

The industrial designer is between the world of meta-physics and the virtual world of the meta-verse

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Abstract:

Don Norman, a frequent speaker, author, and corporate consultant, is professor and director of the Design Lab at the University of California, San Diego and co-founder and director of the Nielsen Norman Group. He received his formal education in electrical engineering and psychology. He has served as a faculty member at Harvard, UC San Diego, Northwestern, and KAUST (South Korea). He has also worked in industry as a vice president at Apple and as an executive at Hewlett-Packard.

Today Norman's focus is on helping technology companies structure their product and business lines, with an emphasis on design thinking to help drive incremental and radical innovation. His books include Designing Everyday Things, Living with Complexity, Emotional Design: Why We Love (or Hate) Everyday Things, and Designing Future Things, among many others.

Keywords:

Industrial designer, Meta-physics, Meta-verse