Grant
Title: Student Design Sprint to Address Grand Challenges in
Progressive and Chronic Kidney Disease
PI: Arena, C; Co-PI: **Morshedzadeh, E;** Rodriguez-McGill, G, (50%
Effort)
Amount: $2,000
Spring and Summer 2021
2021   Sponsor: Institute for Creativity, Art and Technology (Mini SEAD Grant)
Title: TRP-P: Telehealth Research Partnership Portal
PI: Kelliher, Co-PI: A; Mann, J; Blevins, L; Muelenaer, A; Finley, P;
Polys, N; **Morshedzadeh, E**; Rikakis, T. (10% Effort)
Amount: $3,000

D.   Invited keynote presentations or lectures

International Keynote Presentations:
2020   Morshedzadeh, E., Bhandari, A., & Sharma, A. "Utilizing Concept
Generation to Drive Business Decisions". *dmi: Academic Design
Management Conference Impact the Future by Design*. Originally
Toronto, Canada (Moved to online format). Retrieved from
https://www.dmi.org/page/admc2020.
2018   Morshedzadeh, E. "Empathy and User Experience in Advertising and
Design." Invited Keynote Speaker and Panelist. Idea School of
Advertising and Design, Tehran, Iran. January 11. (Invited)
2017   Morshedzadeh, E. "Interaction Evaluation of Products Based on
Affordance and Structural Equation Modeling. Tehran Alzahra
University, Tehran, Iran

National Keynote Presentations (N/A)

Regional Keynote Presentations:
2020   Morshedzadeh E, Muelenaer A, Nelson M, "Telemedicine, Tailored
Tools and Techniques for Pediatric Physical Examinations", Pediatric
CME Conference Grand Rounds 2020, Roanoke, Virginia, 06 Aug
2020. 06 Aug 2020.

Invited Panelist: (National and International)
2020   COVID-19 Series: Design in Healthcare Operations, VTC Medical
Design Club, Virginia Tech Carilion School of Medicine.
2018   The Importance of Empathy and User Experience in Advertising and
Design, Idea School of Design and Advertising, Tehran, Iran.
2017   CAUS Community Narratives, College of Architecture and Urban
Studies, Virginia Tech. https://vtx.vt.edu/articles/2018/08/082408-dsa-
diversityexhibit.html

Guest Lectures (N/A)

E.   Editorship, curatorship, etc.

1.   **Journals or other learned publications**

2018-pres.   International Archive of Women in Architecture IAWA Center News No.25 and No.26,

2.   **Editorial boards**

2018-pres.   International Archive of Women in Architecture IAWA Center News No.25 and No.26,

3.   **Exhibitions, performances, displays, etc.**

2021   ID Program's Senior Graduation Exhibition, Burchard Hall, Virginia Tech, May.

2020   ID Program's Senior Graduation Online Exhibition.

2018   Exhibition Curatorship, Islamic Geometric Shapes in Art, Design & Architecture, An exhibition of sketches, paintings, prints, and product designs, Cowgill Hall Lobby, Virginia Tech, April 9–10,

2018   ID Program's Senior Graduation Exhibition, Cowgill Hall Lobby, Virginia Tech, May 9-12.

VI.   International and Professional Service and additional Outreach and Extension Activities

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2021   ID/BME/JLAB/Carilion Clinic Summer Design Sprint, in our Design Sprint collaboration with JLABS (mentioned on page 29, section D) our team focused on Women in STEM and recruiting %87.5 from female undergraduate students.

A.   International programs accomplishments

2.   **International research collaborations** (N/A)

2019   Tomer, S., Dunay, D., Zellner Bassett, P., Morshedzadeh, E., & Paget, M. (2019). Call for Papers 2020 IAWA Symposium. In S. Tomer (Ed.), 2020 IAWA Symposium - 1x1 - The Potential of the Singular.

2109   Exhibition contribution, 1x1 IN REAL TIME (No. Of Pieces: 23) [multiple two-dimensional media]. Stanford University, 2019, September 13.

2109   Exhibition contribution, 1x1 Toward 2020 (No. Of Pieces: 26) [Multiple two-dimensional media]. Greater Richmond Convention Center, 2019, November 6.

2017-pres.   Collaborating with TEAM Malawi and representatives from Mzuzu University, Malawi on planning a trip during Summer 2020 in order to do Community-based participatory research for design solution and potential projects for Industrial Design Program.

3.   **Other international activities**

2019   Presented a full paper at the Research & Education in Design (REDES 2019), Lisbon School of Architecture of the University of Lisbon, Lisbon, Portugal. (For more detail please see section b at Research and Creative Activities)

2019   "Jury for the 2019 Milka Bliznakov Research Prize", Participated in jury to select the Annual Milka Bliznakov Research Prize recipient. The call attracted a large and diverse pool of highly qualified international submittals yielding one prize recipient from Spain.

2019　"2019 Milka Bliznakov Student Research Prize", An addition to the traditional Milka Bliznakov Research Prize, this prize is offered to students from the School of Architecture + Design, to raise the awareness of the existence of the IAWA and its mission and to promote research conducted with material held in the collections of women from the archive, therefore familiarizing the students with female precedents in architecture. Recipient this year: Daniela Urazan

B.　Professional service accomplishments, such as:

1.　Service as an officer of an academic or professional association
Professional Appointment/Officer/Board Member:
2021-Present　Scientific Advisory Board (SAB). integrated Translational Health Research Institute of Virginia (iTHRIV)

Professional Membership:
2018-pres.　American Society of Engineering Education (ASEE)
2017-pres.　Industrial Design Society of America (IDSA)
2014–pres.　Japanese Society for the Science of Design (JSSD)
2003–pres.　Industrial Design Scientific Society of Iran

2.　Other service to one's profession or field (e.g., service on committees)
2021　Juror, "the IDSA Student Merit Award 2021"
2020　Juror, "the IDSA Student Merit Award 2020"
2019　Juror, "IDSA Student Merit Award 2019"
2018　Juror, "IDSA Student Merit Award 2018.
2017　Reviewer, American Society for Engineering Education, Annual International ASEE (American Society for Engineering Education), Conference 2018.

C.　Efforts to diversify the disciplines such as:

1.　Disciplinary or interdisciplinary efforts to attract underrepresented students to different majors and graduate programs at Virginia Tech
2021　ID/BME/JLAB/Carilion Clinic Summer Design Sprint, in our Design Sprint collaboration with JLABS (mentioned on Page 14) our team focused on Women in STEM and recruiting %87.5 from female undergraduate students.

2.　Participation in campus, local, regional, or national organizational efforts to promote diversity and inclusion in scholarly or professional fields

2020　VT a+d School Diversity, Equity, and Inclusion Working Party: Reviewing the school and Industrial Design program on this subject. For this party besides having weekly meetings, various activities have been done and some are still in progress:
o Administrating focus groups,
o Conducting interviews with professionals, faculty and students
o Creating surveys with other members (for Faculty, and students)

o Co-organizing town hall with community members.
o Data collection and analysis
o Co-creating a report for upcoming town hall

D. Additional outreach and extension activities and outcomes

2020-Pres. Building a relationship with the new Johnson and Johnson Innovation (JLABS) and Children's National in DC Area with Dr. Arena, at BEAM
    Outcomes: A Summer program (Design Sprint) Getting Dr. Friedlander, Executive Director, Fralin Biomedical, Research Institute, Virginia Tech Vice President for Health Sciences and Technology, Senior Dean for Research, School of Medicine Professor's Support for refereeing expert matters during this program

2021-Pres. Building a relationship with Carilion Clinic in Roanoke and Dr. Harington, Vice Dean of Virginia Tech Carilion School of Medicine (VTCSM)
    Outcomes: Access to Carilion Clinic Center for Simulation, Research and Patient Safety for the summer program (Design Sprint)

2021-Pres. Building a partnership with Carilion and Carilion Innovation
    Outcomes: A contact that provides financial and information resources for healthcare related senior projects in Industrial Design program. ($1500 per project)

4. Presentations in area of expertise to community and civic organizations, including schools and alumni groups, etc.

2020 Morshedzadeh E, Muelenaer A, Nelson M, "Telemedicine, Tailored Tools and Techniques for Pediatric Physical Examinations", Pediatric CME Conference Grand Rounds 2020, Roanoke, Virginia, 06 Aug 2020. 06 Aug 2020.

2019 "Connection to Care: Opioid Epidemic", Anna DiNardo, Blythe Rowe, Connor Howerton, Cristina Dunning, Wesley Rogers, Faculty Advisor: Morshedzadeh, E.; Sharma, A.; In collaboration with Virginia Tech Institute for Policy and Governance. Presented at Carilion Opiate Research Interest Community (CORRIC) 12/04/2019, at the Institute of Orthopedics and Neurology.

2017 Morshedzadeh, E. Fund Raising for Swensak Concept Maternal kit for Haiti. Washington DC.

2017 Morshedzadeh, E., & Sharma, A. Swensak Concept Maternal kit for Haiti. Center for International Research, Education and Development.

2017 Morshedzadeh, E., & Sharma, A. Birthing Kit: Concept Maternal kit for Haiti. TEAM Malawi, Virginia Tech

5. Outreach to underrepresented or underserved communities, in the Commonwealth, domestically, or internationally (N/A)

2019-pres. In "Training System for Pediatric Telemdical Encounter" our team's ultimate goal is to make access to healthcare more inclusive and possible to residents in rural area, at first in Virginia and further in developing countries with limited access to resources.

2019-pres. "Connection 2 Care" research project, in collaboration with Virginia Tech Institute for Policy and Governance. (serving as Co-PI) we get the chance to work with local communities and providing service to this research group that are mostly from a vulnerable community or underrepresented population in local area.

2017-pres. Community-Based Participatory Research and Design Projects with TEAM Malawi and Haiti

8. Consulting that is consistent with university/department priorities

2021 Carilion Interactive Insulation Consulting. Several sessions of consulting and brainstorming sessions for designing of an interactive insulation for the new Carillion Children's Cancer Center. Myself along with other professors/professionals at ICAT.

2020 User Experience and Design Consult for NANOSAFE, INC., NANOSAFE, INC., 1800 Kraft Drive Suite 107, Blacksburg, VA, 24060-6370, 1800 Kraft Drive Suite 107, Blacksburg, VA, 24060, United States, I was reached out by a colleague from Engineering Department that we collaborated on a grant proposal together. The goal was to provide them consult on the design and user product of their water lead detecting product., 2020-Present

2020 Brainstorming for a new Carilion Cancer Center, Carilion Clinic, Roanoke, Virginia, United States, Due to previous projects and collaborations with Carilion Clinic and Simulation Center, I was reached out by Dr. Sarah Parker and Dr. William Fintel to join a team of specialist and healthcare professionals to join as a design and user expert. Several brainstorming sessions and meetings took place around different topics for planning a new Cancer Center in New River Valley.,

9. Recognitions and awards for outreach and extension effectiveness
2021 Excellence in Outreach award, School of Architecture and Urban Studies.

A. University meetings, panels, workshops, etc. led or organized
2021 Grant Reviewer, "CHCI Major Grant".
2018-pres. Grant Reviewer, Center for Human-Computer Interaction (CHCI)
2018-pres. Grant Reviewer, Milka Bliznakov Research Prize, International Archive of Women in Architecture (IAWA)
2018-pres. Juror for "Industrial Design Program Wide Competition
2018 Juror for "Virginia High School Creativity and Innovation Summit", "Virginia High School Creativity and Innovation Summit", ICAT, Virginia Tech., 04/29/2018-04/30/2018

B. Department, college, and university service, including administrative responsibilities

1. Administrative Service:

2. Committee and advisory board involvement:

College Committee:
2019- pres. CAUS Curriculum Committee

2021-pres.	Advisory Board Member, Office of Undergraduate Research (OUR)
2021-pres.	Human Centered Design (HCD) PhD / Grad Program, Executive Committee Member
2020-pres.	Center for Human Computer Interaction (CHCI), Executive Committee Member
2017-pres.	International Archive of Women in Architecture (IAWA), Executive Board Member
2020-pres.	Team Malawi Member and consultant for proposed research and projects,

School Committee:

2020 - pres.	A+D Technology Committee
2020 – pres.	A+D Health Design Committee

Department Committee:

2017 - 2018	Search Committee Member, for a new Tenure-Track Assistant Professor of Industrial Design.

3. Workshops, Exhibitions and Presentations Organized:
Event: (School Town Hall)

Spring 2021	Type 1 Diabetes and its Challenges, Meeting with Sally Southard. **Morshedzadeh, E;** co-organized with Arena, C.; Rodriguez-McGill, C;
Spring 2021	ID LAB IV Mid Semester Poster/Prototype Exhibition at the DOME, Organized by **Morshedzadeh, E;**
Spring 2021	Industrial Design Online Senior Project Final Presentation - Class of '21, **Morshedzadeh, E;** co-organized with Sullivan M. & IDAB
Spring 2021	Industrial Design Online Senior Invited Professional Critique - Class of '21, **Morshedzadeh, E;** co-organized with Sullivan M. & IDAB
Spring 2021	Nestor, M; Scientific Engagement Lead JLABS, Intro to JLABS in DC Area, Johnson & Johnson Innovation, **Morshedzadeh, E;** co-organized with Arena, C.; Rodriguez-McGill, C;
Spring 2021	VT a+d Technology Review Survey. Becker, E.; Betsky, A.; Hauptman, J.; Ishida, A.; Kennedy, B.; Kim, M.; **Morshedzadeh, E.**; Pritchett, C.; Ruiz Geli, E.; Tural, E.,
Spring 2021	IAWA Symposium. March 23rd, March 26th 2021, **Morshedzadeh, E;** co-organized with Dunay, D., Zellner Bassett, P., Tomer, S., Morshedzadeh, E., & Pagett, M.
Spring 2021	ID Program's Graduation Online Exhibition, **Morshedzadeh, E;** co-organized with Sullivan M. & IDAB
Spring 2020	ID Program's Senior Graduation Online Exhibition, **Morshedzadeh, E;** co-organized with Sharma, A;
Spring 2020	ID Program's Senior Final Public Presentation, **Morshedzadeh, E;** co-organized with Sharma, A;
Spring 2020	Needs Identification in Healthcare (Veteran) Public Presentation, **Morshedzadeh, E;** co-organized with Arena, C;

Fall 2020	The Design Literature Review, Catharine Copper, Head, Art & Architecture Library, 09/02/2020. Organized by **Morshedzadeh, E;**
Fall 2020	Crash Cart Usability Assessment, Matt Jesso, Human Factors Usability Lead, Quality & Patient Safety, Carilion Medical Center, 09/29/2020, Organized by **Morshedzadeh, E;**
Fall 2020	Evaluating concepts, Michelle Avelis, Lead research and strategy guidance, 10/06/2020, Organized by **Morshedzadeh, E;**
Fall 2020	Design Visualization, Bob Oderward, UX/UI Design Manager, 10/20/2020
Fall 2020	Connecting the dots, Jasmine Orange, User Experience Designer, 11/10/2020, Organized by **Morshedzadeh, E;**
Fall 2020	UI Design, Patrick Finley, Visual Communication Assistant Professor, 11/17/2020
Fall 2020	Final Presentation Visual & Graphic Design Critique, three professors from School of Visual Art (SOVA), 11/09/2020, Organized by **Morshedzadeh, E;**
Fall 2019	Graphic Design Crash Course, Jeff Joiner, Visual Communication Assistant Professor 09/03/2019, Organized by **Morshedzadeh, E;**
Fall 2019	UX/UI Design, Patrick Finley, Visual Communication Assistant Professor, 11/17/2020, Organized by **Morshedzadeh, E;**
Spring 2018	ID Program's Senior Graduation Exhibition, **Morshedzadeh, E;** co-organized with Green, B.; 05/09/2018-05/12/2018
Spring 2018	D Program's Senior Final Public Presentation, **Morshedzadeh, E;** co-organized with Green, B.;
Spring 2018	Islamic Geometric Shapes in Art, Design & Architecture Exhibition, An exhibition of sketches, paintings, prints, and product designs, **Morshedzadeh, E;** co-organized with Joiner, J.;04/09/2018-04/10/2018
Fall 2017	Led the Presentation for "Caring for the Caregiver Hackathon": coached a multidisciplinary team of students from VT at the 3rd annual "Caring for the Caregiver Hack: Advancing Caregiver Health Through Innovations". The Lindsay Institute for Innovations in Caregiving, Richmond, Virginia
Fall 2017	Morshedzadeh, E; Sharma, A; Cybersecurity and UX design, Series of Students' UX Project Presentations to professional and expert matters at the Washington-Alexandria Architecture Center. **Morshedzadeh, E;** co-organized with Sharma, A;
Fall 2017	Steve Harrison, "The view from (of?) HCI" (Presentation), Professor of Computer Science, Virginia Tech, Organized by **Morshedzadeh, E;**
Fall 2017	Patrick Finley, "IxD - Communication Design" (Presentation), Assistant Professor, Visual Communication Design, Virginia Tech, Organized by **Morshedzadeh, E;**

C. **Service that promotes diversity and inclusion**
    1. Professional:
    20218-pres.   Team Malawi and Haiti Member and consultant for proposed research and projects

    2. College Committee:

2017-2020   CAUS Diversity Equity and Inclusion

3. School Committee:
2020 - pres.   A+D Diversity Equity and Inclusion Working Party

4. Workshops, Exhibitions and Presentations Organized:
2021   (Survey preparation for a+d DEI – Curiculum Anlysis) Tomer, S.; Turel, E.; Morshedzadeh, E.; Tucker, L.; Basset, J.; Bohannon, C.L.; Betsky, A.; VT a+d Diversity, Equity and Inclusion Working Party Town Hall I, October 29.
2021   (Co-organizing) Tomer, S.; Turel, E.; Morshedzadeh, E.; Tucker, L.; Basset, J.; Bohannon, C.L.; Betsky, A.; VT a+d Diversity, Equity and Inclusion Working Party Town Hall II, February 16
2020   (Co-organizing) Tomer, S.; Turel, E.; Morshedzadeh, E.; Tucker, L.; Basset, J.; Bohannon, C.L.; Betsky, A.; VT a+d Diversity, Equity and Inclusion Working Party Town Hall I, October 29.
2020   (Survey preparation for a+d DEI – Staff/Faculty/Students) Tomer, S.; Turel, E.; Morshedzadeh, E.; Tucker, L.; Basset, J.; Bohannon, C.L.; Betsky, A.; VT a+d Diversity, Equity and Inclusion Working Party Town Hall II, February 16

D.   Service to students—involvement in co-curricular activities, advising student organizations, etc.
2020-pres.   Meeting individual and/or focus group of students about topics related to DEI
2020-pres.   By Whom? For Whom? Committee Member, Students Organization
2017   Caring for the Caregiver Hackathon: Coached a multidisciplinary team of students from VT at the 3rd annual "Caring for the Caregiver Hack: Advancing Caregiver Health Through Innovations". The Lindsay Institute for Innovations in Caregiving, 7501 Boulders View Drive, Suite 201, Richmond, Virginia, 23225, United State, 2017-2017.
(This has been also mentioned in Section C, page 11)

A.   Submitted and under review:
Peer Reviewed Publication
2021   Designing Interactive Human-Centered Buildings to enhance User Experience through Ubiquitous Data Management
Grant
    External
2021   Sponsor: National Institutes of Health (NIH)
    Title: NIH U01 SCENT Dog Chip
    PI: Agah, M. Co-PIs: Eldardiry, H, **Morshedzadeh E**, Nazhand-Ali, L.
    Amount: $4,357,581 (20% Effort)
    March 2022- Apr 2027
2021   Sponsor: National Institute of Biomedical Imaging and Bioengineering (NIBIB), National Institute of Health (NIH)
    Title: Transdisciplinary Biomedical Team Training: Advancing Healthcare Solutions Through Engineering, Design, and Business
    PI: Arena, C; Co-PIs: **Morshedzadeh, E.**, Haines, K, Muelenaer, M, Queen, R

Amount: $200,000 (18% Effort)

March 2022- Apr 2027

Conference Proceedings Peer Reviewed Publication
Upcoming

2021   Teaching Strategies and Models Considering Interdisciplinary Practice in Industrial Design Curriculum, International Applied Human Factors and Ergonomics Conference 2021, New York, US, 25 Jun 2021 - 29 Jun 2021

2021   Identifying Factors for Designing a Successful Telemedical Training System for Remote Pediatric Physical Exams, DESIGN CULTURE (OF) NEW NORMAL, Rome, Italy, 08 Jun 2021 - 12 Jun 2021

B. Work in progress

Establishing Health Design and Policy Research Center - This center's goal is to create a foundation and structure for various creative activities and researches that are undergoing in CAUS with internal (VT disciplines) external collaborators in healthcare.

Peer Reviewed Publication
(Invited Paper)

Transdisciplinary Design Education in Biomedical Engineering and Industrial Design Towards Identifying Unmet Needs of US Veterans and their Healthcare Teams

Grant Funding

2022   Sponsor: National Institute for Nursing Research (NINR), National Institute of Health (NIH)
Title: Designing an Interactive Training System for Pediatric Telemedicine Cart
Operations incorporating Augmented Reality
PI: **Morshedzadeh E;** Co-PIs: Schriver M; Lages W; Muelenaer A; Burton J

2022   Sponsor: National Institute on Deafness and Other Communication Disorders (NIDCD), National Institute of Health (NIH)
Title: Designing an Inclusive Interactive System for students with hearing impairment to maximize their learning experience, integrating smart building
PI: **Morshedzadeh E;** Co-PIs: Roofigari-Esfahan, N, Gabbard, Joe,

IX. Other Pertinent Activities

A) Professional development activities

2019   [SIRC] COI CITI Training Online, Research compliance training data provided by the Office of the Vice President for Research and Innovation, 05/20/2019

2019   [TMS 2.0] Government Ethics – The Essentials, U.S. Department of Veterans Affairs, 12/19/2019

2019	[TMS 2.0] Emergency Preparedness Management Program, U.S. Department of Veterans Affairs, 12/19/2019
2019	[TMS 2.0] Fire and Life Safety Module - SAM, U.S. Department of Veterans Affairs, 12/19/2019
2019	[TMS 2.0] VA Privacy and Information Security Awareness and Rules of Behavior, U.S. Department of Veterans Affairs, 9/4/2019
2019	[TMS 2.0] Privacy and HIPAA Training, U.S. Department of Veterans Affairs, 9/4/2019
2020	[SIRC] COI CITI Training Online, Research compliance training data provided by the Office of the Vice President for Research and Innovation, 2020
2020	[TMS 2.0] Government Ethics – The Essentials, U.S. Department of Veterans Affairs, 2020
2019	[TMS 2.0] Emergency Preparedness Management Program, U.S. Department of Veterans Affairs, 12/19/2019
2020	[TMS 2.0] Fire and Life Safety Module - SAM, U.S. Department of Veterans Affairs, 2020
2020	[TMS 2.0] VA Privacy and Information Security Awareness and Rules of Behavior, U.S. Department of Veterans Affairs, 2020
2020	[TMS 2.0] Privacy and HIPAA Training, U.S. Department of Veterans Affairs, 2020

Professional and/or Educational Workshop

2020	Office of Sponsored Project: Pre-Award Workshop, University, 08/04/2020
2020	Strategic Planning: Affinity Group "Engagement", College, 06/03/2020
2020	Authorship Ethics for Research and Scholarly Publications Webinar, University, Virginia Tech, Scholarly Integrity & Research Compliance, 05/28/2020

B) IRB Protocol Approval for Human Research Studies

2021	March 26, 2021, Approved Carilion IRB Title: Designing an Interactive Training System for Pediatric Telemedicine Cart Operators Incorporating Augmented Reality
2020	Jun 10, 2020, Approved (No human subject research) VT IRB Title: Telemedicine Cart Training System Task and Interaction analysis for Pediatric Practice Considering the Need for More Feasible Usage of Telemedicine During COVID-19 Pandemic
2020	Apr 16, 2020, Approved VT IRB Title: Transdisciplinary Design Education in Biomedical Engineering and Industrial Design Towards Identifying Unmet Needs of Wounded Warriors
2020	Jan 21, 2020, Approved (No Research) VT IRB Title: Healthcare Design Roundtable: Aging in place and access to healthcare
2020	Apr 16, 2020, Approved VT IRB Title: Designing Interactive Human-Aware Academic Spaces to Enhance User Experience Through Ubiquitous Information Management