

WEBSITE: www.aaronkurosu.com
EMAIL: contact@aaronkurosu.com

EDUCATION:

- **Ph.D. Candidate** : Psychology, Princeton University : Current
- **M.A. Psychology** : Princeton University : 2016
- **B.S. Psychology** : University of Cincinnati McMicken College of Arts & Sciences : 2014
- **B.S.D. Industrial Design** : University of Cincinnati College of DAAP : 2012
- **Study Abroad, Industrial Design** : Kunsthochschule Weisensee Berlin : fall 2010, winter 2011
- **Language Immersion Program, German** : Middlebury College Language Immersion : summer 2008
- **Diploma, Moanalua High School** : 2006

CURRENT RESEARCH:

- **The psychology of designed objects.**

How do we form impressions of objects? Today, most people live in environments inundated by manufactured things imbued with the intentions of their designer. Designers do not believe that people only see objects, but that they can also inspire thoughts and feelings about them. My research investigates the link between perception and impression, such as aesthetics and preferences.. More broadly, my research interests lies at the intersection with other aspects of industrial design, such as creativity and design thinking. I work under the mentorship of Dr. Alexander Todorov and Dr. Diana Tamir.

PUBLICATIONS:

- Kurosu, A. & Todorov, A. (In Prep) **People prefer smoother and curvier shapes.**
- Kurosu, A. (2019) **Design science: An empirical and quantitative approach.** IDSA Education Symposium
- Kurosu, A. & Todorov, A. (2017) **Shapes contribute to shared impressions of novel objects.** Journal of Vision

PRESENTATIONS:

- **Design Science** : International Design Conference Education Symposium : 2019
Presentation prepared for industrial design educators.
- **The Beauty of a Curve** : Princeton Social Psychology Seminar : 2018
Presentation prepared for social psychologists.
- **The Effect of Shapes: Consensus amongst impressions from novel objects** : Princeton Social Psychology Seminar : 2017
Presentation prepared for social psychologists.
- **The rapid onset of affect from visual novel objects** : Princeton Social Psychology Seminar : 2016
Presentation prepared for social psychologists.
- **When Evaluating Novel Forms** : Princeton Cognitive Psychology Seminar : 2016

Presentation prepared for cognitive psychologists.

- **Consensus Amongst Visual Evaluations of Novel Objects:**

Approachable, beautiful, Dangerous, Likable : IAEA : 2016

Presentation at the conference for the International Association for Empirical Aesthetics (IAEA); an audience that is familiar with aesthetic research.

- **Evaluating the Beauty of Novel Objects** : Princeton Research Day : 2016

Presentation for a general audience.

- **Evaluating the Beauty of Novel Objects** : Data Blitz : 4CC : 2016

4CC is a conference for sharing work amongst social psychology graduate students from 4 colleges: Princeton, NYU, Yale, & Columbia. Data blitz is a short presentation for sharing data.

- **Evaluating Visual Impressions of Novel Objects** : Princeton Social Psychology Seminar : 2015

Presentation prepared for social psychologists.

UNDERGRADUATE DESIGN CAPSTONE:

- **A passive facilitator of spontaneous communication, Industrial Design Capstone** : 2012

It was called a "puka;" a product designed to help nurture long-distance relationships by making long-distance communication less deliberate. Two partners were linked by an always on video-stream.

TEACHING EXPERIENCE:

- **Assistant Instructor, Sensation & Perception** : spring 2019

A course covering how humans receive information through their sensory organs and how it gives rise to perception. This was a psychology and neuroscience course taught by Dr. Jonathan Pillow.

- **Assistant Instructor, Developmental Psychology** : fall 2018

A course covering the development of humans, their thoughts, bodies, brains, behavior, and environment. This course was open to all students and was taught by Dr. Casey Lew-Williams.

- **Assistant Instructor, Cognitive Psychology** : spring 2018

A course covering classic and contemporary findings from the field of cognitive psychology. I taught a 3hr lab that led students through an experiment of their own.

This course was open to all students and was taught by Dr. Jordan Taylor.

- **Assistant Instructor, Psychopathology** : spring & fall 2017

An introductory course to clinical psychology and psychiatry. This course was open to all students. This class was taught by Dr. Megan Spokas.

- **Assistant Instructor, Social Psychology** : spring & fall 2016

An introductory course to social psychology. This course was open to all students. This class was taught by Dr. Diana Tamir in the fall and Dr. Nicole Shelton in the spring.

- **Adjunct Instructor, User Centered Design** : fall 2013

An introduction to User Centered Design principles for sophomore & junior industrial design students.

- **Teaching Assistant, Transportation Design Studio** : summer 2012

A studio focused on designing cars for pre-junior industrial design students. The class was taught by Raphael Zammit.

ACADEMIC ROLES:

- **Mentor, ReMatch+** : Summer 2019

I mentored Yoko Urano, an undergraduate, as she acquainted herself with experimental research. The project was an investigation of visual hierarchy using eye-tracking methods.

- **Lead Organizer, Design Research Day** : May 7th 2019

A conference at Princeton I organized to help illuminate students and faculty about design research and what role psychology plays in it. www.princetonresearch.design

- **Vice President, Queer Graduate Caucus** : 2018-2019

Assist the President with planning, organizing, and executing events, such as the weekly coffee hour.

- **Co-organizer, Five College Conference** : May 4th 2018

In collaboration with Robin Gomila, we organized and hosted this annual conference at Princeton. It's a conference for sharing social psychology graduate work.

- **Guest Mentor, Princeton Environmental Ideathon** : April 14th 2018

Students teams quickly worked over a weekend to propose solutions to environmental issues in cities. I provided feedback to teams as they developed their ideas.

- **Q'nnnections Family Leader, Princeton LGBT Center** : 2016-2017

- **Social Psychology Graduate Representative, Department of Psychology** : 2015-2016

- **Graduate Student's Career Advisory Board, Princeton Career Services** : 2014-2015

PROFESSIONAL EXPERIENCE:

- **Adobe Design Research & Strategy, PhD Intern** : summer 2018

Research and development of image classification (i.e., machine learning, artificial intelligence) tools for user experience designers.

- **Ischiban, Designer** : 2011-2012

Focused on developing better neural-products such as electroencephalography, EEG. My responsibilities included, graphic design, aesthetics, human-factors, and prototypes. I worked closely with biomedical and computer engineers.

- **Hire Me?!: The Portfolio Handbook** : 2011

My industrial design studio published a book on how to put together an industrial design portfolio. My responsibilities were the introduction & brainstorming chapters, illustrative photography, and editing of the final layout for consistency. <http://www.portfoliohandbook.com>

- **Kao USA, Packaging-design co-op** : fall 2011

In-house design for KAO. Brands I worked on include: Ban, Curel, Biore, Jergen, & John Frieda. I worked closely with packaging engineers and marketers.

- **Cloverleaf Innovation, Freelancer** : 2011

Visualized ideas generated in brainstorming. I worked closely with marketers.

- **Indeed Innovation, Design co-op** : spring 2011

A product design consulting firm in Hamburg, Germany. I worked on: Brita, Bübchen, Fun Factory, Landmann, Vitro, Wagner. I worked closely with engineers and designers.

- **Kaleidoscope, Industrial-design co-op** : spring 2010

A product development consulting firm in Cincinnati. I worked on Paruva Kaalam amongst other projects. I worked closely with other industrial designers.

- **Speck Products, Industrial-design co-op** : fall 2009

A brand of bags and electronic-cases located in Palo Alto. I worked on the original PixelSleeve & others. I worked closely with other designers, marketers, engineers, and manufacturers.

OTHER DISTINCTIONS:

• **Cognitive Science Research Grant** : 2018

Funding granted for interdisciplinary research (conducted in spring 2019) from Princeton's Cognitive Science program. The research is done in collaboration with Victor Charpentier.

• **Juan Zhao Design Fellowship** : fall 2017, spring & fall 2018, spring 2019

Associate of Princeton University's Tiger Challenge, a service design and entrepreneurship program.

• **Undergraduate** Total credit hours: 214.9.

Graduated Magna Cum Laude for: Industrial Design B.S.D. & Psychology B.S.

• **Claire Hubert Award for the most outstanding senior** : 2014

Nominated and awarded by the psychology department at UC.

• **Debeck-Linn scholarship** : 2013

Nominated and awarded by the psychology department at UC.

• **Third runner up honors, UT Global Venture Labs Investment Competition** : 2012

Business-plan presentation competition entered by Ischiban.

• **First place, Lightning round & trade show award, UO New Venture Championship** : 2012

Business-plan "lightning" presentation & tradeshow competition entered by Ischiban.

• **First place, Innov8 for Health Idea Expo** : 2011

Business-plan presentation competition entered by Ischiban.

• **Finalist, IDEA Awards & Runner up, Core77 Design Awards** : 2012

Paruva Kaalam, a fair-trade soap project I worked on as a co-op at Kaleidoscope. I made significant contributions in the research related to developing the brand's identity.

• **First place, Do it or mDIEp Day!** : 2012

From a pool of eight competing biomedical engineering teams at UC, my team's laryngoscope design was chosen as the winner by an audience of doctors and medical device specialists.

• **The Faces of Design Awards** : 2011

An international publication that recognizes emerging professional and student designers.

• **Finalist, Cincinnati Innovates** : 2010

My team's electric bicycle design was a finalist for the LPK sponsored "design and branding award." Cincinnati Innovates is an annual competition held by the city.

• **Designnovation Studio's Keynote to Samsung** : 2009

My team's cellphone concept was selected for a presentation to Samsung's cellphone design group in L.A.

• **Second place, LG's innovation challenge** : 2008

My design was selected for second place in LG Electronic's national contest to design an innovative cellphone concept.

PROFESSIONAL AFFILIATIONS:

• **Student Affiliate, American Psychological Association (APA)**

• **Student Affiliate, Design Research Society (DRS)**

• **Student Affiliate, Industrial Designers Society of Association (IDSA)**

• **Student Affiliate, International Association of Empirical Aesthetics (IAEA)**

REVIEWER FOR THE FOLLOWING JOURNALS:

• **Acta Psychologica**

• **Cognition, Brain, Behavior. An Interdisciplinary Journal.**