

# International E-Waste Design Competition

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**Jury**  
Calendar  
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Collection Kit

Judging Criteria for Designer Category  
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> Join Us at

## Jury

### Artist/Designer Category Jury

#### Vicky Matranga

Design Program Coordinator  
International Housewares Association



As an historian and researcher specializing in U.S. product design, Matranga consults with museums, such as The Art Institute of Chicago, The Toledo Museum of Art, the Decorative Arts Center of Ohio, and the Schenectady Museum. For Chicago's Museum of Science and Industry, she has developed content and written exhibitions for the annual Black Creativity program: in 2007 the *Designs For Life*, 2009 *The Green Revolution*, 2010 Taking Charge of YOU! Since 2007 she has been the curator of the *Culinary Curiosity* exhibition about antique food preparation tools at the Kendall College School of Culinary Arts in Chicago.

She has written essays for historical encyclopedias and museum catalogues. She wrote sections of *The Alliance of Art and Industry: Toledo Designs for a Modern America*, published by the Toledo Museum of Art in 2002. She interpreted Chicago's industrial design legacy for *The Encyclopedia of Chicago*, edited *Design Chronicles*, a 2005 book written by

[Artist/Designer Category Jury](#)

[Geek/Technical Category Jury](#)

Carroll Gantz, and assisted in the development of the 2006 autobiography of designer Charles Harrison, *A Life's Design*. For the IDSA, she works with the Design History section in documenting designers' oral histories and has recorded several podcasts.

Vicki Matranga has been Design Programs Coordinator for the International Housewares Association (IHA) since 1992. She originated IHA's Student Design Competition and manages the Housewares Design Awards. She coordinates displays for the International Home + Housewares Show such as *Design Directions: Going Green* and the annual *ColorWatch* exhibit with Pantone. She organizes the Design Theater and Show events such as *Design Defined*, *Designed Table*, and *DesignALIVE*. She coordinated the production of the film, *The Power of Design*, which featured 30+ designers. She is the author of *America at Home: A Celebration of Twentieth-Century Housewares*, a book published in 1997, which presented a unique cultural perspective on the evolution of household products in relation to lifestyles, women, technology, and retailing. She delivers lectures on housekeeping history to varied audiences, appears on television, and is often quoted in print media about consumer trends.

She holds a B.A. in the History of Art and Architecture from the University of Illinois at Chicago and a Master in Marketing from Northwestern University's Kellogg Graduate School of Business.

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## Clive Roux, CEO

Industrial Designers Society of America

Clive Roux, IDSA, is the CEO of the Industrial Designers Society of America (IDSA). He joined IDSA in September of 2009 after serving as Chief Marketing Officer for Baumgartens and a former design leader with internationally-renowned Philips Design. He has significant global experience across the design disciplines—including four years working in Africa, seven years in Europe, seven years in Asia and ten years in the US.

Roux spent 15 years building and running global multi-disciplinary creative groups for Philips Design,



where he developed and motivated key people within the teams to deliver strong design results. A true design evangelist, he uses design to help business create financial and market success, and is well-versed in motivating and developing the business sensitivity of creative professionals in order to help them understand what aspects of their creativity will develop business value for companies.

Roux began his career with Philips Design in 1990 in Eindhoven, The Netherlands, as Senior Designer, large screen television. In 1993, he was asked to go to Hong Kong as part of a turnaround team tasked to bring Philips' Portable Audio Business back to profitability, a task at which he was immensely successful. Between 1993 and 1997, as Branch Manager and then Senior Design Manager for Philips Global Audio, Roux developed three multidisciplinary design studios in Hong Kong, Singapore and Vienna, and a satellite studio in India. During this time, he introduced a research-based, consumer-focused, analytical approach to design which gained the trust of the business and trade alike. He also was instrumental in defining the visual design language of Philips Audio products and packaging. Roux's efforts contributed to a global market share growth for the Audio Group from 3.5 to 9.9 percent between 1994 and 2000. He helped achieve global market-share leadership in four out of the seven audio categories.

In 2000, Roux became Senior Design Director for Philips Consumer Electronics in the US. In this role he supported the development of the Philips brand in the US, and had responsibility for creating visual communication material and web sites to support the introduction of new products and technologies here. Successes during this period included the launch of Philips' DVD recorder as well as widescreen and flat

televisions. From 2003-2007, he became Senior Director of new business and design research in the US, creating a successful sales and marketing function to drive the development of design consulting with external companies. He also developed thought leadership in the area of retail and a US voice for the global design research team. In this role, he achieved new business growth of over 100 percent a year for four years. Roux developed relationships with important Fortune 500 companies including Procter and Gamble, Coca-Cola and General Motors, delivering one of the biggest projects for GM in 2006, when he demonstrated potential for in-car consumer experiences in a fully working car.

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## Joe Jasinski

Global Senior Industrial Design  
Manager Experience Design Group,  
Dell, Inc.



Dell's Experience Design Group includes the leadership of Joe Jasinski, IDSA, who is responsible for the Global Industrial Design of business desktops, notebooks and peripherals. As Global Senior Industrial Design Manager, he also embraces the Color, Material & Finishes team for consumer and business client products and outbound messaging team. Since joining Dell in 2006, Joe has directed development of such award-winning products as the XPS notebooks and desktops, Latitude Z notebook and the new Latitude E Family including peripherals.

Prior to Dell, Joe spent 10 years with IBM Personal Computer Group in Boca Raton, FL, and Raleigh, NC, where his work produced 28 patents covering ThinkPads, desktop computers and peripherals. In 1998, he founded the business Think Design in Raleigh, NC, growing the company to five people before, in 2003, creating a partnership with HumanCentric. Along the way, and most recently with Dell, Joe's work in industrial design and human factors has been recognized with several international design awards. As well Joe has been published in Innovations Magazine and is currently working on several other articles.

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## Steve Belletire

Since 1971 Professor Steve Belletire has been a design consultant working with clients such as 3M

Design Area Head Southern Illinois University, US



and Whirlpool. As vice-president at consulting firm Joss Design-Chicago, he helped establish full product development services and was instrumental in creating hundreds of products for global markets. Since his 1997 appointment at Southern Illinois University Carbondale as associate professor of industrial design, his research and consulting activities have focused on sustainable design. Professor Belletire is also co-author of Okala®, Learning Ecological Design, published in 2007. This guide helps design teams learn about ecodesign and helps them learn how to measure the impacts of their existing product systems and new concepts.

## Geek/Technical Category Jury

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### Sam Al-Basha Engineer

Illinois Department of Commerce and Economic Opportunity, Bureau of Energy and Recycling, US



Sam Al-Basha is an Engineer with the Bureau of Energy and Recycling within the Illinois Department of Commerce and Economic Opportunity. He is managing the Electronics Recycling Program, which assists governmental organizations, businesses and not-for-profit organizations with the development of recycling programs for the purposes of diverting electronic equipment from Illinois landfills for reuse and recycling, increasing the quantity of materials recycled in Illinois, and increasing the self-sufficiency of Illinois' recycling industry.

In addition, Mr. Al-Basha managed the Illinois College Assistance Program (ICAP) under which state-supported universities and community colleges in Illinois must develop comprehensive waste reduction plans. His responsibilities included establishing guidelines as well as reviewing and approving the plans submitted by the institutions. The review process is conducted in cooperation with the State Board of Higher Education and the Illinois Community College Board. Sam holds bachelor's and

master's degrees in Mechanical Engineering from Bradley University.

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## Chris Newman

Materials Management Branch, U.S.  
Environmental Protection Agency



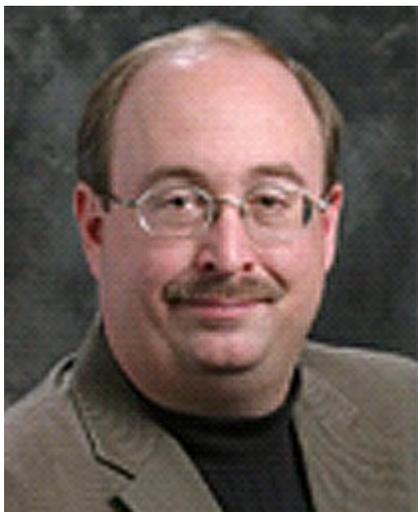
Chris Newman is an Environmental Scientist with the U.S. EPA regional office in Chicago, and works on electronic scrap issues, as well as scrap tires and organic waste topics. Much of Chris' electronics-related work has focused on outreach and developing tools and information to help improve the management of electronic scrap. He has been part of the team that developed the Federal Electronics Challenge, a voluntary lifecycle management program for federal facilities, noteworthy because as the world's largest IT purchaser changes at the federal level can have a large impact in the marketplace. Other electronics projects that Chris is involved in include the Electronics Environmental Benefits Calculator that quantifies the benefits of "green" electronics lifecycle management, the State Electronics Challenge that will address the e-scrap issues that state governments in the northeast have, and a supporting role in the Midwest Initiative for Waste Electronics that several Midwestern states have convened to develop a regional plan for e-scrap management.

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## Mike Tibbs Sr. Director

Information Systems Division O(ISD)  
Compliance and Field Teams (FAST),  
Walmart

Roger Franz is has held positions in R&D, engineering and management at Motorola, Shure Inc. and The University of Chicago. One of his major technical contributions was the replacement of certain materials, including lead and other heavy metals used in consumer products and their components, to comply with the European Union's Restriction of Hazardous Substances Directive. In a related project, he managed the implementation of a major environmental database and substance reporting system. One of Roger's future goals is to replace petrochemicals used as building blocks for polymers with bio sources. His other interests include smart materials, novel electronic components, music, and outdoor activities. Roger attended Grinnell College (BA) and Northwestern University (MS) and is a Six Sigma Green Belt.



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## Roger L. Franz Engineering Manager

Advanced Technology Integration,  
Motorola, Inc.



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## Will Larkin

Director, Vendor Management Office &  
Star Complex

Roger Franz has held positions in R&D, engineering and management at Motorola, Shure Inc. and The University of Chicago. One of his major technical contributions was the replacement of certain materials, including lead and other heavy metals used in consumer products and their components, to comply with the European Union's Restriction of Hazardous Substances Directive. In a related project, he managed the implementation of a major environmental database and substance reporting system. One of Roger's future goals is to replace petrochemicals used as building blocks for polymers with bio sources. His other interests include smart materials, novel electronic components, music, and outdoor activities. Roger attended Grinnell College (BA) and Northwestern University (MS) and is a Six Sigma Green Belt.

Will Larkin is the Director of the IT Vendor Management Office at Walmart, supporting the procurement of hardware, software and telecommunications equipment for the company. He has responsibility for the reverse logistics of all IT equipment removed from the US stores, clubs and



distribution centers. He also has 10 years of experience in Walmart's logistics division in a number of different roles. He has a BS in Electrical Engineering from Duke University and an MBA from George Washington University.

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School of Art + Design / 143 Art and Design Building / 408 E. Peabody Drive / Champaign, IL 61820  
Contact | Sitemap | Call at 217 333 8940