

# Barry Matthew Kudrowitz

Department of Design, Housing and Apparel  
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## Research Interests

Perception, Evaluation, and Testing of Creativity  
Play and Humor in Design  
Creativity and Idea Generation Tools  
Design of Food  
Concept Visualization and Sketching  
Product Design Education

## 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  
Minor: Comparative Media Studies

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*

## Positions Held

**2017** Associate Professor, Product Design, University of Minnesota, Twin Cities, MN, USA

**2011-2017** Assistant Professor, Product Design, University of Minnesota, Twin Cities, MN, USA

**2011-present** Director of Product Design, University of Minnesota, Twin Cities, MN, USA  
*Product Design Bachelor of Science*  
*Undergraduate Product Design Minor*  
*Graduate Product Design Minor*

**2011-present** Affiliate Member, Mechanical Engineering Graduate Faculty, University of Minnesota, MN, USA

**2014-present** Affiliate Member, Human Factors / Ergonomics Graduate Faculty, University of Minnesota, MN, USA

**2011-2014** Creative Director, Popcorn Tuba LLP, Minneapolis, MN, USA

**2011-2013** Fellow, Philadelphia University, College of Design Engineering and Commerce, Philadelphia, PA, USA

**2011** Post Doctoral Associate, Mechanical Engineering, MIT, Cambridge, MA, USA

## Awards

### Academic

McKnight Land-Grant Professorship, University of Minnesota (2016)  
*Two-year award designed to advance the careers of exceptional junior faculty*

### Teaching

Outstanding Teaching, College of Design, University of Minnesota (2015)  
Founder's Day Teaching Award, Carlson School of Management, University of Minnesota (2015)

# Scholarship

## Publications

### Refereed & Peer Reviewed Journal Publications

- Kwon, J. & Kudrowitz, B. (in review). 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*.
- Leeds, A. & Kudrowitz, B. (in review). Mapping Idea Space: Exploring Divergent Thinking through Mind Mapping. *International Journal of Design Creativity and Innovation*.
- Kudrowitz, B. & Dippo, C. (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., & 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>

### Invited Books/Book Chapters

- 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

- Kwon, J., Bromback, L. & Kudrowitz, B. (2016, 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.
- Wang, X. & 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: In Press
- Leeds, A. & 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: In Press
- Kudrowitz, B., Free, A. & 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: In Press
- Kudrowitz, B., Alfalah, S., & Dippo, C. (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: In Press

- Alfalah, S., 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: *In Press*
- Pilgrim-Rukavina, N. & 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](http://iasdr2015.com/wp-content/uploads/2015/11/IASDR_Proceedings_Final_Reduced.pdf)
- Johnson, K. & 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](http://iasdr2015.com/wp-content/uploads/2015/11/IASDR_Proceedings_Final_Reduced.pdf)
- Dippo, C. & 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 27- 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., Stover, E. & 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. (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., & Wallace, D. (2011, October). The Influence of Sketch Quality on Perception of Product-Idea Creativity. *IASDR2011, the 4- 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'*. Napflion, Greece. (word count: 7246)  
Download More Recent Publication: <http://www.inderscience.com/info/inarticle.php?articid=30492>
- Gutowski, T., Taplett, A., Kudrowitz, B, et al. (2008, May). Environmental Life Style 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>

### Invited Non-Academic Publications

- 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.  
Download: [http://api.ning.com/files/4iqR7n6daXV6-YLpQD6YJgsDR96hzR3zrSWyi7G\\*jJ85-eaiVJopmJY4hCb3IO0wV8aJhF2luf61JPtFmaLPmmi3kFS5-LOE/InsightsVol.7web.pdf](http://api.ning.com/files/4iqR7n6daXV6-YLpQD6YJgsDR96hzR3zrSWyi7G*jJ85-eaiVJopmJY4hCb3IO0wV8aJhF2luf61JPtFmaLPmmi3kFS5-LOE/InsightsVol.7web.pdf)

## **Intellectual Property**

### **Utility Patents**

Toy Projectile Launching Device, US Patent Number 7,673,625, March 9, 2010

### **Design Patents**

Bottle Clip, US Patent Number D781,710, March 21, 2017

### **Patent Applications**

Endoscopic Biopsy Needle Design, US20080300507, December 4, 2008

### **Technical Disclosures**

Air Strum: an air guitar that registers hand positions to play music, 2012

Seated Controller: a means of interacting with digital device using a rotating seat, 2012

Marble Snap: a set of connector clips to attach cardboard tubes, 2012

Stack Track: marble run composed of wood blocks with internal grooves and connectors, 2012

## Invited Presentations

### International

- "Play and Creativity in the Classroom." Keynote. 4th Educational Technology Summit. Istanbul, Turkey. March 4, 2017.
- "How Play and Humor Fuel Innovation." Talk. Kobe Design University. Kobe, Japan. July 28, 2016.
- "Creative Methods in Modernist Cuisine." Talk. University of Twente. Enschede, Netherlands. August 12, 2015.
- "How Play and Humor Help us Innovate." Talk. BMW Guggenheim Lab. Berlin, Germany. June 23, 2012.
- "Designing Discovery-Enriched Curriculum." Keynote. City University of Hong Kong. April 18, 2011.
- "Creative Toy Design and Engineering." Talk. The Hong Kong Institute of Vocational Education (IVE). Hong Kong. June 21-25, 2010.
- "Design for Play. Play for Design." Keynote. International Conference on Toys and Children's Products. Alicante, Spain. May 14, 2009.
- "Gathering Ideas: Product Design and Innovation." Talk. Design Cork Seminar. Lisbon, Portugal. May 16, 2008.

### National

- "Play and Creativity." Keynote. East Central Regional Library Staff Day. Braham, MN. October 10, 2017.
- "How Play Fuels Innovation." Keynote. Minnesota Children's Museum, Adults@Play. St. Paul, MN. September 28, 2017.
- "Play and Creativity in the Classroom." Institute of Child Development Colloquium Series. Minneapolis, MN. September 14, 2017.
- "Radical Innovation is Scary." Keynote. *Keynote*. 3M Adhesives Symposium. St. Paul, MN. June 6, 2017.
- "How Humor Can Fuel Innovation." Talk. Spencer Museum of Art at The University of Kansas. Lawrence, KS. April 21, 2017.
- "Radical Innovation is Scary." Keynote. Smiths Medical Patent Award Dinner. Minneapolis, MN. February 23, 2017.
- "How Play and Humor Fuel Innovation." Talk. Indiana University. Bloomington, IN. December 1, 2016.
- "Radical Innovation is Scary." Talk. Indiana University. Bloomington, IN. December 1, 2016.
- "Play and Creativity in the Classroom." Keynote. Association of Educational Communications and Technology. Las Vegas, NV. October 17, 2016.
- "Design Thinking: Tools for Enhancing Creativity In and Out of the Classroom." Keynote. Rasmussen College 2016 Academic Symposium. Bloomington, MN. September 27, 2016.
- "Culinary Applications of Rheology." Talk. Rheology Measurements Short Course. Minneapolis, MN. June 22, 2016.
- "Radical Innovation is Scary." Keynote. Innovation Learning Network. Berkeley, CA. May 11, 2016.
- "How Play and Humor Fuel Innovation." Talk. Miami University. Oxford, OH. February 26, 2016.
- "How Play and Humor Fuel Innovation." Keynote. Big 10 Housing Conference. Minneapolis, MN. October 27, 2015.
- "Creativity and Innovation." Keynote. Boston Scientific. Maple Grove, MN. October 20, 2015.
- "Food and Design." Talk. Minneapolis Institute of Art. September 19, 2015.
- "Everyday Superpowers." Talk. Science Museum of Minnesota. St. Paul, MN. August 6, 2015.
- "Radical Ideas Today Will Be Commonplace Tomorrow." Talk. Fast Horse. Minneapolis, MN. July 16, 2015.
- "Radical Ideas Today Will Be Commonplace Tomorrow." Talk. Creative Mornings. Weisman Art Museum, Minneapolis, MN. June 25, 2015.
- "Facilitating Creativity Through Humor and Play." Talk. University of Oregon. Corvallis, OR. May 27, 2015.
- "Creative Methods in Modernist Cuisine." Talk. University of Oregon. Corvallis, OR. May 27, 2015.
- "Creativity, Play and Improvisation." Keynote. Minnesota Library Association Institute for Leadership Excellence. Sugar Lake, MN. May 11, 2015.
- "Facilitating Creativity through Humor and Play." Talk. Society of Women Engineers Minnesota Section Spring Seminar. Boston Scientific, Maple Grove, MN, March 28, 2015.
- "Facilitating Creativity through Humor and Play." Keynote. John Tate Academic Advising Conference. UMN. March 12, 2015.
- "An Introduction to Design Thinking." Talk. Boston Scientific Campus Visit. UMN. March 10, 2015.
- "Fueling Innovation at the University of Minnesota." Talk. UMN Foundation Board of Trustees. February 18, 2015.
- "Creative Design: Harnessing the Power of Play." Webinar. College of Continuing Education, UMN. November 17, 2014.

"Creative Methods of Chefs," Keynote. HEIB Home Economists in Business Meeting. Land O'Lakes, MN. Nov 6, 2014.

"Problem Finding and User Needs." Keynote. Minitex CALD Day. St. Cloud, MN. October 27, 2014

"The Importance of Play and Humor in Creative Design." Talk. Georgia Tech. Atlanta, GA. October 23, 2014.

"Why Technical Leaders Should Embrace Playfulness and Humor." Talk. Technical Speaking Leadership in Action. University of Minnesota. Oct 16, 2014.

"How Humor can Fuel Innovation." Keynote. Minneapolis Idea eXchange. Minneapolis, MN. Oct 2, 2014.

"The Importance of Play and Humor for Creative Design." Talk. Medical Devices Center, MN. Sept 12, 2014.

"Inspiring Creativity Through Play and Humor." Talk. Minitex Staff Day. St. Paul, MN. July 29, 2014.

"The Importance of Play and Humor in Creative Design." Talk. Capstone Publishing. Edina, MN. July 15, 2014

"Culinary Applications of Rheology." Talk. Rheology Measurements Short Course. Minneapolis, MN. June 11, 2014.

"Using Play and Humor for Innovation and Collaboration." Talk. Collegis Education. Edina, MN. June 24, 2014.

"Ha Ha and Aha! Play and Humor in Design." Talk. SEE CHANGE Conference. Minneapolis, MN. May 13-14, 2014.

"How Humor Can Fuel Innovation." Talk. TEDxUMN. University of Minnesota. April 27, 2014.

"Seinfeldian Design: Observation and Problem Finding." Keynote. Minnesota Library Association Institute for Leadership Excellence. April 25, 2014.

"Where Creativity Comes From." Talk. Boston Scientific. McNamara, UMN. Apr 15, 2014.

"Play Humor and Creativity." Talk. Mahtomedi Engineering Open House. Apr. 5, 2014.

"The Creative Methods of Chefs." Talk. Architecture Catalyst Series. University of Minnesota. March 12, 2014.

"How Play and Humor Fuel Innovation." Talk. University of Texas A&M, Mechanical Engineering Department. College Station, TX. November 27, 2013.

"Inspiring Creativity through Humor and Play." Talk. American Institute of Architects (AIA) 79<sup>th</sup> Annual Convention & Exposition. Minneapolis Convention Center, MN. November 15, 2013.

"How Play and Humor Fuel Innovation." Talk. University of Illinois, Champaign Urbana. Colleges of Engineering and Art and Design. Champaign, IL. September 13, 2013.

"The Importance of Play." Convocation Keynote Speech, University of Minnesota. Minneapolis, MN. August 29, 2013.

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

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

"The Importance of Play and Humor in Creative Design Practice." Talk. Target Women's Business Council Event. Target Headquarters. Minneapolis, MN. March 8, 2013.

"How Play and Humor Help us Innovate." Keynote. Medtronic. Minneapolis, MN. January 25, 2013.

"The Importance of Play and Humor in Creative Design Practice" Talk. War Memorial Hospital. Sault Ste. Marie, MI. January 15, 2013.

"The Importance of Play and Humor in Creative Design Practice." Talk. RetailGreen. Phoenix, AZ. Nov 27. 2012.

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

"A Playful Product Design Process." Talk. 3M Tech Forum. Lake Elmo, MN. August 16, 2012.

"The Importance of Play & Humor in Creative Design Practice." Talk. Innovation Learning Network. Detroit, IL. May 15, 2012.

"Play, Humor and Creativity." Talk. Vanderbilt University. Nashville, TN. March 26, 2012.

"Importance of Play and Humor in Creative Design Practice." Talk. 3M Tech Forum. St. Paul. March 2, 2012.

"The Importance of Play and Humor in Creative Design Practice." Talk. Target Engineer Week. Target Headquarters. Minneapolis, MN. Feb 20, 2012.

"Creativity and Leadership." Talk. 2011-2012 President's Emerging Leaders Program. St. Paul. February 17, 2012.

"The Importance of Play and Humor in Creative Design Practice." Talk. Mayo Clinic, Systems Engineering and Operations Research Collaborative. Rochester, MN. Jan 13, 2012.

"Play and Creative Design." Talk. The Works, Science and Engineering Museum. Bloomington, MN. Dec 8, 2011.

"Play, Humor and Creativity." Talk. Pixel Farm Digital. Minneapolis, MN. Dec 8, 2011.

“Play, Humor and Creativity.” Talk. Logic Product Design. Minneapolis, MN. May 25, 2011.

“Play, Humor and Creativity.” Talk. Philadelphia University. Philadelphia, PA. May 19, 2011.

“Design of a Nerf Blaster in 7 Minutes.” Talk. Design in 7. University of Minnesota. Minneapolis. April 14, 2011.

“A Playful Product Design Process.” Talk. Design Intersections Symposium. Minneapolis, March 31, 2011.

“Increasing Creativity and Fluency in Product Design Idea Generation.” Talk. MIT, Mechanical Engineering. Cambridge, MA. March 14, 2011.

“The Humor of Innovation.” Talk and Panelist. Making, Selling, Buying, Using: Emerging Issues in Product Design. Minneapolis, MN. September 17, 2010.

“Real Toys for an Increasing Virtual World.” Panelist. Sandbox Summit: iPlay, YouPlay, WiiPlay. MIT, Cambridge, MA. May 18-19, 2010

“Fueling Design Innovation: Relationships Between Creativity, Humor and Play.” Talk. MIT Media Lab. March 10, 2010.

## Invited Works

“Thinking on Paper, Leonardo da Vinci’s Codex Leicester”  
Guest Curator for an exhibit featuring the da Vinci Codex Leicester  
*Minneapolis Institute of Art*, Minneapolis, MN, 2015.

“Oreo Separating Machine #2” (Juried/Invited/2 Million Views)  
Co-Designer for a machine that disassembles OREO cookies for an internet advertisement campaign  
*Widen+Kennedy*, 2013.

“Motorworks Ramp and Garage” (On Market for 3 Years)  
Co-Designer for conceptual toy car accessories  
*Manhattan Toy*, 2012.

## Juried Works

“Putt Pong”  
Co-Designer for an Artist-Designed Mini Golf Hole  
*Walker Art Center*, Minneapolis, MN, 2014, 2015, 2016, 2017.

“Nerf® Atom Blaster®” (On Market for 5 Years)  
Co-Designer and researcher for conceptual Nerf and Supersoaker products  
*Hasbro*, 2006.

Elevator Simulator  
Co-Designer for a special effect at the Spy Museum in Washington DC  
*5-Wits Entertainment*, 2006.

“The Catsup Crapper”, “AuTomato” or “Ketchup Robot”  
Co-Designer of an anthropomorphic ketchup-dispensing robot  
*The Martha Stewart Show*, 2008; *Conan*, 2011; and First Place *MIT Unuseless Competition*, 2005.

# Teaching

## University of Minnesota, Courses Developed and Taught

### **Creative Design Methods (PDes 2701/5701)**

**Creator and Course Instructor, 2011-2017**

3 Credits, Fall Semester

Introduction to a variety of creativity and idea generation tools with an emphasis on product concept development  
<http://product.design.umn.edu/courses/pdes2701/index.html>

### **Concept Sketching (PDes 2702/5702)**

**Creator and Course Instructor, 2011-2014**

3 Credits, Fall Semester

Introduction to freehand sketching and rendering for communication of conceptual product design  
<http://product.design.umn.edu/courses/pdes2702/>

### **Toy Product Design (PDes 3711/5711)**

**Creator and Course Instructor, 2011-2017**

4 Credits, Spring Semester

Project-based, community of practice course that introduces product design process and techniques  
<http://product.design.umn.edu/courses/pdes3711/>

### **Food and Design (DES 3715)**

**Creator and Course Instructor, 2013, 2014, 2016**

4 Credits, Fall Semester

Co-taught with local chefs, students learn a variety of design theories and tools through a food medium  
<http://food.design.umn.edu>

### **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, JTerm 2015**

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

### **Architecture Catalyst: Modernist Cuisine**

**Creator and Course Instructor, 2014**

1 Credit, Spring Semester

Applying design principles to food with local chefs

### **Architecture Catalyst: Old School Toys, New School Tools**

**Creator and Course Instructor, 2013**

1 Credit, Spring Semester

Developed prototypes of Weisman Art Museum themed puzzle block toy



## University of Minnesota, Courses Co-Developed

### **Designing for Manufacture (PDES 3706/5706)**

4 Credits, Fall 2015

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

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

### **Innovative Computer Modeling and Rendering for Design (PDES 3704/5704)**

4 Credits, Spring 2013

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

### **Product Form and Model Making (PDES 3703/5703)**

4 Credits, Fall 2012

Introduction to 3-dimensional form for product aesthetics and usability

## MIT, Department of Mechanical Engineering

### **Toy Product Design**

Co-Creator and Course Instructor, 2005-2010

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

### **Product Engineering Processes**

Lab Instructor and Teaching Assistant, 2005-2010

Mechanical engineering capstone undergraduate product design process course

### **Product Design**

Teaching Assistant, 2006, 2008

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

## Short Courses for Industry

### **3M, The Art of Enhanced Communication**

Drawing and visualization skills for engineers and scientists

8 Week course, June-August 2012-2013

### **3M, Tools for Innovation**

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

7 Week course, January-February 2013-2014

### **Minneapolis Institute of Art, Game Design**

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

5-Day course, 2013

## Invited Workshops

*Hands-on engagements in which I direct attendees through a series of design activities based on my research*

### International Workshops

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

### National Workshops

- "A Hands-on Introduction to a Creative Design Process." Deloitte Consulting. Minneapolis, MN. October 13, 2017.
- "A Hands-on Introduction to a Creative Design Process." 3M: Made by You. St. Paul, MN. June 22, 2017.
- "Improvisation for Innovation." Spencer Museum of Art at The University of Kansas. Lawrence, KS. April 21, 2017.
- "Design Thinking: Tools for Enhancing Creativity In and Out of the Classroom." Indiana University. Bloomington, IN. December 1, 2016.
- "Blue Sky and Structured Idea Generation." Boston Scientific. Maple Grove, MN. June 23, 2016.
- "An Introverted, Team-Based Idea Generation Method." Innovation Learning Network. Berkeley, CA. May 12, 2016.
- "Improvisation for Innovation." Innovation Learning Network. Berkeley, CA. May 11, 2016.
- "Designing with Vegetables." Minneapolis Institute of Art. Minneapolis, MN. December 14, 2015.
- "A Hands-on Introduction to a Creative Design Process." NSF EngrTEAMS. St. Paul, MN. July 7, 2015.
- "A Hands-on Introduction to a Creative Product Design Process." University of Oregon. Corvallis, OR. May 28, 2015.
- "A Hands-on Introduction to a Creative Product Design Process." Milestone AV. Eden Prairie, MN. May 14, 2015.
- "Creative Product Design Process." Minitex CALD Day. St. Cloud. October 27, 2014.
- "Design & Prototyping with Technology." Architecture & Design Education Network. Cranbrook, MI. August 1, 2014.
- "Ideation Workshop: Blue Sky Idea Generation." Minnesota UXPA. University of Minnesota. June 12, 2014.
- "Brainstorming for Medical Devices." Design of Medical Devices Conference. 2012-2016.
- "Abbreviated Hands-On Introduction to Creative Idea Generation." Vascular Solutions. Maple Grove, MN. Nov 22, 2013.
- "Transforming Education with Design Thinking." Forum on the Sustainability of Higher Education. October 14, 2013.
- "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. October 9, 2013.
- "Improvisation for Innovation." Boston Scientific. Young Leadership Association. Maple Grove, MN. July 22, 2013.
- "A Creative Product Design Process" and "Structured Ideation." ATK. Minneapolis, MN. May 21-22, 2013.
- "Idea Generation Through Improvisation." Minnesota Library Association: Institute for Leadership Excellence. Breezy Point, MN. May 16, 2013.
- "Improvisation for Idea Generation." University of Minnesota Communicators Forum. Minneapolis, MN. Feb 1, 2013.
- "A Hands-on Introduction to a Creative Product Design Process." War Memorial Hospital. Sault Ste. Marie, MI. January 16-17, 2013.
- "A Hands-on Introduction to a Creative Product Design Process." Starkey. Eden Prairie, MN. January 8, 2013.
- "Improv and Idea Generation for the Classroom." Design Lab for Educators. Minneapolis, MN. Dec 6, 2012.
- "Target Brainstorm: Future of Target Store Experience." University of Minnesota. November 15, 2012.
- "A Humorous, Playful Brainstorming Process." Curb Center Creative Practice Bootcamp. Vanderbilt. Nashville, TN. August 31, 2012.
- "Improvisation for Idea Generation." Walker Kitchen Lab. Minneapolis, MN. June 18, 2012.
- "A Hands-on Introduction to a Creative Design Process." Innovation Learning Network. Detroit, IL. May 16, 2012.

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

"Innovation and Brainstorming." 3M Skin/Wound Care Division. St. Paul, MN. March 6, 2012.

"Improv and Idea Generation." Mayo Clinic, Center for Innovation. Rochester, MN. Jan 13, 2012.

"Play, Humor and Creativity." Creative Kid Stuff Corporate, Minneapolis, MN. July 14, 2011

"Play, Humor and Creativity." 3M. St. Paul, MN. May 18, 2011.

"Play and Idea Generation." Seminar for Mechanical Engineering Students in Computer Aided Design. Purdue University, West Lafayette. January 28, 2011.

## Guest Lectures, UMN

- "Basics of Sketching." ME 2011 Introduction to Engineering. 2017.
- "Introduction to Product Design." DES 1170 Introducing the College of Design. 2016-2017.
- "Product Design." MGMT 3010 Introduction to Entrepreneurship. 2014-2017.
- "Creativity and Ideation" MATS 4400 Senior Design Project. 2011-2017.
- "The Importance of Play and Humor in Creative Design Practice." DES 1101W Design Thinking. 2012-2017.
- "Design of Nerf Blaster." ME 2011 Engineering Design. 2014-2017.
- "The Importance of Play and Humor in Creative Design Practice." ARCH 1281 Design Fundamentals 1. 2014-2015.
- "Blue Sky Idea Generation." Architecture Graduate Orientation. St. John's University. 2014-2016.
- "A Hand-on Introduction to a Creative Design Process." Graduate School. 2015.
- "Blue Sky Idea Generation." IDES 4608 Interior Design Thesis Studio. 2015.
- "Engineering for Design." ARCH 3250 Farm Tech. 2014.
- "Design of Food." DES 3141 Technology, Design and Society. 2014.
- "How Play and Humor Fuel Innovation." DES 1000 Design @ MN. 2013, 2015, 2016.
- "A Hand-on Introduction to a Creative Design Process." ME 4054W Design Projects. 2012-2015.
- "Sketch Your Ideas!" College of Design Welcome Week/College Day. 2012, 2015, 2016, 2017.
- "The Importance of Play and Humor in Creative Design Practice." DHA Lunch Meeting. 2012.
- "Sketch Your Ideas!" University of Minnesota Backstage Pass: An Event for National Merit Semifinalists. 2012.
- "A Humorous, Playful Brainstorming Process." ME 8221 New Product Design and Business Development. 2011-2015
- "Opportunity Finding, Observation, and Ethnography." Kin 3505 Human-Centered Design. 2011-2012.
- "Design of Nerf Blaster." PSY 1905 Psychology of Design. 2011.
- "Play, Humor, and Creativity." DES 1111 Creative Problem Solving. 2011.
- "Play." LA 8205 Urban Form Options Studio. 2011.
- "Product Design Interaction." GDes 2385W Design and Factors of Human Perception. 2011.

## Advising

### University of Minnesota – Graduate Advisor

Jieun Kwon, Human Factors, PhD, 2016-present  
Frances Jedrzejewski, Human Factors, MS, 2017  
Teddy Russell, Human Factors, MS, 2015-present  
Shan Yu, Graphic Design PhD, 2015-present  
Dara Gruber, Human Factors, PhD, 2014-present  
Xinyi Wang, Graphic Design, MS, 2014-2016

### University of Minnesota – Graduate Committee Member

Khue Tran, Psychology, MS, 2016-present  
Kathryn Jacobs, Psychology, PhD, 2016-present  
Sarah Alfalah, Graphic Design, PhD, 2014-present  
Joungyun Choi, Graphic Design, PhD, 2015-present  
William Lendway, Food Science, PhD, 2015-present  
Shivaram Poigai, Biomedical Engineering, PhD, 2014- 2017  
Kenya Mejia, Mechanical Engineering, MS, 2016-2017  
Mary Ellen Burglund, Apparel Design, MS, 2015-2016  
Drew Blom, Graphic Design, MFA, 2014-2016  
Cory Schaffhausen, Mechanical Engineering PhD, 2012-2015  
Emily Marti, Graphic Design, MFA, 2012-2015  
David Schroeder, Computer Science PhD, 2013-2014  
Shawn Wilhelm, Mechanical Engineering PhD, 2012-2014  
Brett Jackson, Computer Science PhD, 2012-2014  
Ellen Schofield, Graphic Design, 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, Graphic Design MA, 2014-2014  
Lane Phillips, Computer Science, PhD, 2011-2012

### MIT – Graduate Committee Member

Geoff Tsai, Mechanical Engineering, PhD, 2014-2016

### Kobe Design University – Graduate Committee Member

Sara Hojjat, Industrial Design, PhD, 2016

### University of Minnesota – Graduate Directed Study Advisor

Drew Blum, Graphic Design, MFA, 2016  
James Cospers, Graphic Design, 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 Research Advisor (*Including UROP*)**

Alex Cummins, Food Science BS, 2016  
Luke Bromback, Mechanical Engineering BS, 2016  
Paul Esslinger, Mechanical Engineering BS, 2016  
Joshue Yue, Mechanical Engineering BS, 2016  
Ian Wright, Mechanical Engineering BS, 2016  
Thomas Sievers, Mechanical Engineering BS, 2016  
Alex Leeds, ICP, 2015  
Aaron Free, Computer Science, 2015  
Josh Halvorson, Mechanical Engineering, BS, 2015  
Alexander Schmies, Mechanical Engineering, BS, 2015  
Evelina Knodel, Architecture, BS, 2014  
Krystianna Johnson, ICP, 2014  
Nel Pilgrim-Rukavina, Economics, 2014  
Jacob Haug, Psychology, 2014  
Maria Brosofske-Wires, ICP, 2014  
Daniel Rezekulov, Mechanical Engineering, 2014  
Austin Granger, Computer Science, 2014  
Katrina Mutuc, Mechanical Engineering, 2014  
Micah Lindstrom, Mechanical Engineering, 2014  
Arthur Oxborough, Retail Merchandising, BS 2012  
Catie Jo Pidel, Inter-College Program, BS, 2013 – present  
Alex Hambrock, Mechanical Engineering, BS 2012-2013  
Amy Marcus, Communication, BS, 2012 – 2013  
Matthew Munson, Inter-College Program, BS, 2012 -2013  
Conner Murphy, Graphic Design, BS, 2012  
Lucas Keading, Electrical Engineering, BS, 2012

### **University of Minnesota – Undergraduate Directed Study Advisor**

Ross Neumann, ICP, 2015  
Zachary Fadness, Mechanical Engineering, 2015  
Michael Rosplock, Mechanical Engineering, 2014  
Conner Cowling, Computer Science, BS, 2012

### **University of Minnesota – Undergraduate Funded Product Advisor**

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

Design U, 2015-present

Product Design Minnesota, 2015-present

Innovation Association, 2013-2014

## Students Work Dissemination

### Conference Presentations

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

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

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

### Invited Museum Exhibits

*Student work from my product design classes are 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. October 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. June 2012-2013  
Student Designed Exhibit Based on Classwork in PDES 3711 Toy Product Design

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

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

### Event Organization for Classes

*All courses include a grand finale in which students present their work to industry, peers, and the community. These events are ticketed theatrical productions.*

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

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

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

*PLAYsentations*. Student designed toy products with theatrical performance, UMN and MIT.  
Final event for Toy Product Design  
2005-Present

# Service

## Discipline (External)

### Journal Editor

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

### Conference Boards

International Food Design and Food Studies Conference, 2017

International Conference on Design Creativity, 2016, 2017

International Food Design Conference, 2014

### Conference Session Chair/Coordinator

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

International Conference on Design Creativity Session Chair, 2016

### Journal/Conference/Grant Reviewer

ASME Journal of Mechanical Design, 2017

International Journal of Design, 2016

International Conference on Design Creativity, 2012, 2016, 2017

ASME Design Theory and Methodology, 2012-2017

Design and Emotion Conference, 2014, 2016

Human Technology Journal, 2015

International Journal of Design Creativity and Innovation, 2013-2015

CHI, 2014

Journal of Engineering Design, 2013-2014

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

### Professional Board Membership

Leonardo's Basement, MSP Workshop, Advisory Board, 2014-present

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), 2011-2015

FIRST Robotics, Minneapolis, 2011

## Discipline (Internal)

### University of Minnesota

Chair, Innovation Center Committee, 2014-2015

### College of Design

Member, CDES Interdisciplinary Design Committee, 2012-present

Member, CDES Fabrication Shop Technician Search Committee, 2016

Member, CDES Dean Search Committee, 2015

Member, Committee for Change, CDES, 2015

Member, UROP Review Committee for Fall 2012-2013

Member, College of Design Lectures Committee, 2011-2012

### Department of Design, Housing and Apparel

Chair, Product Design Graduate/Undergraduate Minor Committee, 2011-present

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

Member, DHA Curriculum Committee, 2011-present

Member, Product Design Faculty Search Committee, 2012-2014

Member, MNDrive Product Design Faculty Search Committee, 2014



## Professional Consulting

### Patent Litigation Expert Consulting

*Tinnus Enterprises LLC v Telebrands Corp.* 2015-present  
Retained by Dunlap, Bennett & Ludwig

*Battle toys, LLC v LEGO Systems Inc.* 2013  
Retained by Collins Edmonds, Pogorzelski, Schlather & Tower

### Product Design Consulting

*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: *Rock On*, Episode 2

*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-present  
Design and Emotion Society, 2014-present  
International Food Design Society, 2012-2015

## Outreach - Media Exposure

### Television/Film/Radio (UMN)

- "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)

- 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)

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)

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 Hosted by MIT Alumnus Barry Kudrowitz." *Stratasys Blog for a 3D World*. July 10, 2014.

Joe Berkowitz. "Two Toy Scientists Get Cremed 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." *UMNNews* 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." *UMNNews* 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's Death Ray Realized." *Boing Boing*. October 6, 2005.

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