

Name and title: Dr Joseph (Pepe) Velasquez

Current position: Senior Lecturer in Design Innovation

Qualifications: **MSIM Masters of Science in Information Management 2012**
Arizona State University W.P.Carey School of Business
BSID Bachelor of Science in Industrial Design 1990
Arizona State University the DESIGN School Tempe Arizona US

Membership of professional bodies: IDSA Industrial Design Society of America
past Arizona Chapter President 2017

Recent academic appointment record (last 10 years):

Program Head of Industrial Design 2018-2020
Clinical Assistant Professor Industrial Design 2007- 2020 Arizona State University
Director of Mediphor Product Design www.mediphor.com 2005-2021

Contributions to educational development: Arizona State University #1 in Innovation at US Largest University
ID Program Head 2018-2020

Field of engineering research and publication count: currently IOT Telemedicine and Nosocomial Infection mitigation and research in surgical equipment design development and sterilization control.
GOOGLE SCHOLAR link: <https://scholar.google.com/citations?user=txL3IRkAAAAJ&hl=en>

Product Development Management _ Tertiary Education Strategies_ IP Consultant _ Surgical Equipment
Materials selection and QC_ Human Factors_ Sustainable Design Engineering_ Emerging Technology
Research _ User Experience _ IOT telemedicine_ Interdisciplinary Team Strategies_ Many Multiple Patents

Previous industry appointments:

Program Head Director of Industrial Design Arizona State University 2018-2020
Director of Mediphor Design 2005-2020

Collaboration and consulting with industry:

Medtronic, Inc. Multiple Patient Monitoring devices and control systems within the CRDM Group
Minneapolis IT Solutions
OrthoScan Low Dose X-Ray **Orthopedic surgical scanner** and patient imaging device
University of Denver Diabetic self-pressuring therapy Boot with smart logic pressure management
Medical Sterilization Control past 4 years of research based product development
Thoratec Corporation I ABBOTT new concept LVAD Artificial Heart Bridge Therapy **medical heart system**
Motorola Medical Device Research a concept portable laptop computer blood analysis system
BMW, General Motors, Vehma Canada vehicle concepts and future direction staff designer
JOHN DEERE construction and agricultural and product development equipment
Xyron, Inc. Introduction of 4 Award winning adhesive transfer products to market inside of one year
HEIL Environmental Products a division of Dover Industries a maker of **large scale refuse transfer systems**
3M, construction tools, **3M Adhesive Technologies** adhesive transfer and heat shrink systems
SANRIO Corporation children's award winning adhesive labeling device_ Hello Kitty division
DAEWOO, LG, Samsung consumer electronics many multiple devices including laptops, VCR, telephones
Taser International 8+ years in NPI designing some of the **most successful product launches to date for Taser**
ST Micro Electronics Medical Patient monitoring devices and data depository devices: Cloud based data retrieval.

Other relevant professional activity: Advisor to ASU EDSON Awards and **Venture Devils Mentor and Evaluator**