

## CURRICULUM VITAE DONALD A. NORMAN

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### POSITIONS

#### Current

Co-Founder and Principal, Nielsen Norman group, Board of Directors 1998-present. (in 2019-became emeritus, but still on the board).  
Co-Founder, Future of Design Education Initiative. (Bringing together over 600 people to propose a family of curricula for education in design for the 21<sup>st</sup> Century).  
Founding Director Emeritus, Design Lab, University of California, San Diego. 2014-2020.  
Inspirational Advisor, BSD (BS Design). Milan, Florence, and Rome (Italy). 2016-present.  
[www.bsdesign.eu/](http://www.bsdesign.eu/)  
Distinguished Professor of Cognitive Science & Psychology, emeritus, University of California, San Diego. 1993 – 2014, 2014-2020.  
Breed Professor of Design & EECS emeritus, Northwestern University (Computer Science. 2010 – 2017. Currently emeritus).

#### University advisory boards:

Honorary professor and advisor, College of Design & Innovation, Tongji University, Shanghai, China. 2013 – present.  
Hong Kong Polytechnic School of Design (School International Advisory Board), 2023-present.  
Advisory Board Member for the school of design, arts, and performance, FLAME University, Pune, India 2022-present  
Advisory board, The Birla Institute of Technology and Science, Pilani (BITS Pilani). 2024 – present.

#### Journal Editorial Boards:

International Journal of Design; She Ji: The journal of design-economics and innovation; Journal of Design, Business & Society.

### EDUCATION

Massachusetts Institute of Technology, SB (Electrical Engineering), 1957.  
University of Pennsylvania, MS (Electrical Engineering), 1959.  
University of Pennsylvania, Ph.D. (Mathematical Psychology), 1962.

#### Honorary Degrees

University of San Marino (The Republic of San Marino). *Laurea Honoris Causa in Industrial Design*, 2016.

Delft University of Technology (TU Delft, the Netherlands). *Honorary Doctorate in Industrial Design*, 2006  
University of Padua (Italy), S.V. Della Laurea ad Honorem in Psychology, 1995.

## HONORS

Sir Misha Black medal for distinguished service to design education. Royal Commission for the Exhibition of 1821, London, UK. October 2021  
Design Guru Award from The Institute of Design, JK Lakshmi Pat University, Jaipur, Rajasthan, India. 2020.  
Recipient: Arnold Small President's Distinguished Service Award by the Human Factors and Ergonomics Society (HFES). 2016.  
Elected to the National Academy of Engineering, 2011.  
Named one of the "World's Most Influential Designers" by Bloomberg Business Week (Feb. 2010)  
Distinguished Visiting Professor, Department of Industrial Design, Korea Advanced Institute of Science & Technology (KAIST), Daejeon, South Korea. 2009 – 2011.  
Benjamin Franklin Medal for Computer & Cognitive Science. The Franklin Institute, Philadelphia, PA. 2006.  
Recipient, The 2005 Franklin V. Taylor Award for outstanding contribution to the field of Applied Experimental and Engineering Psychology. From Division 21 of the *American Psychological Association*. 2005.  
Fellow: American Academy of Arts and Sciences, American Psychological Association, American Psychology Society, Association for Computing Machinery (ACM), Cognitive Science Society, Design Research Society, Human Factors and Ergonomics Society (HFES).  
Honorary Fellow: Society for Technical Communication (1996), Design Research Society (2009)  
Presidential Citation, American Psychological Association, August, 2001  
Lifetime achievement award. CHI, 2002. (CHI is the Special Interest Group for Computer-Human Interaction of the ACM – The Association for Computing Machinery).  
Mental health award, Business category. *Psychology Today*. 2002.  
Named one of the "Elite 100": *Upside Magazine*, 1999.  
Rigo award for "outstanding life-time contribution to the field of user documentation," Special Interest Group on Documentation (SIGDOC): Oct. 2001.

## Previous Positions

### University advisory boards:

KAIST Department of Industrial Design (Daejeon, S. Korea); Institute of Design, IIT (Chicago), School of Design and innovation, M.S. program in Engineering Design and Innovation, Northwestern University (Evanston, IL), Madeira Interactive Technologies Institute (University of Madeira, Funchal, Madeira, Portugal -- Joint program with CMU's Human Computer Interaction Institute, Pittsburgh, USA)

### Company advisory boards:

Nissan Silicon Valley Research Center (Mt. View, CA), reQall (Mt. View, CA), UICO (board of directors. Elmhurst, IL)  
IDEO Fellow, IDEO, Palo Alto, CA. 2011 – 2015. Emeritus: 2015 – 2020.

### Universities

Distinguished Visiting Professor, Department of Industrial Design, Korea Advanced Institute of Science & Technology (KAIST), Daejeon, South Korea. 2009 – 2011.  
Allen K. and Johnnie Cordell Breed Senior Professor in Design, Northwestern University. 2007-2010.  
Co-Director, MMM dual degree MBA/Engineering program with Kellogg School of Management and Northwestern Engineering. 2007 – 2010.  
Co-Director, The Segal Design Institute. 2007 – 2010.  
Professor, Departments of Electrical Engineering & Computer Science, Psychology and Cognitive Science, Northwestern University, Evanston, IL. 2001 – 2010.  
Visiting Lecturer, Department of Computer Science, Stanford University. January – April, 2005.

## Employment

President, Cardean Learning Systems, UNext, Deerfield, IL. 1999 – 2001.  
Executive, *Hewlett-Packard*, Palo Alto, CA. 1997 - 1998.  
Vice President and Apple Fellow, Advanced Technology Group (ATG) and Apple Research Laboratories.  
*Apple Computer Inc.*, Cupertino, CA. 1995 - 1997.  
Apple Fellow, *Apple Computer Inc.*, Cupertino, CA. 1993 - 1997 (“User Experience Architect.”)  
Professor of Cognitive Science & Psychology, emeritus, University of California, San Diego. 1993 – present.  
Professor and Chair, Department of Cognitive Science, *University of California, San Diego*, 1988-1993 (founding chair of the department).  
Visiting Scientist, User Interface Program, MCC (Microelectronics and Computer Technology Corp.), April-September 1986.  
Chair, Department of Psychology, *University of California, San Diego*, 1974-1978.  
Associate Professor and Professor, Department of Psychology, *University of California, San Diego*. 1966-1993.  
Lecturer and Research Fellow, Department of Psychology and Center for Cognitive Studies, *Harvard University*, 1963-1966.  
National Science Foundation Postdoctoral Fellow at Center for Cognitive Studies, *Harvard University*, 1962-1964.  
Assistant Instructor and Instructor, Moore School of Electrical Engineering, University of Pennsylvania, 1957-1959.  
Long-time consultant to industry in the US, Europe, and Asia: from 1960.

## Columnist

*Interior Motives*. (Magazine for automobile interior designers). 2005 – 2006.  
*Interactions*. Magazine of the Special Interest Group on Human Computer Interaction (SIGCHI), ACM. 2004 – 2010.  
Core77. Industrial Design Magazine (at [www.core77.com](http://www.core77.com)). 2010 – 2019.

## BOARDS

### Companies

Nielsen Norman group, Co-founder and Principal. Board of Directors. 1998-present. 2019-became emeritus.  
°Cinder, San Francisco. 2013-2018 (company was acquired)  
Foldimate. Sunnyvale and Israel. 2013-2019 (Board of Directors)  
CAN Mobilities, Campbell, CA. 2015 - present  
Udacity, Mountain View, CA. 2014 – 2020.  
Nissan Research Center, Silicon Valley. 2013 – 2018.  
Immersion Corp, San Jose, CA. 2011 – 2014. Chair, Technical Advisory Committee.  
BMW, Munich, Germany. 2011 – 2013.  
UICO. Glendale Heights, IL. 2009 – 2020 (Board of Directors).  
Ness. Startup. Palo Alto, CA. 2010 – 2014. (company was acquired)  
Intuition Robotics ElliQ robot for the elderly. Israel. (Advisory board). 2016-present.  
Intuitive Automation (Advisory board). Hong Kong. November 2008 – 2020.  
reQall, Inc. (“Chief Mentor”). Mountain View, CA, Hyderabad, India, Hong Kong.) 2004- 2016.  
Panasonic San Jose Laboratories, San Jose, CA. 2006 – 2008.  
Encyclopedia Britannica (Chicago, IL). Editorial board of advisors. 2004 – 2009.  
Toyota Information Technology Center, Sunnyvale, CA. 2005 – 2009. 2013 – present.  
The TED conference Advisory Board. 2003 – 2014.  
Motorola “Visionary Board”. 2002 – 2009.  
Evolution Robotics. (Pasadena, CA). An Idealab! Startup. Aug. 2001 – 2013. ((company was acquired)  
Engineering for One Planet board of the Lemelson Foundation. 2020. Advisory board.

IDEaS Brain Trust (Innovation and Design as Leadership: Organized by Politecnico di Milano School of Management, along with 8 leading European companies as partners). 2018-present.

## Universities, Government, and other Advisory Boards

- Editorial board, She Ji: The Journal of *Design, Economics, and Innovation*, 2013 – present.  
Editorial board, *Design Science Journal*. 2013 – 2020.  
Chair, Advisory Board, Interaction-Design Foundation. Aarhus, Denmark. 2012 – present  
Past service on Journal Editorial Boards: Cognitive Psychology; Cognitive Science (board member and served a term as Editor); Human Computer Interaction; Personal and Ubiquitous Computing; Design Science.  
Trustee, *Institute of Design*, Illinois Institute of Technology. Chicago, IL. 2001 – 2007, 2011 – 2019. 2019-present (now an emeritus member).  
Advisory board: MS Program in Engineering Design and innovation (EDI), Northwestern University. 2010 – 2019  
Advisory board: Madeira Interactive Technologies Institute. Funchal, Madeira, Portugal. 2010 - 2019.  
Advisor, National Center for Cognitive Informatics and Decision Making in Healthcare. University of Texas Health Science Center at Houston. 2010 – present.  
Member of CSTB's Committee on Usability, Security, and Privacy, a National Academies Committee. 2009 – 2010.  
Board of recommendation, The Design & Emotion Society. (The Netherlands). 2008 – present.  
Senior advisory panel, University of Illinois at Urbana-Champaign, Division of Human Factors.  
Advisory Committee for the National Science Foundation's Directorate for Computer & Information Science & Engineering (NSF's CISE). May 2008-2010.  
Member of CSTB's Committee on Engaging the Computer Science Research Community in Healthcare Informatics, a National Academies Committee. 2007 – 2009.  
External advisory committee, Department of Industrial Design, *Korea Advanced Institute of Science and Technology* (KAIST), 2007 -2009. Daejeon, Korea.  
*University of California, Merced*. Advisory committee for Cognitive Science. 2004 – 2007.  
*Georgia Institute of Technology*. (Atlanta, GA) Human-Centered Computing Advisory Board. 2004 – 2007.  
Northwestern University Institute for Engineering Design and Application (IDEA). 2003 – 2007.  
Member, National Research Council Committee on “The Role of Science and Technology in Countering Terrorism.” 2002-3.  
Member, National Research Council Committee on “Augmentation of human intellectual functioning.” 1989-1994.  
The Learning Federation. Steering Committee, 2001 – 2006 (<http://www.learningfederation.org>)  
The Standard for Internet Commerce. Founder. 1999 – 2001. <http://www.gii.com/>  
*The Computer Science and Telecommunications Board (CSTB)*, National Research Council of the National Academy of Sciences, 1997 - 2002.  
*DARPA Advisory Board*, Information Science Advisory Team (ISAT), Defense Advanced Research Projects Agency (DARPA), U.S. Department of Defense. 1996 - 1997.  
*The College Board*, Advisory Committee on Research. New York, My. 1997 – 1998.  
*Center for Lifelong Learning and Design*, Advisory Council, University of Colorado, Boulder. 1995 - 1999.  
*Institute of Systems Science Research*, Supervisory Board for the Apple Computer/ISS center, National University of Singapore. 1995 - 1997.  
Georgia Institute of Technology School of Computer Science, Advisory Committee, Atlanta, GA. 1995 - 1998.  
*Institute for the Learning Sciences*, Advisory Board, Northwestern University. 1989-1997.  
*Nijmegen Institute for Cognition Research and Information Technology*, University of Nijmegen (the Netherlands) External Advisory Council. 1988-93.  
*Association for Software Design*, Board of Advisors, 1992 - 1998.  
*Symposium on the Human Interface*, International Advisor, Tokyo. October 1990.

*Naval Personnel Research and Development Center*, San Diego, CA. Science Advisory Board, 1982-1985.

*Advisory Committee on Machine Intelligence and Robotics*, National Aeronautics and Space Administration, 1977-1979.

## Companies: No Longer Active

BigTribe, Corp. (Advisory Board) San Francisco, CA and Honolulu, HI. 2006-2008.  
Broadband Mechanics (Advisory Board. (Startup company). 2004 – 2009.  
Caring Family, Advisory Board (Louisville, CO). (Startup Company). 2004 – 2009.  
*A Room Like That, Inc.* (Parker, CO). Advisory board. (Startup company). 2004 – 2009)  
*Next Generation Ventures.* (San Francisco, CA). Startup. August, 2001 – 2008.  
*ScienceMedia.* (San Diego, CA.) A scientific education company. 1997 – 2005.  
<http://www.sciencemedia.com/>  
*Sonic Solutions* (Novato, CA). DVD authoring tools. 2002 – 2003. <http://www.sonicolutions.com>  
*IdeaEDGE.* (San Diego, CA). Advisory Board. Incubator company. Feb. 2000 – 2002.  
*Merrill Lynch, Technology Advisory Board* (New York, NY.) (Steve Milunovich’s board). 1998 – 2002.  
Consultant, Apple Computer, Inc. Cupertino, CA. 1988-1992.  
Consultant, Xerox Palo Alto Research Center, 1973-1978.  
Consultant, Epsco, Inc. (Digital logic design), 1958-1961.  
Consultant and Director of the Human Interface Science Advisory Committee, MCC (Microelectronics and Computer Technology Corp.), 1986-1987.  
Consultant on Nuclear Power Plant Control Room Operators and Safety, 1981-1984.  
Member Technical Review Board, Seabrook Nuclear Power Station (New Hampshire), Probabilistic Safety Assessment Study. (Review conducted by Pickard, Lowe and Garrick, Inc., Irvine, California.) 1981-1983.  
Adjectivity. (Berkeley, CA). Advisory board.  
*Datricity.* (Evanston, L). Information Appliance startup. Board of Advisers. Not yet funded. July, 2001 – 2002.  
*eTattler*, “a completely bogus Internet company.” Dan Gillmor, San Jose Mercury News.  
<http://www.etattler.com>  
*GravityBox PC.* (Santa Monica, CA). Board of advisors. July, 2001 – 2003.  
*GTE ImagiTrek.* (Carlsbad, CA). Advisory Board. An “Interactive Multimedia” company. 1990 – 1994.  
*HiWire.* (Los Angeles, CA. ) Internet radio. 1998 – 2004. <http://www.hiwire.com>  
*Knowledgen.* (Mountain View, CA ). A knowledge retrieval company.. 1998 – 2000. (Ceased operation)  
*Merinta* (New York and Austin, Texas) Board of Directors. A wholly owned subsidiary of Boundless Technologies (BND) Maker of infrastructure software for Information Appliances.. 1998 – 2002.  
<http://www.merinta.com>.  
([http://www.boundless.com/News\\_and\\_Events/Press\\_Releases/19990519\\_norman.asp](http://www.boundless.com/News_and_Events/Press_Releases/19990519_norman.asp))  
*Opion.* (Reston, VA). Advisor Board. Startup. Funding problems. June, 2001 – 2002.  
*Qubit.* (Denver, CO. ) an information appliance company. 1998 – 2000. <http://www.qubit.net>  
*Vaultus* (New York) Board of Directors. A Telecommunications company. *Eyeshake*, a Boston, MA company for which I was an advisor, was acquired by Vaultus in 2000. Board of Directors: 2001.  
<http://www.vaultus.com>.  
*Weave innovations.* An information appliance company. Santa Clara, CA. 1998 – 2001.  
<http://www.weaveinnovations.com>. (Ceased operation)

## ACADEMIC EXPERIENCE AND ACTIVITIES

### Northwestern University

Professor Emeritus, Departments of Electrical Engineering & Computer Science, Psychology and Cognitive Science, 2010 - present

Allen K. and Johnnie Cordell Breed Senior Professor in Design, School of Engineering, Northwestern University. 2007-2010.

Professor, Departments of Electrical Engineering & Computer Science, Psychology and Cognitive Science, Northwestern University, Evanston, IL. 2001 – 2010.

Co-Director, MMM joint MBA/Engineering program with Kellogg School of Management and Northwestern Engineering. 2007 – 2010.

Co-Director, The Segal Design Institute. 2007 – 2010.

## University of California, San Diego

Professor Emeritus, Department of Cognitive Science, University of California, San Diego, 1993 - present

Professor and Chair, Department of Cognitive Science, University of California, San Diego, 1988-1993 (founding chair of the department).

Chair, Department of Psychology, University of California, San Diego, 1974-1978.

Associate Professor and Professor, Department of Psychology, University of California, San Diego. 1966-1993.

Director, Program in Cognitive Science, University of California, San Diego. , 1977-1989.

Director, Institute for Cognitive Science, University of California, San Diego. , 1981-1990.

First Annual Revelle College Faculty Lecture, University of California, San Diego. April 1984.

Recipient, Chancellor's Associates Merit Award for Excellence in Research. University of California, San Diego. 1983.

## Other Universities

Honorary professor and advisor, College of Design & Innovation, Tongji University, Shanghai, China. 2013 – present.

Trustee, *Institute of Design*, Illinois Institute of Technology. Chicago, IL. 2001 – 2007, 2011 – 2019. 2019-present, emeritus member..

Distinguished Visiting Professor, Department of Industrial Design, Korea Advanced Institute of Science & Technology (KAIST), Daejeon, South Korea. 2009 – 2011.

Advisory Board, Department of Industrial Design, Korea Advanced Institute of Science and Technology (KAIST), Daejeon, Korea. 2007-present.

Visiting Lecturer, Department of Computer Science, Stanford University. January – April, 2005.

Georgia Institute of Technology School of Computer Science, Advisory Committee, Atlanta, GA. 1995 - 1998.

*Institute for the Learning Sciences*, Advisory Board, Northwestern University. 1989-1997.

*Nijmegen Institute for Cognition Research and Information Technology*, University of Nijmegen (the Netherlands) External Advisory Council,. 1988-93.

Advisory Committee, Program on the study of work, technology, and organization (WTO). School of Engineering, Stanford University, Stanford, CA. 1996-2001.

Affiliated faculty, Department of Psychology, Stanford University, Stanford, CA. 1993.

Invited speaker and seminar leader, Congreso sobre medios no convencionales de enseñanza, Universidad de Belgrano, Facultad de Tecnología, Buenos Aires, Argentina. September, 1983.

Lecturer and Research Fellow, Department of Psychology and Center for Cognitive Studies, Harvard University, 1963-1966.

National Science Foundation Postdoctoral Fellow at Center for Cognitive Studies, Harvard University, 1962-1964.

Assistant Instructor and Instructor, Moore School of Electrical Engineering, University of Pennsylvania, 1957-1959.

## Other

Program Committee, Design & Emotion Conference. Chicago, IL. October 2010

Program Committee , International Association of Societies of Design Research 2009 conference. (Seoul, Korea. Oct. 2009).

Foreign Observer, International Institute for Novel Computing, Subcommittee on human interface computing (Japan). 1990-present.



Visiting Research Scientist, Medical Research Council Applied Psychology Unit, Cambridge, England.  
October 1985-April 1986.  
Faculty member at NATO Advanced Studies Institutes:  
Intelligent Decision Aids in Process Environments (San Miniato, Italy), 1985.  
The theory and nature of human error (Bellagio, Italy), 1983.  
On-line computing in the behavioral sciences (Sheffield, England), 1969.  
Techniques and results in the assessment of short-term memory (Cambridge, England), 1967.  
Lecturer, People's Republic of China (Hangzhou, Shanghai, Hefei, Beijing). Invited by Chinese Academy of Science. May, 1985.  
Organizer, USA-Japan Seminar on Cognitive Science (Tokyo), September, 1980.  
Participant, Soviet-American Scientific Exchange Program (Moscow), December, 1978.  
Visiting Professor, Department of Psychology (Also, Faculty, Linguistics Society of America Summer Institute), University of Hawaii, Summer of 1977.  
Consultant for course on Cognitive Psychology, The Open University, Milton Keynes, England, 1976-1978.  
Fellow, Center for Advanced Studies in the Behavioral Sciences, Stanford, California, 1973-1974.

## Editorial Boards

*She Ji: The Journal of Design, Economics, and Innovation*. Published by Tongji University College of Design and Innovation. 2015-current  
*International Journal of Design* (published at the National Taiwan University of Science and Technology). 2008 – present.  
Human-Computer Interaction, 1982- present.  
Personal Technology, Elsevier. 1998  
*eLearn Magazine*. An ACM on-line journal on Education & Technology ([www.elearnmag.org/](http://www.elearnmag.org/)). 2002-2009  
Editor, *Cognitive Science Journal*, 1981-1984. (Editorial board, 1994 – 1996).  
Series Editor, Cognitive Science Series, Lawrence Erlbaum Associates, 1979-1993.  
Editorial Board, Cognitive Science Series, Harvard University Press, 1978-1989.  
*Behavioral and Brain Sciences*, “Editorial commentator, “ 1977-1994..  
Cognition and Brain Theory, 1980-1984.  
Cognitive Psychology, 1969-1982.  
Consciousness & Cognition, 1991 - 1999.  
Journal of Experimental Psychology: Human Learning and Memory, 1977-1982.  
NetWorker Magazine, ACM, 1996-2001.

## PROFESSIONAL SOCIETIES

American Academy of Arts and Sciences (Fellow)  
American Association for the Advancement of Science (Fellow -- Resigned in 1994).  
Association for Computational Machinery (Fellow):  
Special Interest Group on Computer-Human Interaction (SIGCHI) (Elected to CHI academy, 2001. Lifetime Achievement Award, 2002). Vice-chair, 1985-1987.  
Special Interest Group on Documentation (SIGDOC): Received Rigo award for “outstanding life-time contribution to the field of user documentation,” Oct. 2001.  
American Psychological Association (Fellow):  
Divisions on Experimental Psychology (Fellow), Teaching of Psychology (Fellow), Applied Experimental and Engineering Psychologists (Fellow: received 2005 Franklin V. Taylor Award for outstanding contribution to the field of Applied Experimental and Engineering Psychology.)  
Association for Psychological Science (Fellow: Charter Member). 1988.  
Association for Software Designers, Board of Advisors, 1992 - 1999.  
Cognitive Science Society (Fellow: founding member: Secretary-Treasurer, 1979-1982; Chair, 1982-1983; Board of Directors, 1979-1991).

Design Research Society (Honorary Fellow, Their highest award. “Honorary” means “Distinguished”)  
Federation for Behavioral, Psychological, and Cognitive Sciences: Charter council member (and member of founding committee), 1979-1982.  
Human Factors and Ergonomics Society (Fellow). Invited to give Arnold Small Safety Lecture at the 1992 annual meeting (Atlanta, GA). Director, San Diego Human Factors Society, 1982-1984.  
Industrial Designers Society of America. 2002 - present  
Psychonomic Society.  
Sigma Xi  
Society of Experimental Psychologists. 1975-?.  
Society of Experimenting Psychologists, 1964-1976.  
Society of Laboratory Users of Computers in Psychology: Steering Committee, 1974-1978.

## STUDENTS

Graduate students who received the PhD under my direction and selected undergraduate students (current position indicated in parentheses). All from the University of California, San Diego, unless noted otherwise.

Conrad Albrecht-Buehler. (UX Lead, Google. PhD in 2009 from Northwestern University in Electrical Engineering & Computer Science)  
Donald Blankenship (Cuadra associates, Berkeley, CA).  
Ross Bott (CEO, Seven networks, San Jose, CA)  
Marc Eisenstadt (President, DecentGames.io. Was director, Knowledge Media Institute,-Retired Open University. Milton Keynes, UK)  
William Gaver (Prof. of Design, Goldsmiths College, UCL, London UK)  
Dedre Gentner (Department of Psychology, Northwestern University, Evanston, IL)  
Daniel Graboi (President, Carlsbad Scientific. Encinitas, CA)  
Amy Geoffroy (Retired, Carmel by the Sea, CA. Was at IBM))  
Jonathan Grudin (Microsoft, Redmond, WA)  
Daniel Gruen (IBM Research, Cambridge, MA.)  
Kristina Hooper Woolsey (Woolsey & Associates, Marin County, CA)  
Michael Jordan (Department of Computer Science, University of California, Berkeley, CA.)  
Yaakov Kareev (Department of Psychology, Hebrew University of Jerusalem. Jerusalem, Israel)  
Serge Larochelle (Department of Psychology, University of Montreal. Montreal, Quebec, Canada)  
Matthew Lewis (The RAND Corporation. Santa Monica, California)  
Mark Miller (Educational consultant, San Carlos, CA)  
Naomi Miyake (Deceased. Was Prof, University of Tokyo, Tokyo, Japan)  
Yoshio Miyake (School of Computer and Cognitive Sciences, Chukyo University. Toyota, Japan)  
Yoshiro Miyata (School of Computer and Cognitive Sciences, Chukyo University. Toyota, Japan)  
Melissa Monty (Cantor Access Inc., San Diego, California)  
Allen Munro Research prof., University of Southern California. Redondo Beach, CA)  
Michael Mozer (Department of Computer Science, University of Colorado)  
David Navon (Department of Psychology, University of Haifa. Haifa, Israel)  
Robert Neches (Independent Consultant, Los Angeles. Was, Director at IARPA and Research Prof. at USC.), California)  
Steve Palmer (Department of Psychology, Emeritus, University of California, Berkeley, Berkeley CA)  
Clark Quinn (Executive Director, Quinnovation Walnut Creek, CA)  
Greg Scragg (PhD in Computer Science: Prof. Computer Science, emeritus. State University of New York, Geneseo)  
Abigail Sellen (Microsoft Research. Cambridge, UK)  
Ji-Won Song. (At KAIST, South Korea., but PhD is from Brunel University, Uxbridge, UK. I was mentor and advisor.) researcher at Kyung-sung University, Busan, South Korea.  
Al Stevens (Director, Medical Content Management at EBSCO Information Services, Boston, MA)  
Henry Strub (Senior UX Researcher, Verizon.)  
Craig Will (President, Cognitive Research and Design. Mi Wuk Village, CA)



Michael Williams (Founder, CaringFamily. Louisville, CO)  
Jiajie Zhang (Dean, School of Biomedical Informatics, University of Texas - Houston Health Science Center, Houston, TX)

## POSTDOCTORAL FELLOWS, STUDENT VISITORS, AND FACULTY VISITORS

Bernie Baars  
Liam Bannon  
Lin Chen  
Allen Cypher  
Ben duBoulay  
Steve Draper  
Daniele Dubois  
Steve Greenspan  
Geoff Hinton  
Ed Hutchins  
Rutie Kimchi  
Marigold Linton  
Mark Mattson  
Claire O'Malley  
Kevin O'Regan  
Mary Reilly  
Antonio Rizzo  
Paul Smolensky  
Len Talmy  
Yan Yufic

## PATENT

Wachtler, M., Tognazzini, B., Norman, E., & Norman, D. (2016, March 10. Filed). Modulated and controlled cooking. Methods and systems for performing the same. USA Patent No.: U. S. Patent and Trademark Office (USPTO).

## BOOKS

- Norman, D. A. (1969). *Memory and attention: An introduction to human information processing*. New York: Wiley. *Translations*: Danish, German, Italian, Spanish, and Swedish.  
Second edition: 1976. *Translations*: Italian; Japanese.
- Norman, D. A. (Ed.) (1970). *Models of human memory*. New York: Academic Press.
- Lindsay, P. H., & Norman, D. A. (1972). *Human information processing*. New York: Academic Press. *Translations*: Russian and Spanish.  
Second edition: 1977. *Translations*: French, German, Italian, Japanese, Polish, Spanish, and Chinese.
- Norman, D. A., Rumelhart, D. E., & the LNR Research Group (1975). *Explorations in cognition*. San Francisco: Freeman. Translation: German.
- Norman, D. A. (Ed.) (1981). *Perspectives on cognitive science*. Published jointly by Ablex and Erlbaum. Norwood, NJ: Ablex. Hillsdale, NJ: Erlbaum. Translation: Japanese.
- Norman, D. A. (1982). *Learning and memory*. San Francisco: Freeman. *Translations*: Japanese, Spanish, Russian, Chinese.
- Norman, D. A., & Draper, S. (Eds.), (1986). *User Centered System Design: New Perspectives on Human-Computer Interaction*. Hillsdale, NJ: Lawrence Erlbaum Associates
- Norman, D. A. (1988). *The psychology of everyday things*. New York: Basic Books. *Translations*:

- Chinese (Simplified characters, CITC Publishing House. Complex characters, Yuan-Liou Publishing Co.), Czech (Dokořán), Dutch, (A. W. Uitgevers), Finnish (Weilin+Göös), German (Campus Verlag), Greek (Klidarithmos Publications), Italian (Giunti Gruppo Editoriale), Japanese (Shin-You-Sha), Korean (Hakjisa), Spanish (Editorial Nerea, Madrid)
- Book Clubs*: MacMillan (All club special, end of 1988); Quality Paperback Club (Alternate Selection, January, 1989).
- Norman, D. A. (1990). *The design of everyday things*. New York: Doubleday. (Paperback version of *The psychology of everyday things*, unchanged except for title.)  
1999: UK publication of *The Design of Everyday Things* (MIT Press).
- Norman, D. A. (2002). *The design of everyday things*. New York: Basic Books. Translations: Taiwan (Complex characters), Yuan-Liou Publishing Co, China (Mainland – simplified characters) CITC Publishing House, Finland: Weilin+Göös, Germany: Campus Verlag (Frankfurt), Greece: Klidarithmos Publications, Italy: Giunti Gruppo Editoriale (Florence), Japan: Shin-You-Sha (arranged through Tuttle-Mori Agency, Tokyo). The Netherlands: A. W. Uitgevers (Utrecht). UK: MIT Press (London). Spain: Editorial Nerea, Madrid
- Norman, D. A. (1992). Turn signals are the facial expressions of automobiles. Reading, MA: Addison-Wesley. (Republished and now available from Diversion Books—New York).  
*Translations*: Spanish (Plaza y Janes), Japanese (Shinyosha), Italian (Giunti).
- Norman, D. A. (1993). *Things that make us smart*. Reading, MA: Addison-Wesley. (Republished and now available from Diversion Books—New York). *Translations*: Italian (Feltrinelli), Japanese (Shinyosha). Chinese (Taiwan: China Times), Korean (Hakjisa).
- Norman, D. A. (1994) Defending human attributes in the age of the machine. New York: Voyager Books. (CD-ROM containing the full text of *The psychology of everyday things*, *Turn signals are the facial expressions of automobiles*, and *Things that make us smart*, plus selected (previously published) essays, papers, and book chapters, design exercises, homework exams, and video lectures, especially recorded for the CD-ROM.)
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(More: But starting in 2013 or so, I have only recorded sporadically.)