

Adam Fromme is an assistant professor of teaching in the Department of Design at Ohio State University. His research and teaching activities explore how the design process is taught, translated, and applied to complex social challenges, including aging, healthcare, and similar high-stakes contexts.

Before joining OSU in 2011, he was the co-founder and principal of The Center for Inclusive Aging and Design Research (2018–2020), owner of Wayfind Design (2014–2018), and a graphic designer for various agencies (2006–2011). This work built an extensive professional practice focusing on how public spaces support essential human needs and function as healthy, supportive environments. This work spanned corporate branding, environmental graphics, and design for retail, hospitality, and healthcare contexts.

Since 2022 he has been a guest writer for Brand New, a leading source for reviews of global corporate and brand identity work. And in 2024, he created the Thinking through Design podcast, a long-format educational podcast about the creative mindset where he serves as producer and host.

Mr. Fromme holds an MFA in Design Research and Development (with a specialization in Aging) from Ohio State University in Columbus, Ohio.

## Adam Fromme, MFA

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### Experience (Academic)

- 2022–pres. Assistant Professor of Teaching, Department of Design, College of the Arts and Sciences  
The Ohio State University, Columbus, Ohio.
- 2019–25 Lecturer, Master of Healthcare Innovation Program, College of Nursing  
The Ohio State University, Columbus, Ohio.
- 2014–22 Lecturer, Department of Design, College of the Arts and Sciences  
The Ohio State University, Columbus, Ohio.

### Experience (Professional Practice)

- 2018–20 Co-founder and Principal  
The Center for Inclusive Aging and Design Research, Columbus, OH
- 2014–18 Owner  
Wayfind Design, Columbus, OH
- 2009–11 Graphic Designer  
The Advertising, Design, and Marketing Group, Franklin, TN
- 2006–08 Graphic Designer  
Design Collective Incorporated, Columbus, OH
- 2005–06 Graphic Design Internship  
Design Collective Incorporated, Columbus, OH
- 1997–01 Graphic Design Apprenticeship  
PV Communications, Loudonville, OH

### Education

- 2018 MFA, Design Research and Development program, Interdisciplinary Specialization in Aging  
Department of Design. The Ohio State University
- 2006 BSD, Visual Communication Design program  
Department of Industrial, Interior and Visual Communication Design, The Ohio State University

### Affiliations

- 2022–pres. Member, Nursing Institute for Healthcare Design
- 2018–pres. Member, Design for Social Innovation and Sustainability (“DESIS”) lab
- 2009–pres. Member, American Institute of Graphic Arts (“AIGA”), Nashville/Cleveland Chapters
- 2004–18 Member, Columbus Society of Communicating Arts

## 1. Courses taught at Ohio State

### Table of courses (All as Instructor of Record)

Notes: DES courses are in the College of Arts and Sciences (Department of Design)  
 HCI courses are in the College of Nursing (Master of Healthcare Innovation program)  
 U = Undergraduate course, G = Graduate course

Term	Course	Title	Cr.	Enroll.	% Taught	Grade	Inst. Method
SP26	DES 3105	Introduction to Design Thinking	3	28	100	U	Lecture (Online)
SP26	DES 3505	Presentation as Thinking	3	20	100	U	Lecture
SP26	DES 4650	Collaborative Design	3	9	100	U	Lab
	DES 5650			9		U	
	DES 5650			1		G	
AU25	DES 3105	Introduction to Design Thinking	3	17	100	U	Lecture
AU25	DES 3105	Introduction to Design Thinking	3	18	100	U	Lecture (Online)
AU25	DES 3305	Visualization as Thinking	3	37	60	U	Lecture (Online)
AU25	DES 3505	Presentation as Thinking	3	33	100	U	Lecture (Online)
AU25	HCI 7522	Found. of Innovative Healthcare Design	3	21	50	G	Lecture (Online)
AU25	HCI 7522	Found. of Innovative Healthcare Design	3	25	50	G	Lecture (Online)
SP25	DES 3105	Introduction to Design Thinking	3	28	100	U	Lecture (Online)
SP25	DES 3505	Presentation as Thinking	3	36	100	U	Lecture (Online)
SP25	DES 3505	Presentation as Thinking	3	21	100	U	Lecture
AU25	DES 3105	Introduction to Design Thinking	3	19	100	U	Lecture
AU25	DES 3105	Introduction to Design Thinking	3	15	100	U	Lecture (Online)
AU25	DES 3505	Presentation as Thinking	3	38	100	U	Lecture (Online)
AU25	HCI 7522	Found. of Innovative Healthcare Design	3	29	50	G	Lecture (Online)
SP24	DES 3105	Introduction to Design Thinking	3	24	100	U	Lecture (Online)
SP24	DES 3505	Presentation as Thinking	3	29	100	U	Lecture (Online)
SP24	DES 3505	Presentation as Thinking	3	19	100	U	Lecture
AU24	DES 3105	Introduction to Design Thinking	3	15	100	U	Lecture
AU24	DES 3105	Introduction to Design Thinking	3	27	100	U	Lecture (Online)
AU24	DES 3505	Presentation as Thinking	3	28	100	U	Lecture (Online)

## TEACHING, continued

AU24	HCI 7522	Found. of Innovative Healthcare Design	3	34	50	G	Lecture (Online)
SP23	DES 3105	Introduction to Design Thinking	3	23	100	U	Lecture (Online)
SP23	DES 3505	Presentation as Thinking	3	17	100	U	Lecture (Online)
SP23	DES 3505	Presentation as Thinking	3	18	100	U	Lecture
AU22	DES 3105	Introduction to Design Thinking	3	20	100	U	Lecture
AU22	DES 3105	Introduction to Design Thinking	3	29	100	U	Lecture (Online)
AU22	DES 3505	Presentation as Thinking	3	38	100	U	Lecture (Online)
SP22	DES 3505	Presentation as Thinking	3	35	100	U	Lecture (Online)
SP22	HCI 7522	Found. of Innovative Healthcare Design	3	22	50	G	Lecture (Online)
SP22	HCI 7522	Found. of Innovative Healthcare Design	3	16	50	G	Lecture (Online)
AU21	DES 3505	Presentation as Thinking	3	23	100	U	Lecture (Online)
AU21	DES 6400	Design Studio	3	7	100	G	Lab
SP21	DES 3505	Presentation as Thinking	3	31	100	U	Lecture (Online)
SP21	HCI 7522	Found. of Innovative Healthcare Design	3	27	50	G	Lecture (Online)
SP21	HCI 7522	Found. of Innovative Healthcare Design	3	22	50	G	Lecture (Online)
AU20	DES 3105	Introduction to Design Thinking	3	38	100	U	Lecture (Online)
AU20	DES 3505	Presentation as Thinking	3	38	100	U	Lecture (Online)
SU20	DES 3105	Introduction to Design Thinking	3	23	100	U	Lecture (Online)
SP20	DES 3505	Presentation as Thinking	3	23	100	U	Lecture
SP20	DES 4650	Collaborative Design	3	8	100	U	Lab
	DES 5152			5		U	
	DES 5153			4		U	
SP20	HCI 7522	Found. of Innovative Healthcare Design	3	32	50	G	Lecture (Online)
AU19	DES 3105	Introduction to Design Thinking	3	35	100	U	Lecture
AU19	DES 3505	Presentation as Thinking	3	37	100	U	Lecture
AU19	HCI 7522	Found. of Innovative Healthcare Design	3	20	50	G	Lecture (Online)
AU19	HCI 7522	Found. of Innovative Healthcare Design	3	21	50	G	Lecture (Online)
SP19	DES 3505	Presentation as Thinking	3	19	100	U	Lecture
AU18	DES 3505	Presentation as Thinking	3	31	100	U	Lecture

## TEACHING, continued

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SP18	DES 3505	Presentation as Thinking	3	9	100	U	Lecture
AU17	DES 3505	Presentation as Thinking	3	28	100	U	Lecture
SU17	DES 3105	Introduction to Design Thinking	3	13	100	U	Lecture
SP17	DES 3505	Presentation as Thinking	3	19	100	U	Lecture
AU16	DES 3505	Presentation as Thinking	3	45	100	U	Lecture
SU16	DES 3505	Typographic Design	3	9	100	U	Lab
SP16	DES 3505	Typographic Design	3	24	100	U	Lab
AU15	DES 3505	Typographic Design	3	24	100	U	Lab
AU14	DES 5103	Advan. Visual Communication Design	3	18	100	U	Lab

## 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.

1. SP23: Design 4650, Collaborative Design. Lab. (Peter Chan, Instructor of Record)  
*Course design and in-the-classroom topic expert on urban planning and design*
2. SP18: Design 4152, Intermediate Interior Design II. Lab. (Jeffery Haase, Instructor of Record)  
*In-the-classroom topic expert on human factors and aging design*
2. SP17: Design 4152, Intermediate Interior Design II. Lab (Jeffery Haase, Instructor of Record)  
*In-the-classroom topic expert on human factors and aging design*
3. SP16: Design 5103, Advanced Visual Communication Design I. Lab (Peter Chan, Instructor of Record)  
*Course design and in-the-classroom topic expert on environmental graphic design*
4. AU15: Design 5303, Advanced Industrial Design I. Lab. (Carolina Gill, Instructor of Record)  
*In-the-classroom topic expert on service design projects*

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

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

1. AU16: Design 7193, Independent Study. Lab. (Paul Nini, Instructor of Record)  
*Course design and led instruction on visual literacy and design foundations*

## 3. Courses taught for Professional Development

### A Innovation Experience Program

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

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

## TEACHING, continued

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### 4. Guest Lectures/Podcasts/Workshops

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

1. Guest Lecture, "Visual communication in research." DES 6400: Methods and Tools for Conducting Design Research. April 2018.

#### B Guest Lectures/Podcasts at Ohio State, Outside home department

1. Guest Lecture, "Working through the design thinking process...and why you should stop trying to think outside the box." BAS 1101:Entrepreneurship and Innovation Scholars Program. Fisher College of Business. September 2025.
2. Guest Lecture, "Think like a Designer. Three ways a design mindset helps you get things done." ARTSSCI 3000: Designing your Life after College. College of Arts and Sciences. March 2025.
3. Guest Lecture, "The problem with problems. How creativity can help you tackle complexity in your work." ARTSSCI 2000: Designing your Career Experience. College of Arts and Sciences. February 2025.
4. Presentation, "A designer's approach to marketing" American Marketing Association (Student organization). Fisher College of Business. April 2024.
5. Presentation, "What makes a good message? Using design thinking and visual communication to tell a story." Fisher Ink (Student magazine). Fisher College of Business. February 2023.
6. Podcast Guest, "Creativity and Design." Translational Data Analytics Institute, Coffee with Creatives podcast. College of Engineering. April 2022.
7. Guest Lecture, "Aging and design considerations." HRS 5620: Aging, Access & Design. College of Medicine. April 2018.
8. Guest Lecture, "Understanding the design process for health care." HRS 5620: Aging, Access & Design. College of Medicine. March 2018.
9. Guest Lecture, "How to incorporate design thinking into therapy interactions." HRS 5620: Aging, Access & Design. College of Medicine. April 2017.

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

1. Co-design Workshop for College of Nursing. Faciliator for the College's Innovation and Technology Task Force. October 2023.
2. Co-design Workshop for College of Nursing. Co-faciliated with Liz Sanders for the College's Leadership. May 2019.

### 5. Student Involvement/Mentorship

#### A Undergraduate Research Mentorship

1. DESIS Lab Research Assistants, 2018–21.  
Suicide Prevention Research Project (Design and Social Work)  
Leila Ackberdin, Olivia Forsyth, Claire Spicer, Maria Basile, Abby Nelson
2. Clintonville-Beechwold Community Resource Center, 2017.  
Neighborhood Food Pantry Renovation Project (Design)  
Emily Datsko, Erin Achille, Nicole Riemer

## TEACHING, continued

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### **B Graduate Research Mentorship**

1. Capstone Project Mentor, 2022–23.  
The Future of the Medical ICU Project (Nursing)  
Karen Raver, Connor Hannon, Amy Spurlock, Todd Jarzenski

### **C Graduate Assistants (Under supervision)**

1. Valeska Tan, 2026–27.
2. Longyue Qin, 2026–27.
3. Chloe Somohano, 2025.
4. Arnav Choudhury, 2024–25.
6. Maryam Alihoseini, 2024–25.
7. Precious Aforkeoghene, 2024–25.
8. Raven Glover, 2022–24.
9. Abel Hernandez, 2016–17.

## **6. Notable Teaching Accomplishments**

### **A Departmental level**

1. Coordinator for the expansion of the Design Thinking minor to the OSU Marion campus. This is the first expansion of the 3000-series of courses to a regional campus in the Department of Design's history. Set to start Autumn 2026.
2. Creator, producer and host of "Thinking through Design" podcast. The educational podcast explores the designer's mindset to help listeners understand creativity through in-depth conversations with design educators and practitioners. This is the first podcast in the Department of Design's history. Autumn 2024.
3. 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 55-year history to successfully become a Foundations Designated Course. Autumn 2023.

## **7. Notable Course Development**

### **A College of Arts and Sciences, Department of Design**

1. DES 3505: Led major course redesigns in the following years.  
2023 - redesign course rubric and for submission to the University's General Education Program.  
2020 - redesign course to also be offered as an online lecture  
2016 - redesign course from lab to lecture  
2015 - design lab content and instruction
2. DES 3105: Led major course redesigns in the following years.  
2024 - redesign to change primary teaching model to the Recursive Design Framework  
2020 - redesign of course content to also be offered as an online lecture  
2017 - redesign of course content and instruction

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**B College of Nursing, Master of Healthcare Innovation**

1. HCI 7522: Co-led major course design and subsequent redesigns in the following years.  
2024 - redesign to change primary teaching model to the Recursive Design Framework  
2022 - redesign to refine scope, outcomes and format  
2019 - course design to include design perspectives, principles and foundational content.

## RESEARCH

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### 1. List of books, articles and papers

Summary of Works		
A	Books	1
B	Industry Bulletins, Tech Reports, Research Papers	2
C	Industry Case Studies, Reviews	39
D	Papers and Presentations in Conference Proceedings (Peer-reviewed)	7
E	Invited Conference Presentations	2
F	Abstracts and Short Entries	3
G	Unpublished Scholarly Papers	1
H	Unpublished Scholarly Presentations	4
I	Public Speaking, Podcasts, Public Media	3
J	Essay and Opinion Papers	10
<b>Totals</b>		<b>72</b>

#### A Books

1. 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

1. Bell, Emily; Fromme, Adam; Matheny, Rebekah. (2018). *How to Make Collaborative Learning Environments Meaningful for University Students*. Research funded by MA Design.
2. Bell, Emily; Fromme, Adam; Matheny, Rebekah. (2017). *Three Approaches to Lighting for Senior Living*. Research funded by MA Design.

#### C Industry Case Studies, Reviews

*I serve as a guest writer for Brand New, a leading source for reviews of global corporate and brand identity work.*  
[www.underconsideration.com/brandnew](http://www.underconsideration.com/brandnew)

1. Fromme, Adam. Logo and Identity for Avenga by Studio Najbrt  
*Loop both ways*. November 13, 2025.
2. Fromme, Adam. Logo and Identity for Kilow by Yorgo&Co.  
*Elementary, my dear Kilow-Watson*. October 2, 2025.
3. Fromme, Adam. Logo and Identity for Phoenix Organics by Marx Design.  
*Another Order of the Phoenix, Please*. August 19, 2025.
4. Fromme, Adam. Logo and Identity for The Mocktail Club by SKINN.  
*Shaken, not Slurred*. July 24, 2025.

## RESEARCH, continued

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5. Fromme, Adam. Logo and Identity for QDP by M — N Associates. *Façade but True*. June 17, 2025.
6. Fromme, Adam. Logo and Identity for TecBan by FutureBrand. *What goes Around, Come Obround*. May 27, 2025.
7. Fromme, Adam. Logo and Identity for Aires by August. *Something's in the Aires*. April 24, 2025.
8. Fromme, Adam. Logo and Identity for QIMR Berghofer by Bigfish. *Don't Cell yourself Short*. April 1, 2025.
9. Fromme, Adam. Logo and Identity for Somer Valley Brewing by Supple Studio. *It's Somertime, Somewhere*. March 20, 2025.
10. Fromme, Adam. Logo and Identity for Haglöfs by Stockholm Design Lab. *'Pack to the Future*. March 6, 2025.
11. Fromme, Adam. Logo and Identity for BVN by Stepan Solodkov. *Home is Where the House is*. February 13, 2025.
12. Fromme, Adam. Logo and Packaging for Edge by The Young Jerks. *Hair Today, Gone Tomorrow*. February 4, 2025.
13. Fromme, Adam. Logo and Identity for Budapest International Film Festival by Studio Stoki. *Hungary for Popcorn*. January 14, 2025.
14. Fromme, Adam. Logo and Identity Case Study for Portugália by Farelo Studio and Luis Milueu Studio. *Going Out in S'tile*. December 3, 2024.
15. Fromme, Adam. Identity Case Study for Checkmylist by Ragged Edge. *Credit where Credit is Due*. October 22, 2024.
16. Fromme, Adam. Identity Case Study for Philo by Sibling Rivalry. *Phi-Lo and Behold*. October 7, 2024.
17. Fromme, Adam. Name, Logo and Identity Case Study for King Street Wharf by The Offices. *Anchors Aweigh*. September 17, 2024.
18. Fromme, Adam. Name, Logo and Identity Case Study for NewGen by Together. *What's Old is New(a)Gen*. July 30, 2024.
19. Fromme, Adam. Logo and Identity Case Study for Airtime by ODA. *A Rewarding Time*. June 27, 2024.
20. Fromme, Adam. Logo and Identity Case Study for JUBEL by Earthling Studio. *Peaches by the Pint*. May 23, 2024.
21. Fromme, Adam. Logo and Identity Case Study for Framework by Franklyn. *Some like it Hot*. May 7, 2024.
22. Fromme, Adam. Logo and Identity Case Study for PACNYC by PORTO ROCHA. *Playing to a PAC'd house*. April 23, 2024.

## RESEARCH, continued

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23. Fromme, Adam. Logo and Identity Case Study for Myota by Kuba&Friends. *A Gutsy Move*. March 5, 2024.
24. Fromme, Adam. Logo and Identity Case Study for rSIM by Studio Blackburn. *Things aren't Always what they SIM*. January 23, 2024.
25. Fromme, Adam. Logo and Identity Case Study for Free Rein by Preacher. *When it Rein, it Pour*. November 14, 2023.
26. Fromme, Adam. Brand and Identity Case Study for WINGMAN by Earthling Studio. *Eagles of a Feather*. October 3, 2023.
27. Fromme, Adam. Brand and Identity Case Study for Odido by TBWA/NEBOKO. *Don't spill the T-Mobile*. September 18, 2023.
28. Fromme, Adam. Brand and Identity Case Study for Santa Fe Vintage by Mast. *Made in Americana*. September 7, 2023.
29. Fromme, Adam. Logo and Identity Case Study for Colour Mill by Universal Favourite. *A Pigment of Your Imagination*. June 21, 2023.
30. Fromme, Adam. Logo and Identity Case Study for Aleph by BOND. *Have your Cow and Eat it too*. June 6, 2023.
31. Fromme, Adam. Logo and Identity Case Study for Cohere by Pentagram. *Cohere to Stay*. May 22, 2023.
32. Fromme, Adam. Logo and Identity Case Study for Mill by Manual. *Where there's a Mill, there's a Way*. April 11, 2023.
33. Fromme, Adam. Logo and Packaging Case Study for PiCK UP! by Auge Design. *A Knack for Biscuits*. January 24, 2023.
34. Fromme, Adam. Logo and Branding Case Study for Belgian Owl by WeWantMore. *Owl Drink to That*. January 17, 2023.
35. Fromme, Adam. Logo and Branding Case Study for Rhode Island School of Design by Gretel. *Too Blue for School*. October 3, 2022.
36. Fromme, Adam. Logo and Branding Case Study for The Hermitage Hotel by Mecca. *Roses are Yellow, Hotels are too*. September 27, 2022.
37. Fromme, Adam. Logo and Branding Case Study for Tranch by Lovework. *Down in the Tranches*. June 20, 2022.
38. Fromme, Adam. Logo and Branding Case Study for UpFresh by Skinn. *Time to Freshen Üp*. June 13, 2022.
39. Fromme, Adam. Logo and Branding Case Study for Ottawa Tourism by Rethink Canada. *Better than I Otta Be*. June 6, 2022.

## RESEARCH, continued

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### D Papers and Presentations in Conference Proceedings (All peer-reviewed)

1. Fromme, Adam. "The Recursive Design Framework: An Educator Guide to Teaching Creative Problem Solving" American Institute of Graphic Arts ("AIGA") 2025 Design Educators Community WEAVE Conference. Normal, IL. 12–13 June 2025.
2. Winegardner, Zach; Fromme, Adam. "Design Education model to support Student Outcomes" AMPS Research Conference: Learn. Life. Work. San Fransisco, CA. 10–12 June 2024.
3. 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. 8–11 June 2021.
4. 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. *Paper selected but not delivered due to the COVID-19 pandemic.*
5. 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 COVID-19 pandemic.*
6. Fromme, A. and Chan, P. "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—research. University of Cincinnati, College of Design, Architecture, and Planning. Cincinnati, OH. 31 October–3 November 2017.
7. Fromme, Adam and Haase, Jeff. "Exploring the Next Urban Condition," 12th European Academy of Design Conference—Design for Next. Sapienza Univeristy. Rome, Italy. 12–14 April 2017.

### E Invited Conference Presentations

1. Fromme, Adam. "Designing for the Everyday: Learn how to spark creativity in the workplace" 14th Annual Professional Development Conference (Ohio State University Administrative Professionals). Columbus, OH. 11 June, 2025.
2. 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.

### F Abstracts and Short Entries

1. 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.

## RESEARCH, continued

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2. Bell, Emily; Bryan, Mark; Eyink, Kelly; Fromme, Adam; and Matheny, Rebekah. "Engage Place to Engage People," 7th Annual Innovate Conference: Forward. Columbus, Ohio. 11 May 2018.
3. Fromme, Adam. "The Process of Exploring the Next Urban Condition," Design Incubation–Colloquium 3.3. Kent, OH. 11 March 2017.

### **G Unpublished Scholarly Papers**

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

### **H Unpublished Scholarly Presentations**

1. 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*
2. 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*
3. 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.
4. Fromme, Adam. "Public Space Design for an Aging Society," 2017 Optimal Aging Conference. Louisville, KY. 11–13 June 2017.

### **I Public Speaking, Podcasts, Public Media**

1. Staley David. (Host). (2025, September 18). Adam Fromme: Designing the Future [Audio podcast episode]. Voices of Excellence. Ohio State University College of Arts and Sciences. <https://podcast.osu.edu/voices-of-excellence/adam-fromme-designing-the-future/>
2. Ohio State College of Arts and Sciences News. Imran Nuri: The student, co-founder and CEO proving anyone can be a philanthropist. 10 March 2020  
<https://artsandsciences.osu.edu/news/imran-nuri-student-co-founder-and-ceo-proving-anyone-can-be-philanthropist>
3. Ohio State College of Arts and Sciences News. Department of Design Partners with Clintonville Community Resource Center. 10 May 2017.  
<https://artsandsciences.osu.edu/news/department-design-partners-clintonville-community-resource-center>

## RESEARCH, continued

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### J Essays and Opinion Papers

1. Fromme, Adam. "Develop this skill—and here's a 1000 reasons why." Self-published on Medium and LinkedIn. 6 May, 2024.
2. Fromme, Adam. "Vodka, vinegar and water all look the same." Self-published on Medium and LinkedIn. 1 April, 2024.
- 3.. Fromme, Adam. "Use the markers in your conference room." Self-published on Medium and LinkedIn. 8 February, 2024.
4. Fromme, Adam. "Being creative is more than just knowing how to use technology." Self-published on Medium and LinkedIn, December, 2023.
5. Fromme, Adam. "If you look far enough away, everyone wants candy." Self-published on Medium and LinkedIn. 8 November, 2023.
6. Fromme, Adam. "Today is a good reminder to invest in yourself." Self-published on Medium and LinkedIn. 18 September, 2023.
7. Fromme, Adam. "Say it with me, less is more." Self-published on Medium and LinkedIn. 11 October, 2023.
8. Fromme, Adam. "Struggling with what to say during a critique?" Self-published on Medium and LinkedIn. 30 April, 2020
9. Fromme, Adam. "Three ways Design Thinking can help parents manage stress during quarantine." Self-published on Medium and LinkedIn. 3 April, 2020.
10. Fromme, Adam. "Nine things that helped me get the most out of an MFA in Design" Self-published on Medium and LinkedIn. 4 May, 2018.

## 2. List of creative works

Summary of Works		
A	Podcast series (creator, producer and host)	27
B	Curated Exhibitions	1
C	Exhibitions	6
D	Multimedia/databases/websites	1
E	Other works	3
<b>Totals</b>		<b>38</b>

### A Podcast series (creator, producer and host)

*Thinking through Design* is an educational podcast for the Department of Design at Ohio State about the creative mindset. [go.osu.edu/thinkdesign](http://go.osu.edu/thinkdesign)

1. *Craft, curiosity and consequence* with guest Kevin Ward. Thinking through Design Episode 27. January 20, 2026.
2. *An invitation to food design* with guest Marije Vogelzang. Thinking through Design Episode 26. December 22, 2025.

## RESEARCH, continued

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3. *At the edge of industrial design* with guest Amanda Huynh. Thinking through Design Episode 24. December 7, 2025.
4. *A move towards meaning* with guest Ayse Birsel. Thinking through Design Episode 24. November 24, 2025.
5. *From logo to legacy.* with guest Gary Anderson. Thinking through Design Episode 23. November 14, 2025.
6. *On finding the fun* with guest Ben Denzer. Thinking through Design Episode 22. October 31, 2025.
7. *Part 2: From Ulm to Ohio—a career retrospective* with guest Reinhart Butter. Thinking through Design Episode 21. October 16, 2025.
8. *What about care, caution and ethics?* with guest Sebastian Proulx. Thinking through Design Episode 20. July 29, 2025.
9. *The purpose of play* with guest Taylor Olsen. Thinking through Design Episode 19. June 2, 2025.
10. *Student Spotlight: Designing for intentionality* with guest Dedié Adissem. Thinking through Design Episode 18. May 6, 2025.
11. *Student Spotlight: Designing for belonging* with guest Brianna Thompson. Thinking through Design Episode 17. May 6, 2025.
12. *Student Spotlight: Designing for visibility* with guest Bryce Patterson. Thinking through Design Episode 16. May 6, 2025.
13. *Part 1: From Ulm to Ohio—a career retrospective* with guest Reinhart Butter. Thinking through Design Episode 15. December 31, 2024.
14. *Finding your professional voice* with guest Gene McHugh. Thinking through Design Episode 14. November 26, 2024.
15. *Peter Megert and the influence of Swiss design* with guest Oscar Fernández. Thinking through Design Episode 13. October 28, 2024.
16. *Fashion, fabrics and technology* with guest Sasha de Koninck. Thinking through Design Episode 12. October 14, 2024.
17. *Passion, participation and representation, Part 2* with guests Jacinda Walker, Omari Souza and John Brown IV. Thinking through Design Episode 11. June 1, 2024.
18. *Passion, participation and representation, Part 1* with guests Anne Berry and S. Alfonso Williams. Thinking through Design Episode 10. May 15, 2024.
19. *Can technology drive collaborative design?* with guest Tomás Dorta. Thinking through Design Episode 09. April 22, 2024.
20. *A call for contamination* with guest Fabio Di Liberto. Thinking through Design Episode 08. April 10, 2024.

## RESEARCH, continued

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

### **B Curated Exhibitions**

1. Proulx, Sebastien, Fromme, Adam, & Melsop, Susan. (2020). A Look into the Overlook(ed). The Ohio State University, Hopkins Gallery, October–November 2020. *Exhibit moved online due to the outbreak of the COVID-19 pandemic.*

### **C Exhibitions**

1. *With Each Word*  
Department of Design Faculty Exhibition: with\_. Urban Arts Space, Columbus, OH.  
1 October 2024–6 November 2024.
2. *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.*
3. *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.

## RESEARCH, continued

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4. *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, 1524 North High St. Building, Columbus, OH.  
15 April–1 August 2019.  
Spring Exhibition, Urban Arts Space, Columbus, OH.  
29 March–8 April 2017.  
Barnett Symposium, Planning Creative Cities: Global Trends, Local Action.  
Hopkins Hall Gallery, Columbus, OH.  
2–20 May 2016.
5. *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.
6. *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

1. Proulx, S. et al. (2020). A look into the Overlook(ed). Retrieved: [desis.osu.edu/overlooked](https://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

1. Board Game: *The Unlucky Leprechaun: Escape from Troll Forest*. (2022). Unpublished.  
Heskamp, Mike (Game Designer)  
Heskamp, Josh (Game Developer)  
Fromme, Adam (Game Developer and Graphic Designer)
2. 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)
3. 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.

## RESEARCH, continued

**3. Research Funding**

Summary of Research		
A	Funded research, as Co-Investigator	5
B	Unfunded research, as Primary Investigator	1
C	Funded teaching activities	2
D	Funded research activities	4
<b>Totals</b>		<b>12</b>

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

1. *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 Theme, Summer Institute Grant  
\$15,000 USD
2. *Designing for Public Health. Humanities and Acts Leading Transformation (“HALT”) during Covid-19.* (2020–21). Co-Investigators: Sébastien Proulx (Lead), Susan Melsop, Hazal Gumus-Ciftci, Rebekah Matheny, Will Nickley, Adam Fromme. Collaborators: Alessandra Bazzano (Tulane), Laura Murphy (Tulane). Ohio State Global Arts + Humanities Discovery Themes, COVID-19 Grand Program.  
\$12,000 USD
3. *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
4. *Optimization of the Parking Customer Journey.* (2015–19). Co-Investigators: Peter Chan (Lead), Paul Nini, Adam Fromme. Funded research by CampusParc  
\$80,000 USD

**B Unfunded research, as Primary investigator**

1. 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**

1. *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

## RESEARCH, continued

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2. *Creation of an Open-Source Content Resource Library for Teaching Design*  
Autumn 2019. Low-Support Grant, Affordable Learning Exchange, Ohio State.  
\$1,000 USD

### **D Funded research activities**

1. Arts and Humanities Graduate Research Small Grant. (2017). Ohio State.  
\$500 USD
2. Graduate Travel Fund. (2017). Department of Design, Ohio State.  
\$700 USD
3. Ray Travel Award for Service and Scholarship. (2017). Ohio State.  
\$1,000 USD
4. Arts and Humanities Graduate Research Small Grant. (2017). Ohio State.  
\$500 USD
5. Graduate Travel Fund. (2017). Ohio State.  
\$758 USD

### **E Unawarded research funding**

1. *The design and integration of a cold welding system for in-space manufacturing applications.*  
(2026–28). Research Team: Glenn Daehn, PhD; William Nickley, MFA; Amanda Huynh, MDes, MSc; Adam Fromme, MFA. Submitted for Center for the Advancement of Science in Space (CASIS), NASA Innovative Advanced Concepts Program.  
\$50,000 USD, Requested (Pending)
2. *"WE SPARK" a culture of innovation to improve clinician well-being and person-centered care.*  
(2022–23). 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 (Unawarded)

## SERVICE

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### 1. Public Service

#### A Community Roles

1. Northwest Design Insititute  
Board Member, 2024–present
2. Ohio Strategic Highway Safety Plan, Ohio Department of Transportation  
Older Road Users Task Force Member. 2019–21
3. Clintonville Community Resource Center  
Design Consultant. 2017–18
4. Age-friendly Columbus  
Topic Expert. 2016–20
5. Department of Design, The Ohio State University  
10-year Alumni Panelist and Portfolio Reviewer. 2016
6. Department of Design, The Ohio State University  
Guest Critic. 2011–22

#### B Community Affiliations

1. Nursing Institute for Healthcare Design  
Member, 2022–present
2. American Institute of Graphic Arts (AIGA), Nashville and Cleveland Chapters  
Member, 2009–present
3. Columbus Society of Communicating Arts  
Member, 2004–06, 2015–18

#### C Other service activities (Conference Paper Juror, etc.)

1. Paper Juror. IDSA Education Papers (Industrial Society of America). 2025 IDSA International Design Conference and Education Symposium, Legacy: The Past, Present and Future of Design. September 2025. Detroit, Michigan.
2. Paper Reviewer. 2025 AIGA DEC (Design Educators Community) Conference, WEAVE. June 2025. Normal, Illinois.
3. Poster Juror. 2024 National Summit on Promoting Well-Being and Resilience in Healthcare Professionals. October 2024. Columbus, Ohio.
4. Paper Juror. IDSA Education Papers (Industrial Society of America). 2024 IDSA International Design Conference and Education Symposium, Design Disrupted//Shaping the Future of Design. September 2024. Austin, Texas.
5. Best in Show Juror, 2014 Spring Exhibition. Department of Design, The Ohio State University.
6. Best in Show Juror, 2012 Spring Exhibition. Department of Design, The Ohio State University.
7. Best in Show Juror, 2008 Spring Exhibition. Department of Design, The Ohio State University.

## SERVICE, continued

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### 2. Service Appointments

#### A University Committee appointments

1. University Senate, Council on Student Affairs Member, 2023–25 (two-year appt.)  
Allocations Subcommittee: Responsible for annually distributing \$4.5M in Student Activity fee revenue to Ohio State's 1800+ student organizations.

#### B Departmental Committee appointments

1. Search Committee for Tenure-track Associate Professor of Systems Design, Procedures Oversight Designee (POD), 2025–26
2. Communications + Visual Identity Committee, 2023–present (Chair 2024–present)
3. Undergraduate Studies Committee, 2022–present
4. Exhibition and Events Committee, 2022–present

#### C Other department activities

1. Member, Academic Strategic Plan, Community Engagement and Outreach Subcommittee 2023–present
2. Area Coordinator for the Design Thinking minor, 2022–present
3. Founding Advisor, University Student Organization, Design Thinking Club (“ThinkTank”), 2019–21
4. Collaborator, Design for Social Innovation and Sustainability (“DESIS”) Laboratory), 2018–present

### 3. Certifications and Training

#### A Professional Development

1. Instruction to Teaching Online, Ohio State. 2024
2. Technology-Enhanced Teaching Course, Ohio State, 2022, 2024
3. At-Risk Training for University Faculty, Kognito, 2019
4. REACH, Suicide Prevention Gatekeeper Training Program, Ohio State, 2018–2025
5. Digital Flagship Educators Program, Ohio State, 2018
6. Human Subjects/Responsible Conduct of Research, CITI Program, 2015–2025