

Barry Matthew Kudrowitz

College of Design, University of Minnesota
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Primary Research Interests

Creativity Perception, Evaluation, and Teaching
How Play and Humor Fuel Innovation
Idea Generation Methods and Tools
Concept Presentation, Representation, and Pitching
Creativity Testing
Toy Design
Food Design

Education

PhD, Mechanical Engineering, Massachusetts Institute of Technology (MIT), 2010
Dissertation: *HaHa and Aha! Creativity, Idea Generation, Improvisational Humor, and Product Design*
Advisor: Dr. David Wallace

Exchange Student (*i.e.*, Free Mover), Industrial Design Engineering, TU Delft, Netherlands, 2006

MS, Mechanical Engineering, Massachusetts Institute of Technology (MIT), 2006
Thesis: *An Exploration of Concepts for Projectile Toys*
Advisor: Dr. David Wallace

BS, Summa Cum Laude, Mechanical Engineering, University of Central Florida, 2004
Thesis: *The Application of Pneumatic Capsule Pipelines in Conjunction with Linear Induction Motors towards the Enhancement of the Thrill Ride Industry*

Academic Positions Held

University of Minnesota, Minneapolis, MN, USA

2022-present Department Head: Graphic Design, Product Design, Apparel Design, & Retail Merchandising

2022-present Professor with tenure, Product Design

2017-2022 Associate Professor with tenure, Product Design

2011-2017 Assistant Professor, Product Design

2011-2022 Director of the Product Design Program
Product Design Bachelor of Science
Undergraduate Product Design Minor
Graduate Product Design Minor (2011-2018)

2023-present Affiliate Member, User Experience Design Faculty

2014-present Affiliate Member, Human Factors and Ergonomics Graduate Faculty

2011-2018 Affiliate Member, Mechanical Engineering Graduate Faculty

Philadelphia University, Philadelphia, PA, USA

2011-2013 Fellow, College of Design Engineering and Commerce

Awards

Research

B. Kudrowitz. (2016-2018). *McKnight Land-Grant Professorship*. University of Minnesota.
Highly competitive two-year award designed to advance the careers of exceptional junior faculty

B. Kudrowitz. (Fall 2018). *CDES Competitive Sabbatical Leave*. TU Delft, Netherlands.
Drafted book manuscript and developed curriculum for food design course

Teaching

B. Kudrowitz. (2020). *Horace T. Morse University of Minnesota Alumni Association Award for Outstanding Contributions to Undergraduate Education*. University of Minnesota.
Awarded annually to a small group of professors who reflect the University's emphasis on the importance of high-quality undergraduate education

B. Kudrowitz. (2015). *Outstanding Teaching Award*. College of Design, University of Minnesota.

B. Kudrowitz. (2015). *Founder's Day Teaching Award*. Carlson School of Management, University of Minnesota.

Scholarship

Publications

For *both* journal publications and conference proceedings, the **first author** is typically the individual who made a more substantial contribution to the research and/or writing, and the **last author** represents the principal investigator and research supervisor. Publications in which the principal investigator is *also* the first author/primary contributor are marked with an onset ***asterisk**.

For *both* journal publications and conference proceedings, I often advise and coauthor papers with students. Graduate student co-authors are indicated as **author**^G and undergraduate student co-authors are indicated as **author**^U.

Refereed & Peer Reviewed Journal Publications

Kudrowitz, B. & Rush, M. (in review). Renaissance Queen: An Exploration of the Creative Interdisciplinary Nature of Drag via *RuPaul's Drag Race*. *Fashion Practice*.

Kwon, J.^G & Kudrowitz, B. (2022). Concept evaluation dilemma: Presentation effect on product concept evaluation in the new product development (NPD) process. *International Journal of Design Creativity and Innovation (TDCI)*.
Download: <https://doi.org/10.1080/21650349.2022.2146002>

Hwang, S.^G, Alfalah, S.^G, Kwon, J.^G & Kudrowitz, B. (2021). Familiarity Trumps Playfulness: Exploring Children's Preferences for Playful Design of Vegetables. *International Journal of Food Design*.
Download: https://doi.org/10.1386/ijfd_00009_1

*Schifferstein, H.N.J., Kudrowitz, B. & Breuer, C.^G (2020). Food Perception and Aesthetics – Linking Sensory Science to Culinary Practice. *Journal of Culinary Science & Technology*
Download: <https://doi.org/10.1080/15428052.2020.1824833>

Tran, K.^U, Kudrowitz, B. & Koutstaal, W. (2020). Fostering Creative Minds: What Predicts and Boosts Design Competence in the Classroom? *International Journal of Technology and Design Education*.
Download: <https://doi.org/10.1007/s10798-020-09598-7>

- Kwon, J. ^G & Kudrowitz, B. (2018). Good Idea! Or Good Presentation? Examining the Effect of Presentation on Perceived Quality of Concepts. *Artificial Intelligence for Engineering Design and Manufacturing: Special Issue on Design Creativity*. 32(4), 380-389.
Download: <https://doi.org/10.1017/S0890060418000100>
- Leeds, A. ^U & Kudrowitz, B. (2018). Mapping Idea Space: Exploring Divergent Thinking through Mind Mapping. *International Journal of Design Creativity and Innovation*. 7(1-2), 16-29.
Download: <https://www.tandfonline.com/doi/abs/10.1080/21650349.2018.1463178>
- *Kudrowitz, B. & Dippo, C. ^U (2014). When Does a Paper Clip become a Sundial? Exploring the Progression of Novelty in the Alternative Uses Test. *Journal of Integrated Design and Process Science: Special Issue on Applications and Theory of Computational Creativity*. 17(4), 3-18.
Download: <http://dl.acm.org/citation.cfm?id=2692123>
- *Kudrowitz, B., Te, P. ^U, & Wallace, D. (2012). The Influence of Sketch Quality on Perception of Product-Idea Creativity. *Artificial Intelligence for Engineering Design and Manufacturing: Special Issue on Sketching*. 26(3), 267-279. Most downloaded of AI EDAM 2012.
Download: <http://dl.acm.org/citation.cfm?id=2349427>
- *Kudrowitz, B. & Wallace, D. (2012). Assessing the Quality of Ideas from Prolific, Early-Stage Product Ideation. *Journal of Engineering Design: Special Issue on Design Creativity*. 24(2), 120-139.
Download: <http://www.tandfonline.com/doi/abs/10.1080/09544828.2012.676633>
- Ludden, G., Kudrowitz, B., Schifferstein, H., & Hekkert, P. (2012). Surprise and Humor in Product Design. *Humor: The International Journal of Humor*. 25(3), 285-309.
Download: <http://doc.utwente.nl/81647/>
- Kudrowitz, B. & Wallace, D. (2010). The Play Pyramid: A Play Classification and Ideation Tool for Toy Design. *The Journal of Arts and Technology*. 3(1), 36-56.
Download: <http://www.inderscience.com/info/inarticle.php?artid=30492>

Book

- Kudrowitz, B. (2023). *Sparkling Creativity: How Play and Humor Fuel Innovation and Design*. Routledge.

Book Chapters

- Kudrowitz, B., Rush, M., & Johnson, K. (2021). Community of Practice in Design Education. Reviewed contribution for *Collegial Design: Thinking and Making at a Community-Engaged University*. Modern Press
- Kudrowitz, B. (2021). Designing Developmentally Appropriate Toys. In D. Bergen (Ed), *The Handbook to Developmentally Appropriate Toys*. Rowman & Littlefield.
- Kudrowitz, B. (2014). Emerging Technology in Toy Design. In J. Follett (Ed), *Designing for Emerging Technologies*. (237-254) O'Reilly Media.
Download: <http://shop.oreilly.com/product/0636920030676.do>

Refereed and Peer Reviewed Conference Papers

For conference proceedings, the specific author(s) that presented the work at the conference are indicated with an underline.

- Hwang, S. ^G & Kudrowitz, B. (2021). When is a Potato too Ugly? Understanding the Complexity of Aesthetics in Produce towards the Reduction of Food Waste. *IASDR 2020 [With Design]*. (word count: 4252)
Download: https://link.springer.com/chapter/10.1007/978-981-19-4472-7_18
- *Kudrowitz, B. & Davel, R. ^U (2021). First Impressions Matter (Maybe More than Prior Design Experience): The Predictive Power of Soft-Skills on Student Performance in a Team-Based Design Course. *IASDR 2020 [With Design]*. (word count: 5964)
Download: https://link.springer.com/chapter/10.1007/978-981-19-4472-7_23

- Hwang, S. ^G, Alfalah, S. ^G, Kwon, J. ^G & Kudrowitz, B. (2021, August). Playful Design and Children's (dis)Liking of Plant-Based Vegetable Food Products. *Creative Tastebuds*. (word count: 5208)
- Kwon, J. ^G & Kudrowitz, B. (2019, July). The Creative Cookie Challenge: The Impact of Creativity, Typicality, and Aesthetics on Consumer's Choice. *Southern Oregon University Creativity Conference*, 2019. (word count: 5590)
- Kwon, J. ^G & Kudrowitz, B. (2019, August). The Sketch Quality Bias: Evaluating Descriptions of Product Ideas with and without Visuals. *ASME International Design Engineering Technical Conferences*. Anaheim, CA. (word count: 4418)
Download: <https://doi.org/10.1115/DETC2019-97232>
- Kwon, J. ^G, Bromback, L. ^U & Kudrowitz, B. (2017, August). Divergent Thinking Ability + Interest = Creative Ideas: Exploring the relationships between cognitive creativity assessments and product design idea generation. *ASME International Design Engineering Technical Conferences*. Cleveland, OH. (word count: 3634)
Download: <https://doi.org/10.1115/DETC2017-67261>
- Wang, X. ^G & Kudrowitz, B. (2016, November). Language Ability in Creativity Assessment. *Proceedings of the Fourth International Conference on Design Creativity (4th ICDC)*. Atlanta, GA. (word count: 4127)
Download: <https://www.designsociety.org/publication/39937/>
- Leeds, A. ^U & Kudrowitz, B. (2016, November). Exploring How Novel Ideas are Generated in Mind Maps. *Proceedings of the Fourth International Conference on Design Creativity (4th ICDC)*. Atlanta, GA. (word count: 4873)
Download: <https://www.designsociety.org/publication/39936/>
- *Kudrowitz, B.**, Free, A. ^U & Hough, L. (2016, November). Identification of Personality and Cognitive Indicators of Creative Potential. *Proceedings of the Fourth International Conference on Design Creativity (4th ICDC)*. Atlanta, GA. (word count: 4264)
Download: <https://www.designsociety.org/publication/39946/>
- *Kudrowitz, B.**, Alfalah, S. ^G, & Dippo, C. ^U (2016, September). The Mary Poppins Effect: Exploring a Relationship Between Playfulness and Creativity with the Alternative Uses Test. *International Conference on Design and Emotion*. Amsterdam, Netherlands. (word count: 4119)
Download: <http://www.scopus.com/inward/record.url?scp=84995680437&partnerID=8YFLogxK>
- Alfalah, S. ^G, Kudrowitz, B., & Vickers, Z. (2015, November). Playful Design and Children's (dis)Liking of Vegetables. *Proceedings of the Second International Conference on Food Design*. New York, NY. (word count: 5469)
Download: <http://inquisitiveeater.com/wp-content/uploads/2016/10/INTLFOOD-v8.pdf>
- Pilgrim-Rukavina, N. ^U & Kudrowitz, B. (2015, November). Exploring the Effects of Warm-up Games, Criticism and Group Discussion on Brainstorming Productivity. *IASDR InterPlay 2015*. Brisbane, Australia. (word count: 3697)
Download: http://iasdr2015.com/wp-content/uploads/2015/11/IASDR_Proceedings_Final_Reduced.pdf
- Johnson, K. ^U & Kudrowitz, B. (2015, November). A Relationship between Physical Construction Play as Children and Adult Creativity Scores. *IASDR InterPlay 2015*. Brisbane, Australia. (word count: 2975)
Download: http://iasdr2015.com/wp-content/uploads/2015/11/IASDR_Proceedings_Final_Reduced.pdf
- Dippo, C. ^U & Kudrowitz, B. (2015). The Effects of Elaboration in Creativity Tests as it Pertains to Overall Scores and How it Might Prevent a Person from Thinking of Creative Ideas During the Early Stages of Brainstorming and Idea Generation. *ASME Proceedings of the 27th International Conference on Design Theory and Methodology 2015*. Boston, MA. (acceptance rate: 20-30%, word count: 3086)
Download: <http://proceedings.asmedigitalcollection.asme.org/proceeding.aspx?articleid=1830520>
- *Kudrowitz, B.**, Oxborough, A. ^U, Stover, E. ^G & Choi, J. (2014, June). The Chef as Designer: Classifying the Techniques that Chefs use in Creating Innovative Dishes. *Design Research Society Conference 2014*. Umea, Sweden. (word count: 5348)
Download: <http://www.drs2014.org/media/654516/0375-file1.pdf>
- *Kudrowitz, B.** & Dippo, C. ^U (2013, August). Getting to the Novel Ideas: Exploring the Alternative Uses Test of Divergent Thinking. *ASME International Design Engineering Technical Conferences 2013*.

Portland, OR. (acceptance rate: 20-30%, word count: 2719)

Download: <http://proceedings.asmedigitalcollection.asme.org/proceeding.aspx?articleid=1830520>

*Kudrowitz, B., Te, P.^U, & Wallace, D. (2011, October). The Influence of Sketch Quality on Perception of Product-Idea Creativity. *IASDR2011, the 4th World Conference on Design Research*. Delft, Netherlands. *Reviewer's Favorite*. (word count: 5252)

Download More Recent Publication: <http://dl.acm.org/citation.cfm?id=2349427>

Kudrowitz, B. & Wallace, D. (2010, October). Improvisational Comedy and Product Design Ideation: Making Non-Obvious Connections between Seemingly Unrelated Things. *International Conference on Design and Emotion*. Chicago. *Nominated for Best Paper*. (word count: 5032)

Download: <http://www.designandemotion.org/library/page/viewDoc/127>

Kudrowitz, B. & Wallace, D. (2010, August) Assessing the Quality of Ideas from Prolific, Early-Stage Product Ideation. *ASME International Design Engineering Technical Conferences*. Montreal, Canada. 381-391. (acceptance rate: 20-30%, word count: 7671)

Download: <http://proceedings.asmedigitalcollection.asme.org/proceeding.aspx?articleid=1612353>

Kudrowitz, B. & Wallace, D. (2008, July). The Play Pyramid: A Play Classification and Ideation Tool for Toy Design. *International Toy Research Association 5th World Congress 'Toys and Culture'*. Nafplio, Greece. (word count: 7246)

Download More Recent Publication: <http://www.inderscience.com/info/inarticle.php?artid=30492>

*Gutowski, T., Taplett, A., Kudrowitz, B. et al. (2008, May). Environmental Lifestyle Analysis (ELSA). *IEEE International Symposium on Electronics and the Environment*. San Francisco, USA. (word count: 2589) Download: <http://web.mit.edu/ebm/www/Publications/ELSA%20IEEE%202008.pdf>

Refereed and Peer Reviewed Conference Posters/Abstracts

Hwang, M. & Kudrowitz, B. (Submitted). The ugly is the new normal: debunking the myth about our perception to produce aesthetics. *EuroSense 2024*. Dublin, Ireland.

Kudrowitz, B. & Rush, M. (2024, April). Renaissance Queen: An Exploration of the Creative Interdisciplinary Nature of Drag via *RuPaul's Drag Race*. *Fashion And Play 2024 Symposium*. Minneapolis, MN.

Schwartzman, R. & Kudrowitz, B. (2024, April). Everyday Exaggeration: Caricature as Design. *Fashion And Play 2024 Symposium*. Minneapolis, MN.

Tran, K.^U, Kudrowitz, B. & Koutstaal, W. (2019, August). When Value Adds Value: Assessing the Predictive Power of Creative Test Dimensions for a Real-World Design Challenge. *American Psychological Association 2019 Convention*. Chicago, IL.

Tran, K.^U, Kudrowitz, B. & Koutstaal, W. (2019, September). Boosting real-world creative problem-solving. *International Convention of Psychological Science (ICPS)*. Paris, France.

Tran, K.^U, Kudrowitz, B. & Koutstaal, W. (2018). What Cognitive and Personality Factors Predict Creative Performance on a Real-World Design Challenge? *Association for Psychological Science 30th Annual Convention*. San Francisco, CA.

Invited Non-Refereed Publications

Kudrowitz, B. (2020). [Review of the book *Enhancing Brain Development in Infants and Young Children: Strategies for Caregivers and Educators*, by D. Bergen, L. Lee, C. DiCarlo, & G. Burnett]. Teachers College Press. New York.

Kudrowitz, B. (2014). Toy Product Design. In the Toy Association of India (Ed). *Toys of Tomorrow (16)*. The Toy Association of India Seminar Booklet.

Kudrowitz, B. (2013). How (some) board games can help us be (more) innovative. In C. McCarthy and T. Rawson (Eds.). *Insights Magazine*, Vol 7 (12-16). Innovation Learning Network.

Funding (\$3,398,400)

Research Grants – External (\$1,701,000)

Kudrowitz, B. (PI). (Spring 2022). Haagen-Dazs Packaging Innovation. *General Mills*. Amount: \$46,000.

Kudrowitz, B. (PI). (2015). Maker Space Research and Development. *Private Gift*. Amount: \$50,000.

Engel, S. (PI), Lim, K., Olman, C., Sullivan, J., Thomas, K., He, B. (Co-PIs). Kudrowitz, B., *et al* (Co-I). (2011-2012). Acquisition of a 3.0 Tesla MRI system. *National Science Foundation (NSF): Infrastructure Investment Initiative (I3)*. Total Amount: \$1,499,000.

Kudrowitz, B. (PI). (2011-2012). Design for Manufacture of Toy Car Accessories. *Manhattan Toy*. Amount: \$6000.

Wallace D. (PI), Kudrowitz, B. (I), & Fienup, W. (I). (2008-2010). Funding for Conceptual Toy Design Research. *Hasbro*. Amount: \$100,000.

Research Grants – Internal (\$228,800)

Kudrowitz, B. (PI). (2019-2022). “Waste” Produce Product Design. *Minnesota Agricultural Experiment Station Projects*. Supports partial salary and graduate research assistant each year.

Kudrowitz, B. (PI). (2016-2018). Understanding and Facilitating Creativity. *McKnight Land-Grant Professorship*. Amount: \$50,000.

Kudrowitz, B. (PI). (2016-2017). El Bulli Foundation Research in Food Design. *UMN Imagine Grant*. Amount: \$5000.

Yarosh, L. (Co-PI), Terveen, L. (Co-PI), Dunne, L. (Co-PI), & Kudrowitz, B. (Co-PI). (2015-2016). Physical Computing and the Internet of Things. *Institute of Advanced Study Research and Creative Collaborative*. Total Amount: \$9643

Kudrowitz, B. (Co-PI), Vickers, Z. (Co-PI) and Reicks, M. (I). (2013-2014). Exploring playful, creative design as a means of increasing children’s vegetable consumption. *Healthy Foods, Healthy Lives (HFHL) Institute*. Amount: \$49,550.

Kudrowitz, B. (PI). (2012-2014). Food and Design. *UMN College of Design Research and Outreach*. Amount: \$24,747.

Haglund, K. (PI) and Kudrowitz, B. (I). (2012-2013). Efficient Windows Collaborative. *UMN Deans’ Investment Award*. Amount: \$10,000.

Teaching Grants and Teaching Donations – External (\$1,450,600)

Lauff, C. & Kudrowitz, B. (co-PI). (Spring 2023). Product Innovation Lab Sponsorship. *Rockler*. \$25,000.

Kudrowitz, B. (PI). (Spring 2022). Product Innovation Lab In-kind Materials Sponsorship. *PLANtoys*. \$5,000.

Kudrowitz, B. (PI). (Spring 2021). Product Innovation Lab Sponsorship. *General Mills*. Amount: \$68,900.

Kudrowitz, B., Lauff, C., & Naderi, E. (Spring 2021). Capstone 2 Sponsorship. *Anderson Windows*. Amount: \$10,000.

Kudrowitz, B. & Naderi, E. (PI). (Spring 2021). Studio 2 Sponsorship. *3M*. Amount: \$35,000.

Kudrowitz, B. (PI). (Spring 2020). Product Innovation Lab Sponsorship. *3M*. Amount: \$35,000.

Kudrowitz, B. (PI). (Spring 2019). Toy Product Design Sponsorship. *GEMS*. Amount: \$25,000.

Kudrowitz, B. (PI). (Spring 2017). Toy Product Design Course Sponsorship. *Target*. Amount: \$55,000.

Kudrowitz, B. (PI). (2016). Accelerating the Product Design Program. *Private Gift*. Amount: \$1,000,000.

Kudrowitz, B. (PI). (Fall 2016). Design and Food Sponsorship. *General Mills*. Amount: \$30,000.

Kudrowitz, B. (PI). (Spring 2016). Toy Product Design Materials. *Stratasys*. Amount: \$20,000.

Kudrowitz, B. (PI). (Fall 2015). Creativity, Idea Generation, and Innovation Sponsorship. *General Mills*. Amount: \$21,747.

Kudrowitz, B. (PI). (Spring 2015). Toy Product Design Sponsorship. *Landscape Structures*. Amount: \$55,000.

Kudrowitz, B. (PI). (Spring 2014). Toy Product Design Sponsorship. *Private Gift*. Amount: \$25,000.

Kudrowitz, B. (PI). (Spring 2012). Toy Product Design Sponsorship. *Manhattan Toy*. Amount: \$20,000.

Groenke, K. (PI), Anderson, L. (I), Swackhamer, M. (I), Kudrowitz, B. (I), Bretheim, S. (I), and Miller, T. (I). (2011). Equipment Donation for the Digital Fabrication Lab: "Uprint" 3D Printer and Materials. *Stratasys*. Amount: \$50,000 (donation value).

Kudrowitz, B. (Co-PI) and Wallace, D. (Co-PI). (2008). Toy Product Design (MIT) Materials. *Hasbro*. Amount: \$10,000.

Teaching Grants – Internal (\$10,000)

Kudrowitz, B. (PI). (2014). Sketch Off: Equipment for an Annual Improvisation Drawing Event. *UMN Imagine Grant*. Amount: \$5000.

Kudrowitz, B. (PI). (2012-2013). Teaching Design Principles with Food. *UMN Imagine Grant*. Amount: \$5000.

Other Grants (\$8,000)

Kudrowitz, B. (PI). (Spring 2013). Undergraduate Research Conference NCUR2015. *UMN NCUR Travel Grant*. Amount: \$5000.

Kudrowitz, B. (PI). (Spring 2013). Undergraduate Research Conference NCUR2013. *UMN NCUR Travel Grant*. Amount: \$1000.

Jensen, M. (PI), B. Kudrowitz (contractor). (2012). Learning Together: Healthy Students, Healthy Communities. *UMN UCARE*. Amount: \$1000.

Kudrowitz, B. (PI). (2011). World Conference on Design Research. *UMN GPS Alliance International Travel Grant*. Amount: \$1000.

Intellectual Property

Utility Patents

Fienup, W., Kudrowitz, B., & Wallace, D. (2010). Toy Projectile Launching Device. *US Patent Number 7,673,625*. Washington, DC: U.S. Patent and Trademark Office.

Design Patents

Kudrowitz, B. & Orr, J. (2017). Bottle Clip. *US Design Patent Number D781,710*. Washington, DC: U.S. Patent and Trademark Office.

Patent Applications

Figueredo, S., Fienup, W., Kudrowitz, B., Wronski, J., Slocum, A., & Brugge, W. (2008). Biopsy Needle. *US Patent Application Number US20080300507*. Washington, DC: U.S. Patent and Trademark Office.

Invited Presentations

I am regularly asked to share my research and theories with industry and academia outside of traditional conference venues. At these engagements, the organizers are often interested in sparking innovation and my talks provide a playful and engaging experience that is reinforced with academic rigor and data. In addition to presentations, I am asked to provide learning workshops, which are listed later in the CV under **Teaching**.

The range of venues listed below speaks to the versatility and applicability of my scholarship to a variety of fields and venues including medical devices, public libraries, culinary institutes, pharmaceutical companies, brand agencies, art and science museums, and the federal reserve. There are also many presentations at academic institutes across a variety of colleges of engineering, design, business, and humanities.

I indicated “**Keynote**” presentations in bold for events in which there were multiple invited speakers, and my presentations were at the closing or opening of the events specifically intended to set the overall tone for the event.

Presentations are divided into **international**, **national**, and **regional**. Regional presentations are those given within Minnesota. A few regional presentations happen to be national events that were coincidentally hosted in Minnesota. These few are marked with an onset ***asterisk** in the regional section.

International

- Kudrowitz, B. (TBD). How Play and Humor Fuel Innovation and Design. *Zhejiang University School of Management*. China.
- Kudrowitz, B. (2024, January 11). How Play and Humor Fuel Innovation and Design. *Singapore University of Technology and Design*. Singapore.
- Kudrowitz, B. (2024, January 9). How Play and Humor Fuel Innovation and Design. *National University of Singapore*. Singapore.
- Kudrowitz, B. (2021, May 20). How Play and Humor Help Us Innovate. *Judge Business School, University of Cambridge*. England.
- Kudrowitz, B. (2018, October 31). How Play and Humor Help Us Innovate. *Twente University*. Netherlands.
- Kudrowitz, B. (2018, October 25). Food Senses. *TU Delft*. Netherlands.
- Kudrowitz, B. (2018, October 4). Textural Manipulation of Food. *TU Delft*. Netherlands.
- Kudrowitz, B. (2018, March 16). How Play and Humor Fuel Innovation. *Google Japan*. Tokyo, Japan.
- Kudrowitz, B. (2017, March 4). Play and Creativity in the Classroom. **Keynote for the 4th Educational Technology Summit**. Istanbul, Turkey.
- Kudrowitz, B. (2016, July 28). How Play and Humor Fuel Innovation. *Kobe Design University*. Kobe, Japan.
- Kudrowitz, B. (2015, August 12). Creative Methods in Modernist Cuisine. *University of Twente*. Enschede, Netherlands.
- Kudrowitz, B. (2012, June 23). How Play and Humor Help Us Innovate. *BMW Guggenheim Lab*. Berlin, Germany.
- Kudrowitz, B. (2011, April 18). Designing Discovery-Enriched Curriculum. *City University*. Hong Kong.
- Kudrowitz, B. (2010, June 21-25). Creative Toy Design and Engineering: Lecture Series. *The Hong Kong Institute of Vocational Education (IVE)*. Hong Kong.
- Kudrowitz, B. (2009, May 14). Design for Play. Play for Design. **Keynote for the International Conference on Toys and Children's Products**. Alicante, Spain.
- Kudrowitz, B. (2008, May 16). Gathering Ideas: Product Design and Innovation. *Design Cork Seminar*. Lisbon, Portugal.
- Kudrowitz, B. (2011, March 14). Increasing Creativity and Fluency in Product Design Idea Generation. *MIT, Mechanical Engineering*. Cambridge, MA.

National

- Kudrowitz, B. (2024, April 12). How Play Fuels Innovation and Design. **Keynote for Fashion And... Play Conference**, *University of Minnesota*. Minneapolis, MN.
- Kudrowitz, B. (2024, April 6). How Play and Humor Fuel Innovation. **Keynote for HUI-Hawaii Unites in Improv**, *Punahou School*. Honolulu, HI.
- Kudrowitz, B. (2023, October 30). Creativity and Play. Human-Centered Computing FIKA Sessions. *University of Maryland*, Baltimore, ML.

Kudrowitz, B. (2019, November 7). How Play and Humor Fuel Innovation. **Keynote** for *CIFT: Center for Innovation Food Technology Member Appreciation*. Culinary Vegetable Institute, Milan, OH.

Kudrowitz, B. (2019, May 21). Radical Innovation is Scary. *Eli Lilly and Company*. Indianapolis, IN.

Kudrowitz, B. (2019, May 21). How Play and Humor Fuel Innovation. *Eli Lilly and Company*. Indianapolis, IN.

Kudrowitz, B. (2017, April 21). How Humor Can Fuel Innovation. *Spencer Museum of Art at The University of Kansas*. Lawrence, KS.

Kudrowitz, B. (2016, December 1). How Play and Humor Fuel Innovation. *Indiana University*. Bloomington, IN.

Kudrowitz, B. (2016, December 1). Radical Innovation is Scary. *Indiana University*. Bloomington, IN.

Kudrowitz, B. (2016, October 17). Play and Creativity in the Classroom. **Keynote** for the *Association of Educational Communications and Technology*. Las Vegas, NV.

Kudrowitz, B. (2016, May 11). Radical Innovation is Scary. **Keynote** for the *Innovation Learning Network*. Berkeley, CA.

Kudrowitz, B. (2016, February 26). How Play and Humor Fuel Innovation. *Miami University*. Oxford, OH.

Kudrowitz, B. (2015, May 27). Facilitating Creativity Through Humor and Play. *University of Oregon*. Corvallis, OR.

Kudrowitz, B. (2015, May 27). Creative Methods in Modernist Cuisine. *University of Oregon*. Corvallis, OR.

Kudrowitz, B. (2014, October 23). The Importance of Play and Humor in Creative Design. *Georgia Tech*. Atlanta, GA.

Kudrowitz, B. (2013, November 27). How Play and Humor Fuel Innovation. *University of Texas A&M, Mechanical Engineering Department*. College Station, TX.

Kudrowitz, B. (2013, September 13). How Play and Humor Fuel Innovation. *University of Illinois, Champaign Urbana. Colleges of Engineering and Art and Design*. Champaign, IL.

Kudrowitz, B. (2013, January 15). The Importance of Play and Humor in Creative Design Practice. *War Memorial Hospital*. Sault Ste. Marie, MI.

Kudrowitz, B. (2012, Nov 27). The Importance of Play and Humor in Creative Design Practice. *Retail Green*. Phoenix, AZ.

Kudrowitz, B. (2012, May 15). The Importance of Play & Humor in Creative Design Practice. *Innovation Learning Network*. Detroit, MI.

Kudrowitz, B. (2012, March 26). Play, Humor and Creativity. *Vanderbilt University*. Nashville, TN.

Kudrowitz, B. (2011, May 19). Play, Humor and Creativity. *Philadelphia University*. Philadelphia, PA.

Kudrowitz, B. (2010, May 18-19). Real Toys for an Increasing Virtual World. *Sandbox Summit: iPlay, YouPlay, WiiPlay*. MIT, Cambridge, MA.

Kudrowitz, B. (2010, March 10). Fueling Design Innovation: Relationships Between Creativity, Humor and Play. *MIT Media Lab*. Cambridge, MA.

Regional / Minnesota

Kudrowitz, B. (2024, August 12). How Cartoons, Science Fiction, and Superheroes Shape the Future. *TEDx Minneapolis at Orchestra Hall*, Minneapolis, MN.

Kudrowitz, B. (2024, June 14). How Creativity is Perceived, Evaluated, and Learned. *University of Minnesota Communicators Forum*. Minneapolis, MN.

Kudrowitz, B. (2023, August 13). How Play and Humor Fuel Innovation. *Adhere Right Here*. Minneapolis, MN.

Kudrowitz, B. (2023, August 24). How Play and Humor Fuel Innovation. *Mill City Commons Program for Adult Education*. Minneapolis, MN.

Kudrowitz, B. (2022, November 15). How Play and Humor Fuel Innovation. *Hill-Murray School*. Maplewood, MN.

- Kudrowitz, B. (2022, July 19). How Play and Humor Fuel Innovation. *Metropolitan State University Association of Administrative & Service Faculty (MSUAASF)*. St. Paul, MN.
- Kudrowitz, B. (2021, September 29). How Play and Humor Fuel Innovation. *CPC Global Tech Summit*. Minneapolis, MN.
- *Kudrowitz, B. (2021, March 26). Radical Innovation is Scary. *National Organization for Business and Engineering (NOBE) National Conference*. Minneapolis, MN.
- Kudrowitz, B. (2020, December 3). Greased Lightning: How Play and Humor Fuel Innovation. *College of Continuing and Professional Studies: Headliners Forum*. Minneapolis, MN.
- Kudrowitz, B. (2020, February 5). Radical Innovation is Scary. *Manufacturers Alliance: Product Development Peer Group*. Golden Valley, MN.
- *Kudrowitz, B. (2020, 2018, 2016, 2014). Culinary Applications of Rheology. *Rheology Measurements Short Course*. Minneapolis, MN.
- *Kudrowitz, B. (2019, October 10). How Play and Humor Fuel Innovation. *Federal Reserve*. Minneapolis, MN.
- Kudrowitz, B. (2019, September 27). How Play and Humor Fuel Innovation. *Sala Architects Retreat*. Minneapolis, MN.
- Kudrowitz, B. (2017, October 10). Play and Creativity. **Keynote** for *East Central Regional Library Staff Day*. Brahm, MN.
- Kudrowitz, B. (2017, September 28). How Play Fuels Innovation. *Minnesota Children's Museum Adults @ Play*. St. Paul, MN.
- Kudrowitz, B. (2017, September 14). Play and Creativity in the Classroom. *Institute of Child Development Colloquium Series*. Minneapolis, MN.
- Kudrowitz, B. (2017, June 6). Radical Innovation is Scary. **Keynote** for *3M Adhesives Symposium*. St. Paul, MN.
- Kudrowitz, B. (2017, February 23). Radical Innovation is Scary. **Keynote** for *Smiths Medical Patent Award Dinner*. Minneapolis, MN.
- Kudrowitz, B. (2016, September 27). Design Thinking: Tools for Enhancing Creativity In and Out of the Classroom. **Keynote** for the *Rasmussen College 2016 Academic Symposium*. Bloomington, MN.
- *Kudrowitz, B. (2015, October 27). How Play and Humor Fuel Innovation. **Keynote** for the *Big 10 Housing Conference*. Minneapolis, MN.
- Kudrowitz, B. (2015, October 20). Creativity and Innovation. **Keynote** for *Boston Scientific: Sustaining Engineering Summit*. Maple Grove, MN.
- Kudrowitz, B. (2015, September 19). Food and Design. *Minneapolis Institute of Art*. Minneapolis, MN.
- Kudrowitz, B. (2015, August 6). Everyday Superpowers. *Science Museum of Minnesota*. St. Paul, MN.
- Kudrowitz, B. (2015, July 16). Radical Ideas Today Will Be Commonplace Tomorrow. *Fast Horse*. Minneapolis, MN.
- *Kudrowitz, B. (2015, June 25). Radical Ideas Today Will Be Commonplace Tomorrow. **Keynote** for *Creative Mornings*. Weisman Art Museum, Minneapolis, MN.
- Kudrowitz, B. (2015, May 11). Creativity, Play, and Improvisation. **Keynote** for the *Minnesota Library Association Institute for Leadership Excellence*. Sugar Lake, MN.
- Kudrowitz, B. (2015, March 28). Facilitating Creativity through Humor and Play. *Society of Women Engineers Minnesota Section Spring Seminar*. Boston Scientific, Maple Grove, MN.
- Kudrowitz, B. (2015, March 12). Facilitating Creativity through Humor and Play. **Keynote** for the *UMN John Tate Academic Advising Conference*. Minneapolis, MN.
- Kudrowitz, B. (2015, March 10). An Introduction to Design Thinking. *Boston Scientific Campus Visit*. Minneapolis, MN.
- Kudrowitz, B. (2015, February 18). *Fueling Innovation at the University of Minnesota*. *UMN Foundation Board of Trustees Meeting*. Minneapolis, MN.

Kudrowitz, B. (2014, November 17). Creative Design: Harnessing the Power of Play. *College of Continuing Education, UMN*. Minneapolis, MN.

Kudrowitz, B. (2014, November 6). Creative Methods of Chefs. **Keynote** for *HEIB Home Economists in Business Meeting*. Land O'Lakes, Arden Hills, MN.

Kudrowitz, B. (2014, October 27). Problem Finding and User Needs. **Keynote** for *Minitex CALD Day*. St. Cloud, MN.

Kudrowitz, B. (2014, October 16). Why Technical Leaders Should Embrace Playfulness and Humor. *Technical Speaking Leadership in Action Conference*. University of Minnesota, Minneapolis, MN.

Kudrowitz, B. (2014, October 2). How Humor can Fuel Innovation. **Keynote** for *Minneapolis Idea eXchange*. Minneapolis, MN.

Kudrowitz, B. (2014, September 12). The Importance of Play and Humor for Creative Design. *Medical Devices Center*. Minneapolis MN.

Kudrowitz, B. (2014, July 29). Inspiring Creativity Through Play and Humor. *Minitex Staff Day*. St. Paul, MN.

Kudrowitz, B. (2014, July 15). The Importance of Play and Humor in Creative Design. *Capstone Publishing*. Edina, MN.

Kudrowitz, B. (2014, June 24). Using Play and Humor for Innovation and Collaboration. *Collegis Education*. Edina, MN.

Kudrowitz, B. (2014, May 13-14). Ha Ha and Aha! Play and Humor in Design. *SEE CHANGE Conference*. Minneapolis, MN.

Kudrowitz, B. (2014, April 27). How Humor Can Fuel Innovation. *TEDx UMN*. University of Minnesota, Minneapolis, MN.

Kudrowitz, B. (2014, April 25). Seinfeldian Design: Observation and Problem Finding. **Keynote** for the *Minnesota Library Association Institute for Leadership Excellence*. Minnesota Landscape Arboretum, Chaska, MN.

Kudrowitz, B. (2014, April 15). Where Creativity Comes From. *Boston Scientific*. Minneapolis, MN.

Kudrowitz, B. (2014, April 5). Play, Humor and Creativity. *Mahtomedi Engineering Open House*. Mahtomedi, MN.

Kudrowitz, B. (2014, March 12). The Creative Methods of Chefs. *Architecture Catalyst Series*. University of Minnesota, Minneapolis, MN.

*Kudrowitz, B. (2013, November 15). Inspiring Creativity through Humor and Play. *American Institute of Architects (AIA) 79th Annual Convention & Exposition*. Minneapolis Convention Center, MN.

Kudrowitz, B. (2013, August 29). The Importance of Play. **Keynote** for the *2013 University of Minnesota Convocation*. Minneapolis, MN.

Kudrowitz, B. (2013, June 26). How Play and Humor Help Us Innovate. *11th Annual Society of Concurrent Product Development (SCPD) Conference*. 3M, St. Paul, MN.

Kudrowitz, B. (2013, May 15). The Importance of Play and Humor in the Creative Design Process. *Product Development and Management Association (PDMA-MN)*. Blaine, MN.

Kudrowitz, B. (2013, March 8). The Importance of Play and Humor in Creative Design Practice. *Target Women's Business Council Event*. Target Headquarters, Minneapolis, MN.

Kudrowitz, B. (2013, January 25). How Play and Humor Help us Innovate. **Keynote** for *Medtronic Inventor Award Luncheon*. Mounds View, MN.

Kudrowitz, B. (2012, October 10). The Importance of Play and Humor in Creative Design Practice. *American Society of Mechanical Engineers (ASME)*. Plymouth, MN.

Kudrowitz, B. (2012, August 16). A Playful Product Design Process. *3M Tech Forum*. Lake Elmo, MN.

Kudrowitz, B. (2012, March 2). The Importance of Play and Humor in Creative Design Practice. *3M Tech Forum*. St. Paul, MN.

Kudrowitz, B. (2012, February 20). The Importance of Play and Humor in Creative Design Practice. *Target Engineer Week*. Target Headquarters, Minneapolis, MN.

- Kudrowitz, B. (2012, February 17). Creativity and Leadership. *2011-2012 President's Emerging Leaders Program*. St. Paul, MN.
- Kudrowitz, B. (2012, Jan 13). The Importance of Play and Humor in Creative Design Practice. *Mayo Clinic, Systems Engineering and Operations Research Collaborative*. Rochester, MN.
- Kudrowitz, B. (2011, December 8). Play and Creative Design. *The Works, Science and Engineering Museum*. Bloomington, MN.
- Kudrowitz, B. (2011, December 8). Play, Humor and Creativity. *Pixel Farm Digital*. Minneapolis, MN.
- Kudrowitz, B. (2011, May 25). Play, Humor and Creativity. *Logic Product Design*. Minneapolis, MN.
- Kudrowitz, B. (2011, April 14). Design of a Nerf Blaster in 7 Minutes. *Design in 7*. University of Minnesota, Minneapolis, MN.
- Kudrowitz, B. (2011, March 31). A Playful Product Design Process. *Design Intersections Symposium*. Minneapolis, MN.
- Kudrowitz, B. (2010, September 17). The Humor of Innovation. *Making, Selling, Buying, Using: Emerging Issues in Product Design*. Minneapolis, MN.

Invited Works

- Kudrowitz, B. (2015). Thinking on Paper, Leonardo da Vinci's Codex Leicester. *Minneapolis Institute of Art (MIA)*. Minneapolis, MN.
Guest curator for an exhibit on sketching, notebooks, and invention - featuring Leonardo DaVinci's Codex Leicester. More information available online: <https://new.artsmia.org/davinci-codex/>
- Kudrowitz B., & Fienup, W. (2013). Oreo Separating Machine #2. *Widen + Kennedy*.
Juried and Invited creation of a machine that disassembles OREO cookies for an internet advertisement campaign garnering over 2 million views. The original campaign has been removed, but a news article/video can be accessed here: <https://www.youtube.com/watch?v=Ellmty1RtBY>
- B. Kudrowitz, Nelson, C., Poetter, A., & Maxwell-Parish, A. (2012). Motorworks Ramp and Garage. *Manhattan Toy*. Minneapolis, MN.
Designing conceptual toy car accessories for the Motorworks brand. One design was produced and sold for three years through Manhattan Toy.

Juried Works

- Kudrowitz B., & Anderson, T. (2014-2022). Putt Pong. *Walker Art Center*. Minneapolis, MN.
Jury-selected, Artist-Designed Mini Golf Hole. A recurring exhibit for six years.
- Kudrowitz B., Fienup, W. & Wallace, D. (2006). Nerf® Atom Blaster®. *Hasbro*. Pawtucket, RI.
Nerf and Supersoaker concept development. Atom Blaster on the market for five years.
- Kudrowitz B., Jewell S., Crumlin, E., Vechakul, J., Hatton, C., & Tomczak, M. (2006). Elevator Simulator. *5-Wits Entertainment*. Washington DC.
Design of special effects for the Operation Spy experience at the International Spy Museum.
- Kudrowitz B., & Fienup, W. (2005). The Catsup Crapper, AuTomato or Ketchup Robot. *MIT Unuseless Competition*. Cambridge, MA.
An anthropomorphic ketchup-dispensing robot and related videos featured on numerous websites and television shows such as *The Martha Stewart Show* (2008) and *Conan* (2011).

Teaching

University of Minnesota, Courses Developed and Taught

Creative Design Methods (PDES 2701)

3 Credits, Fall 2011-2017, 2019-present, typical enrollment: 100

Introduction to early-stage design processes

<http://product.design.umn.edu/courses/pdes2701/>

Concept Sketching (PDES 2702)

3 Credits, Fall 2011-2014, typical enrollment: 80

Introduction to freehand sketching and rendering for communication of conceptual product design

<http://product.design.umn.edu/courses/pdes2702/>

Product Innovation Lab (PDES 3711/5711)

4 Credits, Spring 2020-present, typical enrollment: 60

Project-based, community of practice that introduces product design process with cross-functional teams

Toy Product Design (PDES 3711/5711)

4 Credits, Spring 2011-2019, typical enrollment: 90

Project-based, community of practice that introduces product design process through toy design

<http://product.design.umn.edu/courses/pdes3711/>

Food and Design (DES 3715)

4 Credits, Fall 2013, 2014, 2016, typical enrollment: 35

Co-taught with local chefs, students learn a variety of design theories and tools through a food medium

<http://food.design.umn.edu>

Creativity, Idea Generation, and Innovation (PDES 5701)

3 Credits, Fall 2011-2017, typical enrollment: 20

Graduate introduction to creative design methods and theories

Food & Design in Singapore (PDES 3197)

1 Credits, J Term 2024

Study abroad in Singapore

Product Design in Hong Kong (PDES 3197)

2 Credits, J Term 2019

Study abroad in Hong Kong/China

First Year Experience (CSE 1001)

1 Credit, Fall 2014

Introduction to design for freshmen in CSE

Project Based Inquiry (CSE 1002): Product Development and Production

1 Credit, J Term 2015

Study abroad in Hong Kong/China to tour toy manufacturing industry

Architecture as Catalyst (ARCH 5110): Modernist Cuisine

1 Credit, Spring 2014

Applying design principles to food with local chefs

Architecture as Catalyst (ARCH 5110): Old School Toys, New School Tools

1 Credit, Spring 2013

Developed prototypes of Weisman Art Museum themed puzzle block toy

University of Minnesota, Courses Developed for Others to Teach**User-Centered Design Studio (PDES 5701)**

3 Credits, Spring 2022

Graduate experience in user-centered product design and development process

Design Visualization (PDES 5702)

3 Credits, Fall 2022

Graduate introduction to concept visualization techniques

Prototyping Methods (PDES 5703)

4 Credits, Fall 2022

Graduate introduction to traditional and digitally interactive prototyping tools and techniques

Computer-Aided Design 2: Surface Modeling and Rendering (PDES 3714)

3 Credits, Spring 2020-present

Advanced CAD skills in making high quality organic-form digital models

Improvisation for Design (DES 1002)

3 Credits, Spring 2019-2021

Foundations of improvisation as applied to a variety of design skills

Product Design Studio 1 (PDES 2771)

4 Credits, Fall 2017-present

The first studio for undergraduate majors focusing on form development, model making, and user research

Product Design Studio 2 (PDES 2772)

4 Credits, Spring 2018-present

The second studio for undergraduate majors focusing on technical design skills and manufacturing

Product Design Studio 3 (PDES 3771)

4 Credits, Fall 2018-present

The third studio for undergraduate majors focusing on service design and user experience

Capstone Research Studio (PDES 4701W)

4 Credits, Fall 2016-present

The first capstone studio experience for undergraduate majors focusing on early-stage design, problem finding and definition

Capstone Design Studio (PDES 4702W)

4 Credits, Spring 2017-present

The second capstone studio experience for undergraduate majors focusing on detailed design, manufacturing, market needs

Concept Visualization and Presentation 1 (PDES 2703)

3 Credits, Spring 2015-present

Expanding on visualization techniques taught in concept sketching with a focus on presenting new ideas

Concept Visualization and Presentation 2 (PDES 2704)

3 Credits, Fall 2016-present

Expanding on visualization techniques taught in PDES 2703 with a focus on digital skills

Designing for Manufacture (PDES 3706/5706)

4 Credits, Spring 2015-present

Hands-on introduction to a variety of tools and methods for designing manufactured goods

The History and Future of Product Design (PDES 3705/5705)

3 Credits, Spring 2014-present

Examining the history, evolution, and trajectory of modern industrial/product design

Designing Characters, Worlds, and Immersive Experiences (DES 3160)

3 Credits, Fall 2013

Using characters and worlds as a means to develop immersive environments

Computer-Aided Design 1: Solid Modeling and Rendering (PDES 3704/5704)

4 Credits, Fall/Spring 2013-present

Introduction to making high quality digital models of existing and conceptual objects

Product Form and Model Making (PDES 3703/2777)

2-4 Credits, Fall/Spring 2012-present

Introduction to 3-dimensional form for product aesthetics and usability

MIT, Department of Mechanical Engineering

Toy Product Design (2.00b)

Co-Creator and Course Instructor, 2005-2010

Project-based course that introduces undergraduates to product design process and techniques

Product Engineering Processes (2.009)

Lab Instructor and Teaching Assistant, 2005-2010

Mechanical engineering capstone undergraduate product design process course

Product Design (2.744)

Teaching Assistant, 2006, 2008

Graduate project-based course emphasizing user experience, product form, and human factors

Short Courses Developed for Industry

3M, The Art of Enhanced Communication

8 Week course, 2012-2013

Drawing and visualization skills for engineers and scientists

3M, Tools for Innovation

7 Week course, 2013-2014

A hands-on idea generation and development class for designers and engineers

Minneapolis Institute of Art, Game Design

5-Day course, 2013

Consulting and co-teaching a week-long game design class for elementary school children

Invited Workshops

Similar to invited presentations listed in the **Scholarship** section, I am also invited to lead hands-on workshops in which participants are guided through a series of design activities supported by my research. The goal of these workshops is for participants to learn how to use these methods and techniques in their fields. The range of venues listed below speaks to the versatility and applicability of my teaching to a variety of fields and disciplines including medical professionals, educators, librarians, engineers, designers, consultants, scientists, artists, and a professional baseball team. Workshops are divided into **international**, **national**, and **regional**. Regional presentations are those given within Minnesota.

International

Kudrowitz, B. (2024, January 11). An Abbreviated Hands-on Introduction to a Creative Early-Stage Design Process. *Singapore University Technology and Design*. Singapore.

- Kudrowitz, B. (2018, October 16). Improvisation for Idea Generation. *TU Delft Industrial Design Engineering*. Delft, Netherlands.
- Kudrowitz, B. (2017, March 4). A Hands-on Introduction to a Creative Design Process. *4th Educational Technology Summit*. Istanbul, Turkey.
- Kudrowitz, B. (2016, July 28). Improvisation for Idea Generation. *Kobe Design University*. Kobe, Japan.
- Kudrowitz, B. (2015, August 11-12). Food and Design. *University of Twente*. Enschede, Netherlands.
- Kudrowitz, B. (2010, June 21-25). Toy Product Design Process. *The Hong Kong Institute of Vocational Education (IVE)*. Hong Kong.
- Kudrowitz, B. (2011, April 19-20). Ideating Discovery-Enriched Curriculum. *City University of Hong Kong*. Hong Kong.
- Kudrowitz, B. (2012, June 23). Idea Generation Through Improvisation. *BMW Guggenheim Lab*. Berlin, Germany.

National

- Kudrowitz, B. (2024, April 5). Improvisation for Ideation Generation. *Punahou School*. Honolulu, HI.
- Kudrowitz, B. (2024, April 5). A Hands-on Introduction to a Creative Product Design Process. *Punahou School*. Honolulu, HI.
- Kudrowitz, B. (2018, December 13). A Hands-on Introduction to a Creative Design Process. *eInk*. Billerica, MA.
- Kudrowitz, B. (2017, April 21). Improvisation for Innovation. *Spencer Museum of Art at The University of Kansas*. Lawrence, KS.
- Kudrowitz, B. (2016, December 1). Design Thinking: Tools for Enhancing Creativity In and Out of the Classroom. *Indiana University*. Bloomington, IN.
- Kudrowitz, B. (2016, May 12). An Introverted, Team-Based Idea Generation Method. *Innovation Learning Network*. Berkeley, CA.
- Kudrowitz, B. (2016, May 11). Improvisation for Innovation. *Innovation Learning Network*. Berkeley, CA.
- Kudrowitz, B. (2015, May 28). A Hands-on Introduction to a Creative Product Design Process. *University of Oregon*. Corvallis, OR.
- Kudrowitz, B. (2014, August 1). Design & Prototyping with Technology. *Architecture & Design Education Network*. Cranbrook, MI.
- Kudrowitz, B. (2013, October 9). Blue Sky Idea Generation for Fluid Power Storage. *NSF Center for Compact and Efficient Fluid Power (CCEFP) Annual Meeting and ASME/Bath Symposium on Fluid Power and Motion Control*. Sarasota, FL.
- Kudrowitz, B. (2013, January 16-17). A Hands-on Introduction to a Creative Product Design Process. *War Memorial Hospital*. Sault Ste. Marie, MI.
- Kudrowitz, B. (2012, August 31). A Humorous, Playful Brainstorming Process. *Curb Center Creative Practice Bootcamp at Vanderbilt*. Nashville, TN.
- Kudrowitz, B. (2012, May 16). A Hands-on Introduction to a Creative Design Process. *Innovation Learning Network*. Detroit, MI.
- Kudrowitz, B. (2011, January 28). Play and Idea Generation. *Mechanical Engineering at Purdue University*. West Lafayette, IN.

Regional / Minnesota

- Kudrowitz, B. (2021, December 16). 1-2-4-All Idea Generation. *Temple Israel*. Minneapolis, MN.
- Kudrowitz, B. (2021, September 30). A Hands-on Introduction to a Creative Design Process. *CPC Global Tech Summit*. Minneapolis, MN.
- Kudrowitz, B. (2019, April 23). A Hands-on Introduction to a Creative Design Process. *The Minnesota Twins, Brand Experience and Innovation*. Minneapolis, MN.

Kudrowitz, B. (2017, October 13). A Hands-on Introduction to a Creative Design Process. *Deloitte Consulting*. Minneapolis, MN.

Kudrowitz, B. (2017, June 22). A Hands-on Introduction to a Creative Design Process. *3M: Made by You*. St. Paul, MN.

Kudrowitz, B. (2016, June 23). Blue Sky and Structured Idea Generation. *Boston Scientific*. Maple Grove, MN.

Kudrowitz, B. (2015, December 14). Designing with Vegetables. *Minneapolis Institute of Art*. Minneapolis, MN.

Kudrowitz, B. (2015, July 7). A Hands-on Introduction to a Creative Design Process. *NSF EngrTEAMS*. St. Paul, MN.

Kudrowitz, B. (2015, May 14). A Hands-on Introduction to a Creative Product Design Process. *Milestone AV*. Eden Prairie, MN.

Kudrowitz, B. (2014, October 27). Creative Product Design Process. *Minitex CALD Day*. St. Cloud, MN.

Kudrowitz, B. (2014, June 12). Ideation Workshop: Blue Sky Idea Generation. *Minnesota User Experience Professional Association (UXPA)*. Minneapolis, MN.

Kudrowitz, B. (2012-2019, Fall). Brainstorming for Medical Devices. *Design of Medical Devices Conference*. Minneapolis, MN.

Kudrowitz, B. (2013, November 22). Abbreviated Hands-On Introduction to Creative Idea Generation. *Vascular Solutions*. Maple Grove, MN.

Kudrowitz, B. (2013, October 14). Transforming Education with Design Thinking. *Forum on the Sustainability of Higher Education*. Minneapolis, MN.

Kudrowitz, B. (2013, July 22). Improvisation for Innovation. *Boston Scientific, Young Leadership Association*. Maple Grove, MN.

Kudrowitz, B. (2013, May 22). Structured Ideation. *ATK*. Minneapolis, MN.

Kudrowitz, B. (2013, May 21). A Creative Product Design Process. *ATK*. Minneapolis, MN.

Kudrowitz, B. (2013, May 16). Idea Generation Through Improvisation. *Minnesota Library Association: Institute for Leadership Excellence*. Breezy Point, MN.

Kudrowitz, B. (2013, February 1). Improvisation for Idea Generation. *University of Minnesota Communicators Forum*. Minneapolis, MN.

Kudrowitz, B. (2013, January 8). A Hands-on Introduction to a Creative Product Design Process. *Starkey*. Eden Prairie, MN.

Kudrowitz, B. (2012, December 6). Improv and Idea Generation for the Classroom. *Design Lab for Educators*. Minneapolis, MN.

Kudrowitz, B. (2012, November 15). Future of Target Store Experience. *Target*. Minneapolis, MN.

Kudrowitz, B. (2012, June 18). Improvisation for Idea Generation. *Walker Art Center, Kitchen Lab*. Minneapolis, MN.

Kudrowitz, B. (2012, April 25-27). Mash-Up: Transforming Education with Design Thinking. *Council of Educational Facility Planners International, Midwest Regional Conference*. Minneapolis, MN.

Kudrowitz, B. (2012, March 6). Innovation and Brainstorming. *3M Skin/Wound Care Division*. St. Paul, MN.

Kudrowitz, B. (2012, January 13). Improv and Idea Generation. *Mayo Clinic, Center for Innovation*. Rochester, MN.

Kudrowitz, B. (2011, July 14). Play, Humor and Creativity. *Creative Kid Stuff Corporate*. Minneapolis, MN.

Kudrowitz, B. (2011, May 18). Play, Humor and Creativity. *3M*. St. Paul, MN.

Guest Lectures, UMN

Kudrowitz, B. (2012, 2015-2020, 2022). Sketch Your Ideas! *College of Design Welcome Week/College Day*. Minneapolis, MN.

Kudrowitz, B. (2019). Radial Innovation Is Scary. *DES 1000, Design @ MN*. Minneapolis, MN.

Kudrowitz, B. (2019-2020). An Introduction to Toy Design Process. *Philosophy, Conceptual Art, and LEGOs, Honors Nexus*. Minneapolis, MN.

Kudrowitz, B. (2019). Opportunity Finding, Latent Needs, Inspiration, & Trends. *ANTH 4121 Business Anthropology*. Minneapolis, MN.

Kudrowitz, B. (2014-2019). Product Design. *MGMT 3010 Introduction to Entrepreneurship*. Minneapolis, MN.

Kudrowitz, B. (2011-2019). Creativity and Ideation. *MATS 4400 Senior Design Project*. Minneapolis, MN.

Kudrowitz, B. (2012-2019). The Importance of Play and Humor in Creative Design Practice. *DES 1101W Design Thinking*. St. Paul, MN.

Kudrowitz, B. (2014-2018). Design of Nerf Blaster. *ME 2011 Engineering Design*. Minneapolis, MN.

Kudrowitz, B. (2017). Basics of Sketching. *ME 2011 Introduction to Engineering*. Minneapolis, MN.

Kudrowitz, B. (2016-2017). Introduction to Product Design. *DES 1001 Introducing the College of Design*. Minneapolis, MN.

Kudrowitz, B. (2014-2016). Blue Sky Idea Generation. *Architecture Graduate Orientation. St. John's University*. St. Joseph, MN.

Kudrowitz, B. (2013, 2015-2016). How Play and Humor Fuel Innovation. *DES 1000 Design @ MN*. Minneapolis, MN.

Kudrowitz, B. (2014-2015). The Importance of Play and Humor in Creative Design Practice. *ARCH 1281 Design Fundamentals 1*. Minneapolis, MN.

Kudrowitz, B. (2011-2015). A Humorous, Playful Brainstorming Process. *ME 8221 New Product Design and Business Development*. Minneapolis, MN.

Kudrowitz, B. (2012-2015). A Hand-on Introduction to a Creative Design Process. *ME 4054W Design Projects*. Minneapolis, MN.

Kudrowitz, B. (2015). A Hand-on Introduction to a Creative Design Process. *UMN Graduate School*. Minneapolis, MN.

Kudrowitz, B. (2015). Blue Sky Idea Generation. *IDES 4608 Interior Design Thesis Studio*. St. Paul, MN.

Kudrowitz, B. (2014). Engineering for Design. *ARCH 3250 Farm Tech*. Minneapolis, MN.

Kudrowitz, B. (2014). Design of Food. *DES 3141 Technology, Design and Society*. Minneapolis, MN.

Kudrowitz, B. (2012). The Importance of Play and Humor in Creative Design Practice. *DHA Lunch Meeting*. St. Paul, MN.

Kudrowitz, B. (2012). Sketch Your Ideas! *University of Minnesota Backstage Pass: An Event for National Merit Semifinalists*. Minneapolis, MN.

Kudrowitz, B. (2011-2012). Opportunity Finding, Observation, and Ethnography. *Kin 3505 Human-Centered Design*. Minneapolis, MN.

Kudrowitz, B. (2011). Design of Nerf Blaster. *PSY 1905 Psychology of Design*. Minneapolis, MN.

Kudrowitz, B. (2011). Play, Humor, and Creativity. *DES 1111 Creative Problem Solving*. Minneapolis, MN.

Kudrowitz, B. (2011). Play. *LA 8205 Urban Form Options Studio*. Minneapolis, MN.

Kudrowitz, B. (2011). Product Design Interaction. *GDES 2385W Design and Factors of Human Perception*. St. Paul, MN.

Advising

Until 2020, product design did not have a graduate degree option at the University of Minnesota, so *all* of my graduate advising was that of students in other graduate programs at the University (specifically in the Human Factors and Ergonomics graduate program, and the Graphic Design track in the Design graduate program). The graduate degree option in product design, and M.S. Plan C, started in Fall 2020. As my expertise can be applied to a wide range of disciplines, I also served on graduate committees in graphic

design, interior design, food science, biomedical engineering, mechanical engineering, computer science, psychology, apparel design, and architecture. I have advised undergraduate student research in product design since 2011.

University of Minnesota – Ph.D. Advisor

Menglin Zhao, Human Factors and Ergonomics, PhD, 2023-

Quyhn Akers, Design – Product Design, PhD, 2023-

Sunmin (May) Hwang, Human Factors and Ergonomics, PhD, 2019-2023

Thesis Title: *Toward Design Solutions for Food Waste: Analysis of the Relationship Between Aesthetics of Produce and Consumer Behavior*

Jieun (Misa) Kwon, Human Factors and Ergonomics, PhD, 2016-2019

Thesis Title: *Pitch Perfect: The Investigation of Presentation Quality Effect on Product Evaluation During Product Idea Pitching*

Teddy Russell, Human Factors and Ergonomics, PhD, 2016-2019

Thesis Title: *Interactive Ideation: Online Team-Based Idea Generation versus Traditional Brainstorming*

Dara Gruber, Human Factors and Ergonomics, PhD, 2014-2017

Thesis Title: *The Effects of Mid-range Visual Anthropomorphism on Human Trust and Performance Using a Navigation-based Automated Decision Aid*

University of Minnesota – M.S. Advisor

Frances Jedrzejewski, Human Factors and Ergonomics, MS, 2017-2018

Teddy Russell, Human Factors and Ergonomics, MS, 2015-2016

Xinyi Wang, Design-Graphic Design track, MS, 2014-2016

University of Minnesota – Ph.D. Committee Member

Yiling Zhang, Design-Apparel Design Track, PhD, 2022-present

Elizabeth Stretch, STEM Education, PhD, 2018-2023

Tasneem Kabli, Design-Graphic Design track, PhD, 2018-2021

Khanh Hoa Vo, Design-Interior Design track, PhD, 2017-2021

Sarah Alfalah, Design-Graphic Design track, PhD, 2014-2018

Joungyun Choi, Design-Graphic Design track, PhD, 2015-2018

William Lendway, Food Science, PhD, 2015-2017

Shivaram Poigai, Biomedical Engineering, PhD, 2014- 2017

Cory Schaffhausen, Mechanical Engineering PhD, 2012-2015

Shawn Wilhelm, Mechanical Engineering PhD, 2012-2014

David Schroeder, Computer Science PhD, 2013-2014

Brett Jackson, Computer Science PhD, 2012-2014

Lane Phillips, Computer Science, PhD, 2011-2012

University of Minnesota – Master's Committee Member

Andria Codner, Product Design, MS, 2021-2023

Khue Tran, Psychology, MS, 2018-2020

Jasper Adamek-Bowers, Mechanical Engineering, MSME, 2015-2020

Kathryn Jacobs, Psychology, MS, 2016-2019

Kenya Mejia, Mechanical Engineering, MS, 2016-2017

Mary Ellen Burlund, Design-Apparel Studies track, MS, 2015-2016
Drew Blom, Design-Graphic Design track, MFA, 2014-2016
Emily Marti, Design-Graphic Design track, MFA, 2012-2015
Ellen Schofield, Design-Graphic Design track, MFA, 2012-2013
Mark Meredith, Mechanical Engineering, MS, 2014-2015
Shelley Thurk, Mechanical Engineering, MS, 2014-2015
William Besser, Mechanical Engineering, MS, 2012-2014
Sachin Bijadi, Mechanical Engineering, MS, 2013-2014
Jon Hjaltason, Mechanical Engineering, MS, 2012-2013
Arya (Made) Adiartha, Architecture MS, 2012-2013
Brenton Steinmann, Mechanical Engineering, MS, 2012-2013
Evan Leingang, Mechanical Engineering, MS, 2012-2013
Kasey Grim, Mechanical Engineering MS, 2013
Andrew Carlson, Mechanical Engineering, MS, 2012
Mat Waddell, Mechanical Engineering, MS, 2012
Travis Burkstrand, Design-Graphic Design track, MA, 2014-2014

Wellington Polytechnic School of Design, NZ – Ph.D. Committee Member

Tanya Marriott, Design, Doctorate by Creative Practice, 2023-2024

MIT – Ph.D. Committee Member

Geoff Tsai, Mechanical Engineering, PhD, 2014-2016

Kobe Design University, Japan – Ph.D. Committee Member

Sara Hojjat, Industrial Design, PhD, 2016

University of Minnesota – Graduate Directed Study Advisor

Drew Blum, Design-Graphic Design track, MFA, 2016
James Cosper, Design-Graphic Design track, PhD, 2011
Andrew Carlson, Mechanical Engineering, MS, 2012

University of Minnesota – Graduate Project Advisor (unrelated to thesis or research)

Dustin Schipper, Architecture, MArch, 2015
Michael Silvestrini, Architecture, MArch, 2014
Emily Stover, Landscape Architecture, MLA, 2012
Krishna Natarajan, Computer Science, MS, 2012

University of Minnesota – Undergraduate Student Research Advisor

I have worked with a number of undergraduate students on research projects. Some projects were for their honors theses, many were through the competitive undergraduate research program (UROP), and others were hired as undergraduate research assistants. The UROP provides funding for students to work on a research project with a faculty member at the University. Students who were awarded UROP funding and worked with me as their advisor are indicated below. Students who completed an **honors thesis** under my advisement are also indicated below. Students without a UROP or honors notation were hired as undergraduate research assistants.

Jose Manrique Ordonez, Product Design, BS, 2023 - **UROP**
Brooke Bratrud, Product Design, BS, 2021 – Honors Thesis

Abbey Erwin, Psychology, BS, 2021 – Honors Thesis
Rachel Davel, Product Design, BS, 2021 - **UROP**
Lily Ho, Inter-College Program, BS, 2019 - **UROP**
Khue Tran, Psychology, BS, 2018
Alex Cummins, Food Science, BS, 2016 – Honors Thesis
Luke Bromback, Mechanical Engineering, BS, 2016 - **UROP**
Paul Esslinger, Joshue Yue, & Ian Wright (team) Mechanical Engineering, BS, 2016 - **UROP**
Thomas Sievers, Mechanical Engineering, BS, 2016 - Honors Thesis
Alex Leeds, Inter-College Program, BS, 2015
Aaron Free, Computer Science, BS, 2015 - **UROP**
Josh Halverson, Mechanical Engineering, BS, 2015
Alexander Schmies, Mechanical Engineering, BS, 2015 - **UROP**
Evelina Knodel, Architecture, BS, 2014
Krystianna Johnson, Inter-College Program, BS, 2014 - **UROP**
Nel Pilgrim-Rukavina, Applied Economics, BS, 2014
Jacob Haug, Technical and Scientific Communication, BS, 2014
Maria Brososke-Wires, Inter-College Program, BS, 2014
Daniel Rezekulov, Mechanical Engineering, BS, 2014
Austin Granger, Computer Science, BS, 2014
Katrina Mutuc, Mechanical Engineering, BS, 2014 - **UROP**
Micah Lindstrom, Mechanical Engineering, BS, 2014 - **UROP**
Arthur Oxborough, Retail Merchandising, BS, 2012 - **UROP**
Catie Jo Pidel, Inter-College Program, BS, 2013 - **UROP**
Caitlin Dippo, Architecture, BDA, 2014 - **UROP**
Alex Hambrock, Mechanical Engineering, BS, 2013 - **UROP**
Amy Marcus, Communication, BS, 2013 - **UROP**
Matthew Munson, Inter-College Program, BS, 2013
Conner Murphy, Graphic Design, BS, 2012
Lucas Keading, Electrical Engineering, BS, 2012 - Honors Thesis

University of Minnesota – Undergraduate Student Project-Based Directed Study Advisor

Ross Neumann, Inter-College Program, BS, 2015
Zachary Fadness, Mechanical Engineering, BS, 2015
Michael Rosplock, Mechanical Engineering, BS, 2014
Conner Cowling, Computer Science, BS, 2012
Andrew Maxwell Parish, Mechanical Engineering, BS, 2011
Colin Nelson, Mechanical Engineering, BS, 2011
Adam Poetter, Bio-Product Engineering/Architecture, BS, 2011
Jesse Purvey, Mechanical Engineering, BS, 2011

University of Minnesota – Student Club Faculty Advisor

Product Design Minnesota (IDSA Student Chapter), 2015-2021
Design U, 2015-2019
Innovation Association, 2013-2014

Dissemination of Undergraduate Student Research and Course Work

Conference Presentations

Dippo, C. & Kudrowitz, B. (2015). Elaboration in Creativity Tests. *NCUR National Conference of Undergraduate Research*. Spokane, WA.

Pilgrim-Rukavina, N. & Kudrowitz, B. (2015). Exploring the Effects of Warm-up Games, Criticism and Group Discussion on Brainstorming Productivity. *National Conference of Undergraduate Research*. Spokane, WA.

Johnson, K. & Kudrowitz, B. (2015). A Relationship between Physical Construction Play as Children and Adult Creativity Scores. *National Conference of Undergraduate Research*. Spokane, WA.

Dippo, C. & Kudrowitz, B. (2013). Evaluating the Alternative Uses Test of Creativity. *National Conference of Undergraduate Research*. UW La Crosse, WI.

Invited Museum Exhibitions

Student work from my classes have been featured in exhibits, often in the context of celebrating the class itself.

America's Monsters, Superheroes and Villains. *Goldstein Museum of Design*. St. Paul, MN. 2015-2016
Display of Student Work from PDES 3711 Toy Product Design

Soap Factory 25th⁺ Anniversary Party. *Soap Factory*. Minneapolis, MN. 2015
Food Design Catering with Students from PDES 3715 Design and Food

Tune Toy. *The Works Museum*. Bloomington, MN. 2012-2013
Student Designed Exhibit Based on Classwork in PDES 3711 Toy Product Design

Toy Product Design. *MIT Museum*. Cambridge, MA. 2008-2010
Exhibit of Toy Product Design History and Student Work

Toys and Games: More than Amusement. *Revolving Museum*. Lowell, MA. 2008
Exhibit of History of Toy Product Design Class and Student Work

Class Events

The courses I teach include a grand finale in which students present their work to industry, peers, families and the community. These events are unlike typical final presentations in a classroom setting. These events are ticketed theatrical productions with 200-300 attendees, lighting, music, theming, pre-show entertainment, and waiting lists for seats.

PLAYsentations. Student designed products with theatrical performance. UMN and MIT.
Final event for PDES 3711 Toy Product Design / Product Innovation Lab (iLab)
2005-Present

Walleye Tank. New product pitch competition in the style of "Shark Tank". UMN
Final event for PDES 2701 Creative Design Methods
2012-Present

Eat Design. Student designed food experiences. UMN
Final event for PDES 3715 Design and Food
2013-2017

Sketch-Off. Improvisation design sketching show. UMN
Final event for PDES 2702 Concept Sketching
2012-2016

Service

Discipline-Related (External)

Journal Editor

Associate Editor, International Journal of Food Design, 2014-Present

Journal Editorial/Conference Boards

Design Studies, Editorial Board, 2024-present

DRS Fashion+Play Co-Chair, 2023-2024

International Journal of Design Creativity and Innovation (IJDCI), 2019-present

International Food Design and Food Studies Conference, 2017

International Conference on Design Creativity, 2016, 2017

International Food Design Conference, 2014

Conference Session Chair/Coordinator

Retail Connect, Panel Host, University of Minnesota, 2023

ASME Design Theory and Methodology (DTM) Conference Review Coordinator and Session Chair, 2017

International Conference on Design Creativity Session Chair, 2016

Journal/Conference/Grant/Book Reviewer

Creativity & Cognition, 2024

Designing For Kids: Creating for Playing, Learning, and Growing, 2nd edition, 2024

ITRA Prize for Outstanding Toy Research Award Committee, 2023

Design Studies, 2021

International Journal of Gastronomy and Food Science, 2021

International Journal of Child-Computer Interaction, 2021

ASME Design Theory and Methodology, 2012-2017, 2021, 2023

International Journal of Design Creativity and Innovation, 2013-2015, 2019-present

ASME Journal of Mechanical Design, 2017, 2019-2021

Technology & Innovation: Journal of the National Academy of Inventors, 2018

The Design Journal, 2017

Artificial Intelligence for Engineering Design, Analysis and Manufacturing (AIEDAM), 2017

International Conference on Design Creativity, 2012, 2016, 2017

International Journal of Design, 2016

Design and Emotion Conference, 2014, 2016

Human Technology Journal, 2015

The ACM Conference on Human Factors in Computing Systems (CHI), 2014

Journal of Engineering Design, 2013-2014

Natural Sciences and Engineering Research Council of Canada, Chair in Design Engineering Committee,
Toronto, 2013

Faculty and Program Reviews

Otis College of Art and Design, Toy Design Program Review, 2024-25

Rueff School of Design, Art, and Performance, Purdue University, 2024
Faculty promotion from Assistant to Associate w/ Tenure

School of Art + Design, University of Illinois at Urbana-Champaign, 2024
Faculty promotion from Associate Professor to Professor

Department of Engineering, King's College London, 2023
Faculty promotion from Senior Lecturer to Professor

Department of Product Design, University of Oregon, 2020
Faculty promotion from Assistant to Associate w/ Tenure

Professional Advisory Board Membership

Leonardo's Basement, MSP Workshop, Advisory Board, 2014-2018
Stratasys Education Customer Advisory Board (eCab), 2018
WAM Weisman Art Museum, Colleagues Advisory Board, 2011-2016
YOXO, Toy Company, Advisory Board, 2012-2016
Minnesota Children's Museum, STEM Advisory Board, 2014
CogCubed, Cognitive Toy Start-Up, Advisory Board, 2013-2015

Professional Competition Judge

Dog Fashion Show, Minneapolis, 2017
Toy of the Year Awards (*i.e.*, TOTY), New York, 2011-2015
FIRST Robotics, Minneapolis, 2011

Governance (UMN)

Several roles listed below are of major significance in both time and impact, specifically: chairing the Collegiate Structures Working Group, chairing the Faculty Assembly and Faculty Leadership Committee, chairing a University Innovation Center committee, and directing the Product Design Program. These items are marked with an **asterisk***.

University of Minnesota

Member, McKnight Land-Grant Professorship Review Committee, 2021
*Chair, Innovation Center Committee, 2014-2015

College of Design

Member, Graduate Program Coordinator Search Committee, 2023
*Chair, Collegiate Structures Working Group, 2020-2022
*Chair, Faculty Assembly and Faculty Leadership Committee, 2019-2021
Member, Kusske Design Initiative - Material Library and Maker Space Working Group, 2021
Member, CDES Interdisciplinary Design Committee, 2012-2021
Member, CDES Dean Review Committee, 2021
Member, CDES Fabrication Shop Technician Search Committee, 2016
Member, CDES Dean Search Committee, 2015
Member, Committee for Change, 2015
Member, UROP Review Committee, 2012-2013

Member, College of Design Lectures Committee, 2011-2012

Department of Design, Housing and Apparel

*Director, Product Design Program, 2011-2022

Chair, Product Design Faculty Search Committee, 2015, 2016, 2017

Member, Product Design Faculty Search Committee, 2012-2014, 2019, 2020

Member, DHA Curriculum Committee, 2011-2018, 2021

Member, MNDrive Product Design Faculty Search Committee, 2014

Professional Consulting

Patent Litigation and Expert Consulting

The following cases involve utility patent infringement/invalidity and/or product design related legal cases. The process of being selected as an expert for a case is highly competitive. The work involves applying my research expertise in product design/toy design to legal cases involving patents. My experiences with these cases have informed my teaching to better prepare students in protecting their own intellectual property.

Live Glean, LLC, and NxtGen Toys, LLC, 2024-present

Retained by Polsinelli PC

Representing Defendants

iFetch, LLC v. Shenzhen Coolmate Ltd, 2024-present

Retained by Polsinelli PC

Representing Plaintiff

Hunter Perry v. Warner Bros. Entertainment, Inc., 2023-present

Retained by Dunlap, Bennett & Ludwig

Representing Plaintiff

1 Declaration

Confidential Matter, 2022-present

Retained by Fish & Richardson.

Representing Confidential Client, Plaintiff

2 Declarations, 1 Deposition, 1 Trial

Radio Flyer v American Plastic Toys, 2019-2020

Retained by Barnes & Thornburg, LLP

Representing Radio Flyer, Plaintiff

Choirock v Spin Master, 2019-2020

Retained by Vinson & Elkins LLP, San Francisco

Representing Choirock, Defendant

3 Declarations, 1 Deposition

Pop Sockets LLC v. Quest USA Corp. et al, 2019-2020

Retained by Marshall, Gerstein and Borun LLP, Chicago

Representing Pop Sockets, Plaintiff

1 Declaration

Mattel v Spin Master, 2018-2019

Retained by Andrew Kurth Kenyon LLP, Washington DC

Representing Mattel, Defendant

3 Declarations

Mattel v Spin Master, 2017-2019

Retained by Norton Rose Fulbright Canada LLP

Representing Mattel, Defendant

1 Declaration

Tinnus Enterprises LLC & Zuru LTD, LLC vs Telebrands Corp. 2015-2019

Retained by Dunlap, Bennett & Ludwig

Representing Tinnus/Zuru, Plaintiffs

15 Declarations, 11 Depositions, 2 Court Hearings, 1 Jury Trial

**Successfully defended validity of two US patents (9,315,282 and 9,242,749)*

Product Design Consulting

Ideas to Go. Minneapolis, MN. 2021

Food/Beverage Product Expert Review

Tricam Industries. Eden Prairie, MN. 2013

Gardening Product Idea Generation

Ideas to Go. Minneapolis, MN. 2013

Dog Toys Expert Review

Design Squad, PBS. Boston, MA. 2006

Prototyping musical instruments for Design Squad Season 1, Episode 2: *Rock On*

5 Wits Interactive Entertainment. Boston, MA. 2005

Storyboarding, set design, and animatronics for interactive “*Tomb*” show in Boston

Professional Memberships

Industrial Designers Society of America (IDSA), 2011-present

American Society of Mechanical Engineers (ASME), 2004-2005, 2012-2018

Design and Emotion Society, 2014-2016

International Food Design Society, 2012-2015

Outreach - Media Exposure

Television/Film/Radio (UMN)

TBD. *How Do You Like it so Far?* with Henry Jenkins and Colin Maclay.

“From ‘Haha’ to ‘Aha!’: Why Play and Humor Belong at Work with Dr. Barry Kudrowitz.” *Everyday Better Podcast with Leah Smart.* April 23, 2024.

“Should You Work for Yourself? & The Science of Creativity.” *Something You Should Know* podcast with Mike Carruthers. Apple Podcast. Feb 12, 2024.

“Dr. Barry Kudrowitz: Professor of Play.” *Creativity in Captivity Podcast with Pat Hazell.* Sweetwood Creative. November 30, 2023.

“How Childhood Toys Can Impact Your Psychology.” *The 4.* WCCO. July 21, 2023.

<https://www.cbsnews.com/minnesota/video/how-childhood-toys-can-impact-your-psychology/>

“Can people learn to be creative?” *Drivetime with Jason DeRusha.* WCCO Radio. July 14, 2023.

It Takes 2 with Amy & JJ. KFGO 790 AM & 104.7 FM. January 12, 2023.

"Four local toymakers to support this holiday season." *Good Day*. Fox 9 News. November 1, 2021.

"Toy ideas to surprise and impress this December." *Good Day*. Fox 9 News. November 1, 2021.

"A riff on creativity, design and toys." *All in the Mind with Sana Qadar*. ABS Radio National. April 5, 2020.

"New Product Design Degree at University of Minnesota Creating Innovators" *Eyewitness News*. KSTP Channel 5. October 11, 2016.

"Local 3-D Printing Company Stratasys Unveils New Factory." *Eyewitness News*. KSTP Channel 5. August 24, 2016.

"The Art of Food Design and 'Tasting with Our Eyes.'" *MPR News with Tom Weber*. MPR. January 20, 2016.

"U of M Students Mix Apples and Design." *Eyewitness News*. KSTP Channel 5. October 15, 2014.

"University of Minnesota Students Take Culinary Arts to the Next Level." *Eyewitness News*. KSTP Channel 5. November 28, 2013.

"Twister Inventor Dies in MN." *Fox 9 News*. July 11, 2013.

"Food, Space and 3D printing." *John Hines*. WCCO. May 23, 2013.

Jeanne Moos. "How to Separate Your Oreo." *The Situation Room*. CNN News. March 12, 2013.

"U of M Oreo Splitter." *Fox 9 News*. Friday March 1, 2013.

"Design professor & toy lover Barry Kudrowitz talks toys, creativity, and why play matters." *The Roadhouse*. WTIP North Shore Community Radio 90.7 FM. November 30, 2012.

"Musical Toy Story." *Daily Planet*. Discovery Canada. January 18, 2012.

"Good Question: What Toys Will Be Hot for the Holidays?" *Channel 4 News*. CBS Local. WCCO. September 20, 2011.

"Transformers 2 – Deleted Scene." *Conan*. TBS. June 28, 2011.

"Food: Episode 2." *Off the Air*. Cartoon Network's Adult Swim. May 25, 2011.

"Creating Toys for Credit at U of M" *M.A. Rosko on Fox 9 News*. May 11, 2011.

Television/Film/Radio (MIT)

"Star Wars – Deleted Scene." *Conan*. TBS. January 11, 2011.

"Barry Kudrowitz: Brainstorming in the MIT Toy Lab." *Imagine It! 2*. DVD. Infinite Loop Media LLC. July 2009.

"Unuseless Inventions." *Martha Stewart Show*. Fine Living Channel. February 15th, 2008.

"Rock On: Episode 2." *Design Squad*. PBS. 2007.

"Archimedes Death Ray: Episode 46." *MythBusters*. Discovery Channel. January 25, 2006.

Magazine (UMN)

Emma Sheppard. "What Makes a Modern Children's Fad?" *Canvas8*. April 4, 2023.

Eliana Dokterman. "Adults Are Spending Big on Toys and Stuffed Animals—for Themselves." *TIME*. November 2022.

Matthew Braga. "How Do You Make the Perfect Toy?" *The Walrus*. October 2022.

Matthew Kitchen. "The Unexpected Case for Tough Toys." *Fatherly*. October 2017.

Meleah Maynard. "Just Wondering." *Minnesota Magazine*. Spring 2016.

Meleah Maynard. "Toy Story." *Legacy: Alumni Magazine* Cover story. Fall 2014.

Quinton Skinner. "Prof's Food Design Class Really Cooks." *Minnesota Monthly*. March 2014.

Jacqueline Detwiler. "Best Buys." *Hemispheres Inflight Magazine*. November 2011.

Ledetta Wossen. "Toy Boy." *MADE Magazine*. Issue 2. Profile Feature. 2011.

Magazine (MIT)

John. B. Carnett. "PopSci's 25 Most Awesome College Labs 2011." *Popular Science*. August 2011.

Thomas Grose. "Hot Courses." American Society for Engineering Education (*ASEE*) *PRISM*. Summer 2011.

Rena Marie Pacella. "Mind-Blowing College Labs." *Popular Science*. September 2010.

Paul McMorrow. "Good Bostonian: Barry Kudrowitz, Product Designer." *Boston's Weekly Dig*. August 2007.

Etienne Benson. "Toy Stories." Association for Psychological Science *Observer*. December 2006.

Paul McMorrow. "Bringing Cambridge What it Badly Needs: A Death Ray." *Boston's Weekly Dig*. October 19, 2005.

"20 Coolest People in Orlando." *Axis Magazine*. November 2004.

Newspaper (UMN)

Lynn Enright. "How to raise a creative child". *The Sunday Times*. <https://www.thetimes.co.uk/article/how-to-raise-a-creative-child-z2z5vgq99>

Richard Chin. "A U professor says humor — and certain cheeses — can help you be more creative." *Star Tribune*. July 10, 2023.

Chavie Lieber. "The Tiny, Squishy Toys Driving Parents to the Brink." *Wall Street Journal*. June 9, 2023.

Richard Chin. "A Minnesota field guide to snow shovels" *Star Tribune*. January 26, 2023.

Richard Chin. "Out of toilet paper? We've got some solutions and some precautions." *Star Tribune*. March 31, 2020.

John Ewoldt. "Minneapolis-based Manhattan Toy keeps on truckin' but without Groovy Girls," *Star Tribune*. December 14, 2019.

Jake Steinberg. "The Danger Zone: new UMN class hopes to spark creativity with improv." *Minnesota Daily*. January 27, 2019.

Matthew Kitchen. "You Too Can Own James Bond's Aston Martin—Some Assembly Required." *Wall Street Journal*. November 2018.

Kelly Michele Guerotto. "Kids' Play Kitchens That Adults Might Actually Envy." *The Wall Street Journal*. April 11, 2018.

Thom Johnson. "Improv Doodling as Sport." *Minnesota Daily*. October 17, 2013.

Richard Chin. "Orobot: One Solution to your pesky Oreo cookie-from-crème problem." *Pioneer Press*. March 6, 2013.

Alex Gaterud. "U Students Share Their Toy Stories." *Star Tribune*. May 2011.

Jessica Lussenhop. "The Land of GoBots, Pound Puppies, and Care Bears." *City Pages*. March 30, 2011.

Richard Chin. "Toys R' Him." *Pioneer Press*. March 1st, 2011.

Amanda Hamon. "Future Engineers Try Thinking Outside the Sandbox." *Lafayette Indiana News*. January 29, 2011.

Newspaper (MIT)

Katy Jordan. "Wily Wonks and the High-Tech Toy Factory." *Boston Herald*. May 16, 2010.

Sarah Wright. "Toy Soldier: At Play with Barry Kudrowitz, MIT Toy Designer." *MIT Tech Talk*. December 12, 2007.

Anne Trafton. "Toy Designers Make Brushing Fun." *MIT Tech Talk*. May 24, 2006.

Online Publications and Blogs (UMN)

- Creative Enso. Summer Reading List for Creative Minds. <https://creativeenso.com/summer-reading-list-creative-minds-2023/>
- Mary Couzin. People of Play Interview with Barry Kudrowitz. August 8, 2023. <https://www.peopleofplay.com/blog/barry-kudrowitz-sparking-creativity-how-play-and-humor-fuel-innovation-and-design>
- Kim Mills. "Speaking of Psychology: Psychology takes toys seriously, with Barry Kudrowitz, PhD, and Doris Bergen, PhD." American Psychological Association (APA). December 16, 2021
- Crystal Ponti. "All the Ways We've Wiped: The History of Toilet Paper and What Came Before." *History.com*. April 15, 2020.
- John Benzick. "How to Unleash Imagination and Create New Products." *Product Launch Rebel* Podcast. June 9, 2017.
- Loren Green. "U of M Launches Product Design Program to Grow Local Talent." *The Line Media*. November 8, 2016.
- Andrew Dietz. "Yes, More Funny Ideas." *Idea Monger*. July 23, 2016.
- Sally Koering Zimney. "Barry Kudrowitz – On Creativity and Innovation." *This Moved Me* Podcast. December 17, 2014.
- Eric Butterman. "Top 6 Mechanical Toys of All Time." *ASME.org*. September 2014.
- Mac Cameron. "3D Printing Unleashes Creativity at UMN's Toy Product Design Class" *Stratasys*. July 10, 2014.
- Joe Berkowitz. "Two Toy Scientists Get Creamed by Another Oreo Separator." *Fast Co Create*. March 4, 2013.
- Andrew Liszewski. "An Even Better Oreo Separating Machine Blasts Hot Crème in Your Mouth." *Gizmodo*. March 4, 2013.
- Glen Tickle. "Second Oreo Separator Machine Surfaces, Sprays Hot Crème in Your Face." *GeekoSystem*. March 3, 2013
- Rusty Blazenhoff. "Toy Scientists Create Their Own Machine to Separate Oreo Cookies." *Laughing Squid*. March 1, 2013.
- Tim Nudd. "Toy Scientists are Much Better at Separating an Oreo Than Ad Guys" *ADFREAK*. March 1, 2013.
- Bridget Aymar. "How to spark your creativity: tips from a toy designer." *Business @ the U of M Blog*. October 5, 2012.
- Christine McLaren. "Ha ha, Ha ha ... Aha! How a Toy Designer Could Teach Us to Save Our Cities." *BMW Guggenheim Lab Log*. June 26, 2012.
- John Cheese. "The 9 Most Brilliant Pieces of Comedy Hiding on YouTube." *Cracked.com*. June 21, 2012.
- Bill Magdalene. "Prototype. Test. Repeat." *UMNews* Feature. May 31, 2012.
- Jill Jensen. "University Professor Launches New Word Game for iPhone." *The Minnesota Daily*. September 29, 2011.
- Elizabeth Giorgi. "Jumping into Toy Design." *UMNews* Feature. May 13, 2011.
- Rain Noe. "Dangerous Toys & Other Different Thinking for UofM's New Toy Design Professor." *Core 77*. March 1, 2011.
- Christa Meland. "U of M Debuts Toy Design Class; Local Co. to Advise." *Twin Cities Business*. January. 26, 2011.

Online Publications and Blogs (MIT)

Mark Frauenfelder. "Ketchup Dispensing Mobile Robot." *Boing Boing*. January 12, 2011.

Michael Tedder. "Toy Story." *FLYP Media*. Issue 30. May 26 - June 7, 2009.

John Park. "Nerf Atom Blaster from Concept to Production." *MAKE*. Nov 27, 2008.

Levi Fishman. "Get a B.A. in Toy Design (Batteries not Included)." *Columbia News Service*. December 6, 2007.

David Pescovitz. "Archimedes' Death Ray Realized." *Boing Boing*. October 6, 2005.

Barb Dybwad. "The Catsup Crapper." *Engadget*. September 1, 2005.