January 1, 2024 1

### **CURRICULUM VITAE**

# Adam Fromme, MFA

fromme.3@osu.edu

### **Academic Appointments**

College of Arts and Sciences, The Ohio State University, Columbus, OH Assistant Professor of Teaching (Department of Design), 2022–present

College of Nursing, The Ohio State University, Columbus, OH Lecturer (Master of Healthcare Innovation Program), 2019–present

College of Arts and Sciences, The Ohio State University, Columbus, OH Lecturer (Department of Design), 2014, 2018–22

College of Arts and Sciences, The Ohio State University, Columbus, OH Graduate Teaching Associate, Sole Instructor (Department of Design), 2015–18

## **Professional Practice Appointments**

The Center for Inclusive Aging and Design Research, Columbus, OH Co-founder and Principal, 2018–20

Wayfind Design, Columbus, OH Owner, 2014–18

The Advertising, Design, and Marketing Group, Franklin, TN Graphic Designer, 2009–11

Design Collective Incorporated, Columbus, OH Graphic Designer, 2006–08

Design Collective Incorporated, Columbus, OH Graphic Design Internship, 2005–06

PV Communications, Loudonville, OH Graphic Design Apprenticeship, 1997–01

#### **Education**

The Ohio State University, Columbus, OH Master of Fine Arts, Design Research and Development, 2018 Graduate Interdisciplinary Specialization in Aging

The Ohio State University, Columbus, OH Bachelor of Science in Design, Visual Communication Design, 2006

42

### **TEACHING**

# 1. Courses taught at Ohio State

Summary	of Teaching by Academic Year	Courses
2014–15	DES 5103	1
2015–16	DES 3505 (×3)	3
2016–17	DES 3105, DES 3505 (×2)	3
2017–18	DES 3505 (×2)	2
2018–19	DES 3505 (×2)	2
2019–20	DES 3105 (×2), DES 3505 (×2), DES 4640, HCI 7522 (×3)	8
2020-21	DES 3105, DES 3505 (×2), HCI 7522 (×2)	5
2021–22	DES 3505 (×2), DES 6400, HCI 7522 (×2)	5
2022–23	DES 3105 (×3), DES 3505 (×3)	6
2023-24	DES 3105 (×3), DES 3505 (×3), HCI 7522	7
	Totals (All as Instructor of Record)	42

Summary of Teaching by ProgramCoursesAUndergraduate, Minor in Design Thinking (General Education)31BUndergraduate, Bachelor of Science in Design2CGraduate, Master of Fine Arts Program1DGraduate, Master of Healthcare Innovation Program8

**Totals** (All as Instructor of Record)

A Undergraduate, General Elective that Meet Requirement for Minor in Design Thinking College of Arts and Sciences, Department of Design

- Design 3505, Presentation as Thinking
   A hands-on lecture on visual literacy, design, composition and critique
   18 Sections (10 In-person, 8 Distance Learning)
- ii. Design 3105, Exploring Design ThinkingAn introductory lecture on problems, creativity and the Design Thinking Framework10 Sections (4 In-person, 6 Distance Learning)
- iii. Design 3505, Introduction to TypographyA studio course on typographic design, composition and visual communication3 Sections (In-person)

# TEACHING, continued

### B Undergraduate, Bachelor of Science in Design Program

College of Arts and Sciences, Department of Design

- Design 4650, 5151, 5152 & 5153, Collaborative Design
   A stacked collaborative studio on urban design with an emphasis on accessibility and inclusion

   Section (In-person)
- Design 5103, Advanced Visual Communication Design
   A studio on larege-scale environmental design, in collaboration with the Columbus Zoo and Aquarium

   Section (In-person)

#### C Graduate, Master of Fine Arts, Design Research and Development Program

College of Arts and Sciences, Department of Design

i. Design 6400, Design ThinkingA studio on the Future of Public Places in a post-Pandemic world1 Section (Hybrid)

## D Graduate, Master of Healthcare Innovation Program

College of Nursing

Nursing 7522, Foundations of Innovative Healthcare Design (Online Lecture)
 A design course addressing problems and innovation in the Healthcare setting
 8 Sections (Distance Learning)

### 2. Additional courses at Ohio State

#### A Semester-long contributor for Undergraduate courses (not as Instructor of Record)

Provided topic support for course planning and/or in-classroom instruction.

- Design 4650, Collaborative Design
   Course design and in-the-classroom topic expert on urban planning and design
   2022–23: 1 Section (In-person studio)
- ii. Design 4152, Intermediate Interior Design IIIn-the-classroom topic expert on human factors and aging design 2016–18: 2 Sections (In-person studio)
- iii. Design 5103, Advanced Visual Communication Design I

  Course design and in-the-classroom topic expert on environmental graphic design
  2015–16: 1 Section (In-person studio)
- iv. Design 5303, Advanced Industrial Design I

  In-the-classroom topic expert on service design projects
  2015–16: 1 Section (In-person studio)

# TEACHING, continued

### B Semester-long contributor for Graduate courses (not as Instructor of Record)

Provided topic expert support for course planning and/or in-classroom instruction.

Design 7193, Independent Study
 Course design and led instruction on visual literacy and design foundations
 2016–2017: 1 Section (In-person studio)

# 3. Courses taught for Professional Development

#### A Innovation Experience Program

I co-developed and co-teach a 6-month program for office teams seeking to incorporate creative, problem-solving design methods and tools in the workplace.

Office of Advancement, The Ohio State University 2022–2023: 10-person Cohort (In-person) 2021–2022: 12-person Cohort (In-person)

# 4. Invited Guest Lectures/Podcasts/Workshops

### A Guest Lecture at Ohio State, Home department

 Design 6400, Methods and Tools for Conducting Design Research Presentation: "Visual communication for research presentation" 2018

#### B Guest Lecture at Ohio State, Outside home department

- i. Fisher Ink (Student-produced magazine of the Fisher College of Business)
   Guest Speaker on "Design thinking and digital publication:
   2023
- ii. Translational Data Analytics InstitutePodcast Guest on "Coffee with Creatives" discussing Creativity and Design 2022
- iii. School of Health and Rehabilitation SciencesPresentation: "The problems, creativity, and the design process"2018
- iv. School of Health and Rehabilitation SciencesPresentation: "How to support aging in place through design intervention"2017

### C Workshop led at Ohio State, Outside home department

i. Co-design Workshop Faciliator for the College's Innovation and Technology Task Force
 College of Nursing
 2023

# TEACHING, continued

ii. Co-design Workshop Co-faciliated with Liz Sanders for the College's LeadershipCollege of Nursing2019

# 5. Student Involvement/Mentorship

#### A Undergraduate Research Mentorship

DESIS Lab Research Assistants, 2018–21.
Suicide Prevention Research Project (Design and Social Work)

Leila Ackberdin

Olivia Forsyth

Claire Spicer

Maria Basile

Abby Nelson

#### **B** Graduate Research Mentorship

i. Capstone Project Mentor, 2022–23.

The Future of the Medical ICU Project (Nursing)

Karen Raver

Connor Hannon

**Amy Spurlock** 

Todd Jarzenski

# **6.** Teaching Accomplishments

#### A Departmental level

- i. Led process for "Thinking through Design" podcast. The educational podcast explores the designer's mindset to help listeners become more creative through in-depth conversations with design educators and practitioners. This is the first podcast in the Department of Design's history. 2024.
- ii. Led process for "Design 3505: Presentation as Thinking" course inclusion in the University's General Education Program ("GEN") Foundations in the Literary, Visual and Performing Arts category. This is the first course in the Department of Design's (50+ year) history to successfully become a Foundations Designated Course. 2023.

### RESEARCH

# 1. List of books, articles and papers

Summary of Works		
А	Books	1
В	Industry Bulletins, Tech Reports, Research Papers	2
С	Industry Case Studies, Reviews	15
D	Papers in Proceedings	3
Е	Abstracts and Short Entries	3
F	Unpublished Scholarly Papers	1
G	Unpublished Scholarly Presentations	7
	Totals	32

#### A Books

i. Fromme, Adam; Alexander, Gretchen; Allen, Chris; Moore Maggie; Roth, Bob; Willard, Jinnie; Ardiyanto; and Shah, Trisha. (2017). *How to Start a Conversation on Driving, Mobility, and Aging*. Self-published.

# B Industry Bulletins, Tech Reports, Research Papers

- i. Bell, Emily; Fromme, Adam; Matheny, Rebekah. (2018). How to Make Collaborative Learning Environments Meaningful for University Students.

  Research funded by M+A Architecture (now MA Design).
- ii. Bell, Emily; Fromme, Adam; Matheny, Rebekah. (2017). Three Approaches to Lighting for Senior Living.Research funded by M+A Architecture (now MA Design).

## C Industry Case Studies, Reviews

I serve as a guest writer for Brand New (A division of UnderConsideration), a leading source for reviews of global corporate and brand identity work. www.underconsideration.com/brandnew

i. Fromme, Adam. Logo and Identity Case Study for Free Rein by Preacher. *When it Rein, it Pour.* Published on Brand New. November 14, 2023.

- ii. Fromme, Adam. Brand and Identity Case Study for WINGMAN by Earthling Studio. *Eagles of a Feather*. Published on Brand New. October 3, 2023.
- iii Fromme, Adam. Brand and Identity Case Study for Odido by TBWA/NEBOKO. Don't spill the T-Mobile. Published on Brand New. September 18, 2023.
- iv. Fromme, Adam. Brand and Identity Case Study for Santa Fe Vintage by Mast. *Made in Americana*. Published on Brand New. September 7, 2023.
- v. Fromme, Adam. Logo and Identity Case Study for Colour Mill by Universal Favourite. *A Pigment of Your Imagination*. Published on Brand New. June 21, 2023.
- vi. Fromme, Adam. Logo and Identity Case Study for Aleph by BOND. Have your Cow and Eat it too. Published on Brand New. June 6, 2023.
- vii. Fromme, Adam. Logo and Identity Case Study for Cohere by Pentagram. *Cohere to Stay.* Published on Brand New. May 22, 2023.
- viii. Fromme, Adam. Logo and Identity Case Study for Mill by Manual. Where there's a Mill, there's a Way. Published on Brand New. April 11, 2023.
- ix. Fromme, Adam. Logo and Packaging Case Study for PiCK UP! by Auge Design. A Knack for Biscuits. Published on Brand New. January 24, 2023.
- x. Fromme, Adam. Logo and Branding Case Study for Belgian Owl by WeWantMore. *Owl Drink to That.* Published on Brand New. January 17, 2023.
- xi. Fromme, Adam. Logo and Branding Case Study for Rhode Island School of Design by Gretel. *Too Blue for School.* Published on Brand New. October 3, 2022.
- xii. Fromme, Adam. Logo and Branding Case Study for The Hermitage Hotel by Mecca. *Roses are Yellow, Hotels are too.* Published on Brand New. September 27, 2022.
- xiii. Fromme, Adam. Logo and Branding Case Study for Tranch by Lovework. *Down in the Tranches.* Published on Brand New. June 20, 2022
- xiv. Fromme, Adam. Logo and Branding Case Study for UpFresh by Skinn. *Time to Freshen Üp.* Published on Brand New. June 13, 2022.
- xv. Fromme, Adam. Logo and Branding Case Study for Ottawa Tourism by Rethink Canada. *Better than I Otta Be.* Published on Brand New. June 6, 2022.

### D Papers in Proceedings (All peer-reviewed)

- Proulx, Sebastien; Fromme, Adam; Akberdin, Leila; Basile, Maria; Forsyth,
  Olivia; Jenkins, Maya; Nelson, Abby; and Spicer, Claire. "Rethinking User
  Experience of Parking Garage. Exploring Innovative Suicide Prevention Strategies
  Through Motivational Design." Di Lucchio, L, & Imbesi, L. (Eds.) Proceedings
  of the Design Culture(s), 2020 Cumulus Conference. Rome: Sapienza University.
- ii. Fromme, Adam and Chan, Peter. "Driving Home Design Research: A Collaborative Design Case Study for Developing Positive Parking Experience on a University Campus" International Association of Societies of Design Research (IASDR) Conference–re: research. Cincinnati, OH. 31 October–3 November 2017.
- iii. Fromme, Adam and Haase, Jeff. "Exploring the Next Urban Condition,"12th European Academy of Design Conference–Design for Next. Rome, Italy.12–14 April 2017.

#### **E** Abstracts and Short Entries

- i. Fromme, Adam and Valentine, Emily. "Urban Housing Built for All, The Lasting Impact of Age-friendly Design Principles" 2019 Community Engagement Conference. Columbus, OH. 23–24 January 2019.
- ii. Bell, Emily; Bryan, Mark; Eyink, Kelly; Fromme, Adam; and Matheney, Rebekah. "Engage Place to Engage People," 7th Annual Innovate Conference: Forward. Columbus, Ohio. 11 May 2018.
- iii. Fromme, Adam. "The Process of Exploring the Next Urban Condition," Design Incubation–Colloquium 3.3. Kent, OH. 11 March 2017.

## F Unpublished Scholarly Papers

i. Fromme, Adam. (2018). *Co-designing with Older Adults to Create an Age-friendly Evaluation Tool for Public Places.* (Master's thesis).

## **G** Unpublished Scholarly Presentations

i. Fromme, Adam. "Goldilocks and three other stories about Design Thinking—and how being creative can change how you do what you do." Big Ten Development Conference. Columbus, OH. 8–10 August 2022.

ii. Proulx, Sebastien, Fromme, Adam. (2020). Prendre au sérieux « l'insignifiant ». Le design au service de la prévention du suicide [Taking Care of the Mundane. Design Toward Suicide Prevention]. Paper selected for the Et si les défis en santé passaient par des enjeux de communication et de design? [What if health challenges were design and communication issues?] conference held during the 88th ACFAS congress, ACFAS Conference, Bishop University, Lennoxville, Canada. [peer-reviewed]

Paper selected but not delivered due to the outbreak of the COVID-19 pandemic.

iii. Fromme, Adam. "Student Mental Health and the Design Curriculum: Student-led Solutions for Creating a Culture of Care" Design Principles and Practices (DPP) Fourteenth International Conference: Advocacy in Design: Engagement, Commitment, and Action. Brooklyn, NY. 16–18 March 2020.

Paper selected but not delivered due to the outbreak of the COVID-19 pandemic.

iv. Fromme, Adam. "The Four Pillars of Age-friendly Design" Southeastern Association of Area Agencies on Aging (SE4A) Annual Conference. Louisville, KY. 30 September–3 October 2018.

Continuing Education Unit (CEU) approved:
National Association of Social Workers
National Association of Long Term Care Administrator Boards
National Council of State Boards of Nursing

v. Fromme, Adam. "How to Use Universal Principles to Support Older Adults in Public Places" Universal Design Summit 6–Inclusive Communities: Housing and Public Spaces. St. Louis, MO. 13–14 November 2017.

Continuing Education Unit (CEU) approved:
National Board for Certification in Occupational Therapy
American Society of Interior Designers
American Institute of Architects

- vi. Fromme, Adam. "Why Motivations Matter More than Measurements: How Design Thinking Can Inform Future Experiences for an Aging Population" 2017 Society for the Study of Human Biology (SSHB) joint meeting with the International Association of Physiological Anthropology (IAPA) Symposium: Human Biology of Climate Change. Loughborough, UK. 12–15 September 2017.
- vii. Fromme, Adam. "Public Space Design for an Aging Society," 2017 Optimal Aging Conference. Louisville, KY. 11–13 June 2017.

# 2. List of creative works

Summary of Works		
А	Podcast (as producer and host)	7
В	Curated Exhibitions	1
С	Exhibitions	5
D	Multimedia/databases/websites	1
Е	Other works	4
	Totals	18

A Podcast (as host)

Produce and host an educational podcast, Thinking through Design, for the Department of Design at Ohio State about the design mindset. (go.osu.edu/thinkdesign)

- i. *Mastering the design brief* with guest Sebastian Proulx. Thinking through Design Episode 07 published March 18, 2024
- ii. *Designing for yourself* with guest Yvette Shin. Thinking through Design Episode 06 published February 26, 2024
- iii. *The role of strategy in the creative process* with guest Rebekah Matheny. Thinking through Design Episode 05 published Feburary 5, 2024
- iv. How making impacts the design process with guest Jeff Haase. Thinking through Design Episode 04 published January 29, 2024
- v. *The importance of collaborative design* with guests Liz Sanders and PJ Stappers. Thinking through Design Episode 03 published January 22, 2024
- vi. *The changing role of the designer* with guest Paul Nini. Thinking through Design Episode 02 published January 15, 2024
- vii. What does it mean to be a curious critical thinker? with guest Fabienne Munch. Thinking through Design Episode 01 published January 08, 2024

#### **B** Curated Exhibitions

i. Proulx, Sebastien, Fromme, Adam, & Melsop, Susan. (2020). A Look into the Overlook(ed). The Ohio State University, Hopkins Gallery, October-November 2020.

Postponed to 2022 due to the outbreak of the COVID-19 pandemic

#### **C** Exhibitions

- i. Garage Remix. A Participatory Design Workshop to Foster People Wellbeing
  In collaboration with Proulx, Sébastien. Design Principles and Practices (DPP)
  Fourteenth International Conference: Advocacy in Design: Engagement,
  Commitment, and Action. Brooklyn, NY. 16–18 March 2020.

  Exhibit selected but not delivered due to the outbreak of the COVID-19 pandemic.
- ii. Public Space Design for an Aging Population.Spring Exhibition, Department of Design, The Ohio State University. Urban Arts Space, Columbus, OH. 29 March–8 April 2017.
- iii. *Creative Placemaking: The Heart of a Healthy City*In collaboration with Haase, Jeff; Bell, Emily; Venkataraman, Hemalatha; Karaca, Ece; Shah, Trisha; Turner, Craig.

Public Installation, Smart Columbus offices 1524 North High St. Building, Columbus, OH. (Abbreviated exhibit) 15 April–1 August 2019.

Spring Exhibition, Department of Design, The Ohio State University. Urban Arts Space, Columbus, OH. (Abbreviated exhibit) 29 March–8 April 2017.

Barnett Symposium, Planning Creative Cities: Global Trends, Local Action. Hopkins Hall Gallery, Columbus, OH. (Full exhibit) 2–20 May 2016.

### iv. An Open Conversation transformed

In collaboration with Chan, Peter; Lewis, Matthew; Wulff, Wendie; Hawk, Cherry. Department of Design Faculty Exhibition: Research through Making. Urban Arts Space, Columbus, OH. 23 August 2016–24 September 2016.

#### v. Visual/Audio

Department of Design Spring Exhibition: Fresh out of the Box. Black Box Gallery, Wexner Center for the Arts, Columbus, OH. June 2006

#### D Multimedia/databases/websites

i. Proulx, S. et al. (2020). A look into the Overlook(ed).

Retrieved from: desis.osu.edu/overlooked

Website developed to host the research and result of a research project and undergraduate collaborative design studio revolving around suicide prevention.

#### E Other Works

i. Board Game: *The Unlucky Leprechaun: Escape from Troll Forest.* (2022). Submitted for publication.

Heskamp, Mike (Game Designer) Heskamp, Josh (Game Developer)

Fromme, Adam (Game Developer and Graphic Designer)

ii. Board Game: Belay On! Race to the top of El Capitan. (2012). Self-published.Heskamp, Mike (Game Designer)Fromme, Adam (Game Developer and Graphic Designer)

- iii. Board Game: *To Grandma's House We Go.* (2010). Self-published. Fromme, Adam (Game Designer, Developer and Graphic Designer) Fromme, Lauren (Game Designer)
- iv. Installation: Faster than an East Coast City, Cooler than a West Coast Town 2016 Columbus International Auto Show. The Greater Columbus Convention Center, Columbus, OH. March 2016.

# 3. Research Funding

Summary of Research			
А	Funded research, as Co-Investigator	4	
В	Unfunded research, as Primary Investigator	1	
С	Funded teaching activities	2	
D	Funded research activities	5	
Е	Unawarded research funding	1	

Totals 13

#### A Funded research, as Co-investigator

- Voices of Franklinton: Amplifying Socially & Environmentally Innovative Change
   Agents (2020–21). Co-Investigators: Susan Melsop (Lead), Sébastien Proulx, Karen
   Hutzel, Adam Fromme. Ohio State Global Arts + Humanities Discovery Themes
   Grant, Summer Institute Grant
   \$15,000 USD
- ii. Garage-O-Remix. Transforming Parking Garages Aesthetic Experience to Support Suicide Prevention Measures. Exploring Innovative Suicide Prevention Strategies Through Experience Design. (2018–20). Co-Investigators: Sébastien Proulx (Lead), Peter Chen, Adam Fromme. Ohio State Energy Partners Grant \$18,000 USD
- iii. *Utilization of Emerging Technology at Surface Parking Lots.* (2019). Co-Investigators: Paul Nini (Lead), Peter Chan, Adam Fromme, Emily Valentine. Funded research by CampusParc \$20,000 USD
- iv. *Optimization of the Parking Customer Journey.* (2016–17). Co-Investigators: Paul Nini (Lead), Peter Chan, Adam Fromme. Funded research by CampusParc \$45,000 USD

### B Unfunded research, as Primary investigator

i. Compounding IRB Research Projects
 Co-designing a Public Space Experience (2017–18)
 Public Space Design for an Aging Population (2017)
 User Journey of Public Space (2016)

# C Funded teaching activities

- i. *Creation of a Student's Lending Library of Design Research Make Tools*Autumn 2019. High-Support Grant, Affordable Learning Exchange, Ohio State. \$2,400 USD
- ii. Creation of an Open-Source Content Resource Library for Teaching DesignAutumn 2019. Low-Support Grant, Affordable Learning Exchange, Ohio State.\$1,000 USD

### D Funded research activities

- i. Arts and Humanities Graduate Research Small Grant. (2017). Ohio State.\$500 USD
- ii. Graduate Travel Fund. (2017). Department of Design, Ohio State. \$700 USD
- iii. Ray Travel Award for Service and Scholarship. (2017). Ohio State. \$1,000 USD
- iv. Arts and Humanities Graduate Research Small Grant. (2017). Ohio State. \$500 USD
- v. Graduate Travel Fund. (2017). Ohio State. \$758 USD

### E Unawarded research funding

i. "WE SPARK" a culture of innovation to improve clinician well-being and person-centered care. (2022–2023). Research Team: Susan O'Hara, PhD, MPH, BA, RN, EDAC, FNIHD; Lisa Militello, PhD, MPH, RN, CPNP; Michael Ackerman, PhD, RN, FCCM, FNAP, FAANP, FAAN; Adam Fromme, MFA; Deana Sievert, DNP, MSN, RN; Todd Seevers, BS, AAS. Submitted for American Nurses Association Innovation Award. \$50,000 USD, Requested

### **SERVICE**

### 1. Public Service

#### A Community Roles

- i. Ohio Strategic Highway Safety Plan, Ohio Department of Transportation Older Road Users Task Force Member. 2019–2021
- ii. Clintonville Community Resource CenterDesign Consultant. 2017–2018
- iii. Age-friendly Columbus Topic Expert. 2016–2020
- iv. Department of Design, The Ohio State University10-year Alumni Panelist and Portfolio Reviewer. 2016
- v. Department of Design, The Ohio State University Guest Critic. 2011–present
- vi. Department of Design, The Ohio State University
  Jurist for Best in Show, Spring Exhibition of Student Work. 2008, 2012, 2014

### B Community Affiliations

- i. Nursing Institute for Healthcare Design Member, 2022–present
- ii. American Institute of Graphic Arts (AIGA), Nashville Chapter Member, 2009–2011
- iii. Columbus Society of Communicating Arts Member, 2004–2006, 2015–2018

# 2. Service Appointments (at Home university)

#### A University Committee work

University Senate, Council on Student Affairs
 Committee Member, 2023–25 (two-year appointment)

#### B Departmental Committee work

- i. Communications and Visual Identity Committee 2023–present
- ii. Design Thinking Committee (Chair), 2022–present
- iii. Undergraduate Studies Committee, 2022-present
- iv. Exhibition and Events Committee, 2022–present

# SERVICE, continued

# C Other department activities

- i. University Student Organization, Design Thinking Club ("ThinkTank"). Founding Advisor, 2019–21
- ii. Design for Social Innovation and Sustainability ("DESIS") Laboratory Collaborator, 2018–present

# 3. Certifications and Training

### A Professional Development

- i. Technology-Enhanced Teaching Course, Ohio State, 2022
- ii. At-Risk Training for University Faculty, Kognito, 2019
- iii. REACH, Suicide Prevention Gatekeeper Training Program, Ohio State, 2018
- iv. Digital Flagship Educators Program, Ohio State, 2018
- v. Human Subjects/Responsible Conduct of Research, CITI Program, 2015–present