Donald A. Norman Biographical Sketches December 16 2023

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# DONALD A. NORMAN, BIOGRAPHICAL SKETCH, 823 WORDS

Don Norman is the Founding Director emeritus of the Design Lab at the University of California, San Diego where he is also distinguished professor emeritus of both psychology and cognitive science and a member of the department of Electrical and Computer Engineering. He is cofounder emeritus of the Nielsen Norman Group, an executive consulting firm that helps companies produce human-centered products and services. He is an honorary professor of Tongji University’s College of Design and Innovation (Shanghai). He has served as an advisor and board member of numerous companies and organizations.

Norman has been Vice President of Advanced Technology and an executive at both Hewlett Packard and the Nielsen Norman group.

Business Week has listed him as one of the world’s 27 most influential designers. Dr. Norman brings a unique mix of the social sciences and engineering to bear on everyday products.

At the heart of Norman’s approach is human- and activity-centered design, combining knowledge of cognitive science, engineering, and business with design. In his consulting, he finds that he mostly advises about company strategy and organizational structure, for these are what determine the success of the company. Quite often he finds that the people in the company understand how to make better products, but organizational and strategic issues block progress.

Norman was one of the founders of the Cognitive Science Society and has been chair of the society and editor of its journal, Cognitive Science. He has been a faculty member at Harvard University. He is Prof. Emeritus at the University of California, San Diego (UCSD) and Breed Prof. of Design, Emeritus, at Northwestern University. At UC San Diego he was founding chair of the Department of Cognitive Science and one of the founding faculty and then chair of the Department of Psychology. At Northwestern, he was a founder and co-director of the Segal Design Institute and co-director of MMM, a joint MBA and Engineering program by Northwestern’s schools of Management and Engineering that emphasized design and operations. He has also been a Distinguished Visiting Professor at KAIST, the Korea Advanced Institute of Science and Technology.

He is a member of the National Academy of Engineering and a fellow of the American Academy of Arts and Sciences, the Design Research Society, Human Factors & Ergonomics Society, the American Psychological Association, the American Psychological Society, the Association for Computing Machinery (ACM), and the Cognitive Science Society. He has been a Fellow at the Center for Advanced Studies in the Behavioral Sciences (Stanford).

Norman received a B.S. degree from MIT and an MS degree from the University of Pennsylvania, both in Electrical Engineering. His doctorate, from the University of Pennsylvania, is in Psychology. He has received honorary degrees from the Delft University of Technology (the Netherlands), the University of Padua (Italy), and the University of San Marino (Republic of San Marino).

In 2021 he was awarded the Sir Misha Black Medal for distinguished service to design education. Royal Commission for the Exhibition of 1821, London, UK. In 2020, he received the Design Guru Award from The Institute of Design, JK Lakshmipat University, Jaipur, Rajasthan, India. In 2022 he received the Frontier Design Prize from the World Design Cities Conference and the Design Innovation Institute, Shanghai with guidance from the Shanghai Municipal government. Norman also received the Arnold Small President's Distinguished Service Award by the Human Factors and Ergonomics Society (HFES). 2016. In 2006, Norman received the Benjamin Franklin Medal in Computer & Cognitive Science from the Franklin Institute (Philadelphia). In 2005, he received the Franklin V. Taylor Award for outstanding contribution to the field of Applied Experimental and Engineering Psychology from the American Psychological Association. In 2002, he received the “Lifetime Achievement Award” from SIGCHI, the professional organization for Computer-Human Interaction and the “Mental Health Award” for contributions to business from Psychology Today.

Dr. Norman was the lead negotiator for Apple in the discussions between the computer and television industries in the development of an Advanced Digital TV system for the United States.

Dr. Norman has published extensively in journals and books, and is the author or co-author of eighteen books, with translations into twenty languages, including “The Design of Everyday Things,” and “Things That Make Us Smart.” Business Week called his book “The Invisible Computer” “the bible of ‘post PC' thinking.” His book, “Emotional Design,” marks the transition from usability to aesthetics with an emphasis on well-rounded, cohesive products that look good, work well, and give pride to the owner. His book, “Living with Complexity,” argues that complexity is desirable: the role of the designer is to make complex things understandable. In 2013 he published an expanded and revised edition of Design of Everyday Things. The first edition lasted 25 years, which means that the revision should last until 2038. His latest book is “*Design for a Better World: Meaningful, Sustainable, Humanity Centered.*” He lives in San Diego and can always be found at [www.jnd.org](http://www.jnd.org/) .

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# DONALD A. NORMAN: BIO, 695 WORDS

Don Norman is a leader in the application of human-centered design. Business Week has listed him as one of the world’s 27 most influential designers. “All design,” says Norman, “whether of a product, a company, a service or an experience is ultimately aimed at satisfying human and societal needs.” This approach requires the application of knowledge of cognitive science, engineering, and business with the skills and knowledge of the design field, helping companies produce products and services that satisfy human and societal needs, both practical and emotional.

Norman was the Founding Director of the Design Lab at the University of California, San Diego. He is cofounder of the Nielsen Norman Group, emeritus, an executive consulting firm that helps companies produce human-centered products and services. Norman has served as advisor and board member to numerous companies and non-profit organizations in the area of policy and education. He has been a Distinguished Visiting Professor at KAIST, the Korea Advanced Institute of Science and Technology, in the Department of Industrial Design and is distinguished professor emeritus at the University of California, San Diego (in the departments of Cognitive Science Psychology, and Electrical and Computer

Engineering) and professor emeritus at Northwestern University (in the department of Electrical Engineering and Computer Science). He is an honorary professor at Tongji University’s College of Design and Innovation in Shanghai. In 2022 he received the Frontier Design Prize from the World Design Cities Conference and the Design Innovation Institute, Shanghai with guidance from the Shanghai Municipal government.

As a consultant to industry, Dr. Norman brings a unique mix of the social sciences and engineering to bear on everyday products. He is cofounder of the Nielsen Norman Group, an executive consulting firm that helps companies produce human-centered products and services. He has been Vice President of Apple in charge of the Advanced Technology Group and an executive at Hewlett Packard. He was President of the Learning Systems division of UNext, a distance education company.

He is a member of the National Academy of Engineering, and fellow of the American Academy of Arts and Sciences, Association for Computing Machinery, American Psychological Association, Association for Psychological Science, Human Factors & Ergonomics Society, and the Design Research Society. He has received the Sir Misha Black Medal for distinguished service to design education from the Royal Commission for the Exhibition of 1821, London, UK, the Design Guru Award from The Institute of Design, JK Lakshmipat University, Jaipur India, the Benjamin Franklin Medal in Computer & Cognitive Science from the Franklin Institute (Philadelphia), honorary degrees from the University of Padova (Italy) the Technical University of Delft (the Netherlands), and the University of San Marino (Republic of San

Marino), the “Lifetime Achievement Award” from SIGCHI, the professional organization for Computer Human Interaction, the Mental Health award for contributions to Business from Psychology Today, and the Taylor Award for outstanding contribution to the field of Applied Experimental and Engineering Psychology from the American Psychological Association.

Dr. Norman received an S.B. degree in Electrical Engineering from MIT and an M.S. from the University of Pennsylvania. His PhD, from Penn, is in Mathematical Psychology. His first academic job was at Harvard in the Psychology Department. After Harvard, Norman joined the newly created University of California, San Diego in the Psychology Department, where he helped create the field of Information Processing Psychology (which then became Cognitive Psychology). He served as chair of the department and then established the first department of Cognitive Science in the country, bringing together people from AI, Computer Science, Neuroscience, Linguistics, Sociology, and Anthropology. He took an early retirement from UCSD to join Apple, where he became VP of Advanced Technology.

He is well known for his books “The Design of Everyday Things” and “Emotional Design.” Business Week called The Invisible Computer “the bible of the “post PC thinking.” His book, “Living with Complexity,” argues that complexity is desirable: the role of the designer is to make complex things understandable. In 2013 he published an expanded and revised edition of Design of Everyday Things. His latest book is “*Design for a Better World: Meaningful, Sustainable, Humanity Centered.*” He lives in San Diego and can always be found at [www.jnd.org](http://www.jnd.org/) .

#  DON NORMAN: BIO, 340 WORDS

Don Norman has led a complex life, but he is most proud of his work as an educator. Today he focusses upon his charity providing design awards to early career practitioners who are doing humanity-centered design and to educational groups that train them, with an annual summit where practitioners and educator share their experiences and learnings. His goal is to promote humanity-centered design across the world, as discussed in his book “Design for a Better World.”

At the University of California, San Diego he has been a Distinguished Professor (emeritus), Founder and first Director of the Design Lab, co-founder and first chair of the Cognitive Science Department and chair of the Psychology Department. In his time in industry, he has been a Vice President of Advanced Technology at Apple, an executive at HP, and co-founder and principal of the Nielsen Norman group. He is a member of the National Academy of Engineering, fellow of the American Academy of Arts and Sciences, Cognitive Science Society, ACM, Human Factors and Ergonomics Society and the Design Research Society.

He has served on numerous company boards, has honorary degrees from Delft, Padua, and San Marino, the lifetime achievement award from ACM’s Computer-Human Interaction group, and the President’s lifetime achievement award from the Human Factors and Ergonomics Society. He has received the Sir Misha Black Medal for distinguished service to design education from the Royal Commission for the Exhibition of 1821, London, UK, the Design Guru Award from The Institute of Design, JK Lakshmipat University, Jaipur India. He is currently an advisor to Tongji University (Shanghai), and FLAME University’s Design program (Pune, India), The Birla Institute of Technology and Science, Pilani (BITS Pilani, India), and the School of Design at Hong Kong Polytech.. He was a distinguished visiting professor at the Korean Advanced Institute of Technology (KAIST) for three years. He has published 21 books translated into over 20 languages including *Emotional Design* and *Design of Everyday Things*. His latest book, published in 2023, is “*Design for a Better World: Meaningful, Sustainable, Humanity Centered*.”

#  DON NORMAN: BIO, 235 WORDS

Don Norman is Distinguished Professor (emeritus), Founder and first Director of the Design Lab, and founder and first chair of the Department of Cognitive Science at the University of California, San Diego. He has been a Vice President of Advanced Technology at Apple and an executive at HP. He is co-founder of the Nielsen Norman group, a member of the National Academy of Engineering, fellow of numerous societies with honorary degrees from Delft, Padua, and San Marino. He received, a lifetime achievement award from ACM’s Computer-Human Interaction group, the President’s lifetime achievement award from the Human Factors and Ergonomics Society, the Sir Misha Black Medal for distinguished service to design education from the Royal Commission for the Exhibition of 1821, London, UK, the Design Guru Award from The Institute of Design, JK Lakshmipat University, Jaipur India. In 2022 he received the Frontier Design Prize from the World Design Cities Conference and the Design Innovation Institute, Shanghai with guidance from the Shanghai Municipal government. He is currently an advisor to Tongji University (Shanghai), and FLAME University’s Design program (Pune, India), and the School of Design at Hong Kong Polytech. He was a distinguished visiting professor at the Korean Advanced Institute of Technology (KAIST) for three years. He has published 21 books translated into 20 languages including *Emotional Design* and *Design of Everyday Things*. His latest book is “*Design for a Better World: Meaningful, Sustainable, Humanity Centered*.”

#  DON NORMAN: BIO, 105 WORDS

Don Norman was the Founding Director of the Design Lab and founding chair of the department of Cognitive Science at the University of California, San Diego, cofounder of the Nielsen Norman Group, a member of the National Academy of Engineering, fellow of the American Association of Arts and Science, and former Vice President of Apple. He has three honorary degrees (Padua, Delft, and San Marino), and has served on numerous company and educational boards. He has published 21 books translated into 20 languages including *Emotional Design* and *Design of Everyday Things.* His latest book is “*Design for a Better World: Meaningful, Sustainable, Humanity Centered.*”

#  DON NORMAN: BIO, 62 WORDS

Don Norman is distinguished professor emeritus at the University of California, San Diego where he was the founding director of the Design Lab and founding chair of the department of Cognitive Science. He is cofounder of the Nielsen Norman Group and former Vice President of Apple. He is a member of the National Academy of Engineering and the American Academy of Arts and Sciences. He has three honorary degrees. His 21 books include *Emotional Design, Design of Everyday Things,* and *Design for a Better World: Meaningful, Sustainable, Humanity Centered.* He can be found a[t *www.jnd.org.*](http://www.jnd.org/)

#  DON NORMAN: BIO, 34 WORDS

Don Norman a distinguished professor emeritus at the University of California, San Diego, is the author of *Design of Everyday Things,* and *Design for a Better World: Meaningful, Sustainable, Humanity Centered,* among other titles.

#  DON NORMAN: BIO FOR THE SAN DIEGO DESIGN FORWARD ALLIANCE, 269 WORDS

Don Norman is advisor to and co-founder of the Design Forward Alliance (DFA). Don returned to San Diego after a 20-year absence to become Director of the Design Lab at UC San Diego, a program intended to be a world-leading center for people-centered approaches to complex issues such as education, healthcare, transportation, citizen involvement, and the impact of increasing automation upon jobs and lives. This goal requires that the San Diego community have a thriving design industry and a local region that both recognized and benefited from a strong design presence. In 2020 he retired from this position: his 5th retirement, the 2nd from UC San Diego.

One of the activities he is most proud of is helping start the campaign to make San Diego/Tijuana the World Design Capital for 2024. It won the competition. The World Design Organization has spoken.

Don is co-founder and principal (emeritus) of the Nielsen Norman Group and a well-known speaker and author. He has taught at Harvard, UCSD, and Northwestern, been VP of Advanced Technology at Apple, and an executive at HP. In addition to the Design Lab, he is a distinguished professor (emeritus) in the departments of psychology and cognitive science, and an affiliate in the electrical and computer engineering department. He has served on numerous advisory company and educational boards. He has three honorary degrees and is a member of the National Academy of Engineers and the American Academy of Arts and Science. He has published 21 books translated into 20 languages including *Emotional Design* and *Design of Everyday Things.* His latest book is “*Design for a Better World: Meaningful, Sustainable, Humanity Centered*.” He can be found at [*www.jnd.org.*](http://www.jnd.org/)

#  DON NORMAN: GENERAL BIO 215 WORDS

Don Norman is Distinguished Professor (emeritus), Founder and first Director of the Design Lab at the University of California, San Diego. He has been a Vice President of Advanced Technology at Apple and an executive at HP. He is co-founder of the Nielsen Norman group, a member of the National Academy of Engineering, fellow of numerous societies with honorary degrees from Delft, Padua, and San Marino. He received, a lifetime achievement award from ACM’s Computer-Human Interaction group, the President’s lifetime achievement award from the Human Factors and Ergonomics Society, the Sir Misha Black Medal for distinguished service to design education from the Royal Commission for the Exhibition of 1821, London, UK, the Design Guru Award from The Institute of Design, JK Lakshmipat University, Jaipur India. In 2022 he received the Frontier Design Prize from the World Design Cities Conference and the Design Innovation Institute, Shanghai with guidance from the Shanghai Municipal government. He is currently an advisor to Tongji University (Shanghai) and the School of Design at Hong Kong Polytech and was a distinguished visiting professor at the Korean Advanced Institute of Technology for three years. He has published 21 books translated into over 20 languages including *Emotional Design* and *Design of Everyday Things.* His latest book is “*Design for a Better World: Meaningful, Sustainable, Humanity Centered.*”

#  WHO IS DON NORMAN? GENERAL PR FOR BOOKS AND TALKS, 200 WORDS

Don Norman is a distinguished academic (with three honorary degrees). He has been Vice President of Advanced Technology at Apple, an executive at HP, and co-founder of the Nielsen Norman Group, a consulting firm that promotes products that are easy to learn, understand and use. He joined UC San Diego in 1966 where he became chair of the Psychology department and founder of Cognitive Science. He retired in 1993 and went to Apple. In 2014 Chancellor Pradeep Khosla went to his home in Palo Alto to lure him back to San Diego to start a Design program: “The Design Lab.”

Design plays a major, yet unknown, role in San Diego. In order to boost its recognition Norman worked for 7 years to develop a coalition of forces to champion San Diego as a World Design Capital. Malin Burnham said he would support it, but only if it was SD-TJ, but the World Design Organization said it wasn’t allowed. We did it anyway and won: San Diego/Tijuana will be the world design capital for 2024.

He has written 21 books, with translations into over 20 languages. His latest, most ambitious book is “*Design for a Better World: Meaningful, Sustainable, Humanity Centered.*