



Department: School of Art Design and Media

Professional field: Industrial Design、Product design

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## Profile

Professor Liu graduated from School of Design, Jiangnan University, majoring in Industrial Design in 2006, and obtained his master's degree and doctor's degree at Kobe Design University. Professor Liu is currently working as the associate professor in the Department of Industrial Design at the School of Art Design and Media, East China University of Science and Technology. At the same time he holds the post of director of the Shanghai Graphics Society, deputy director of the Industrial Design Committee, director of National Minority Council (Xuhui District, Shanghai), Innovation and Entrepreneurship Counselor of Shanghai Association for Cooperative Education and member of the Expert Committee of Packaging Engineering. Professor Liu's current research and teaching interest lies in Human Engineering, Computer Aided Design, Digital Art Design, Art&Design Research, and Interaction Design Research.

## Research Field

Professor Liu's ongoing research is aimed at Kansei Engineering, Art Engineering, Ergonomics, Interaction design, and Computer Aided Design. His own research focuses on the sensory influence of industrial products on users, by which people can refine, standardize and apply the uncertain factors that stimulate the pleasure of use by the method of engineering quantitative, and finally achieves scientific and objective design judgement and effect evaluation.

## Research results and selected published papers

- [1]. Shanghai Pujiang Program
- [2]. Youth Elite Project of ECUST
- [3]. Textbook Compilation: Creo Parametric 2.0 3D Modeling and Application
- [4]. Red Dot Design Award: Best of the Best
- [5]. TOYO TIRES Design Contest (Japan): Gold Award
- [6]. FUJITSU Mobile Phone Design Award (Japan): Excellence Award
- [7]. On Applications of Art of Chinese Minorities in Brand-Localization[C]// Proceedings of the 12th International Symposium on Visual Information Communication and Interaction. 2019.9, No.39.
- [8]. On the Strategies of Visual Design and Competition of Chinese Tableware Brands[C]// Proceedings of the 12th International Symposium on Visual Information Communication and Interaction. 2019.9, No.38.
- [9]. Study on Materialized Experience of Intangible Cultural Heritage in Museum Perspective: Take the Patterned Band Weaving Handicraft of the Miao Nationality of China as an Example [C]//Cumulus Conference Proceedings: Diffused Transition & Design Opportunities.2018.
- [10]. Kansei Operation: The Application of Kansei Engineering Technology to the Operating Activities of Financial Products in the Big Data Era[C] //International Conference on HCI in Business. Springer, Cham, 2018.
- [11]. Study on the Interactivity of Medication Behavior in Children's Group Environment [C]//International Conference on Human-Computer Interaction. Springer, Cham, 2017.
- [12]. An Investigation into the Key Factors to Improve the Attractiveness of Modular Furniture in the Living Environment of China's Metropolitan Migrants[C] //International Conference on Human-computer Interaction. Springer, Cham, 2017.
- [13]. A Study on the Balance and Optimization Measures in Industry-University Collaborative Innovation of Interaction Design[M]//Cross-Cultural Design Methods, Practice and Impact. Springer International Publishing, 2015.
- [14]. Physical Interaction Design with the Tactile Materials: The Case Study of Visually Impaired Camera[J]. Applied Mechanics and Materials, 2014, 529:197-201.
- [15]. Study on the Relationship between Eye Movement Experiment and Product Design [J]. Literature Life. 2019.10,29(1143): 38.
- [16]. Modular Furniture Innovation in Emotional Design Viewport[J]. Journal of Donghua University (Natural Science). 2018,44(04): 675-681.
- [17]. HCI feasibility evaluation of the industrial gas detector [J]. Journal of Machine Design. 2018,35(04):123-128.
- [18]. Eye Saccade Research on Waiting Visual Search and The Characteristic of Bus Body Appearance[J]. Journal of University of Shanghai for Science and Technology. 2016,38(05):472-478.
- [19]. Cognition Research and Application of Kansei Quantitative Evaluation in Industrial Product Design [J]. Journal of Donghua University (Natural Science). 2015,41(04):536-541.
- [20]. Kansei Operation: Operational Excellence in the Age of Big Data[J]. Enterprise Economy. 2015(04):86-89.
- [21]. The New Relation between Teaching and Learning in CAI: A Case of Industrial Design Education in Colleges[J]. MEITAN HIGHER EDUCATION.2014,32(05):122-125.