

Design Fusion
Certificate Program
**for CMU Faculty
and Staff**

Joseph
Ballay
Center
for
Design
Fusion.

This is the century for design.

The Joseph Ballay Center for Design Fusion unites the arts, humanities, sciences, and business to address complex challenges through a design-led, transdisciplinary approach.

As a hub for creative collaboration at Carnegie Mellon University, the Center develops forward-thinking projects, cultivates innovative solutions, and connects faculty, staff, students, and external partners in real-world problem-solving. Our work extends across diverse sectors — from education and healthcare to technology and the environment with the goal of expanding the boundaries of design and its impact on society.

Agile Problem-solving

We work in low- and medium-fidelity to allow ideas to flow more freely, encouraging exploration without constraints. Our agile, generative approach fosters rapid iteration, creativity, and collaboration, enabling concepts to evolve organically into effective solutions.



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Design Fusion empowers strategic innovation.

About our Program

The Office of Human Resources, in partnership with the Joseph Ballay Center for Design Fusion in the School of Design, offers a unique professional development opportunity designed to inspire creativity, strengthen collaboration, and expand problem-solving skills across the university.

Aligned to our Professional Education Program for external organizations, this week-long, hands-on certificate program equips faculty, staff, and administrators with proven design methods to address complex challenges, develop innovative solutions, and foster a culture of creativity at CMU.

New Program, Same Impact

The Ballay Center is now the formal home for the School of Design's Professional Education programs through which we have delivered tailored workshops for organizations such as Highmark, the United States Air Force Academy, the Software Engineering Institute, and Heinz College.

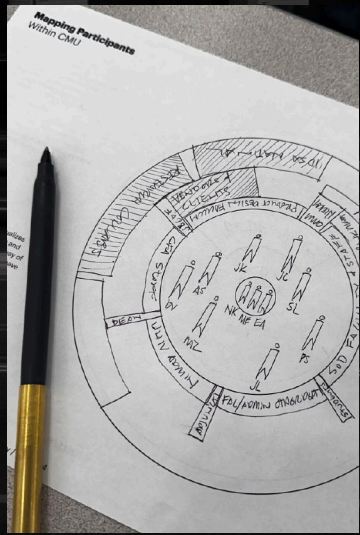
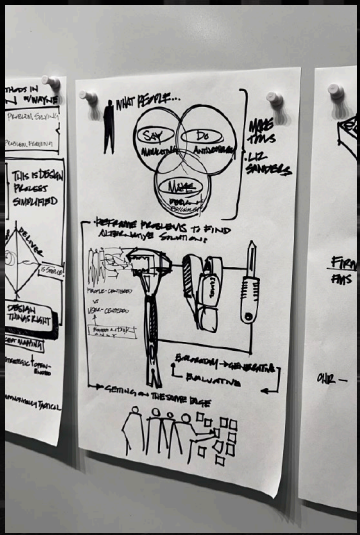
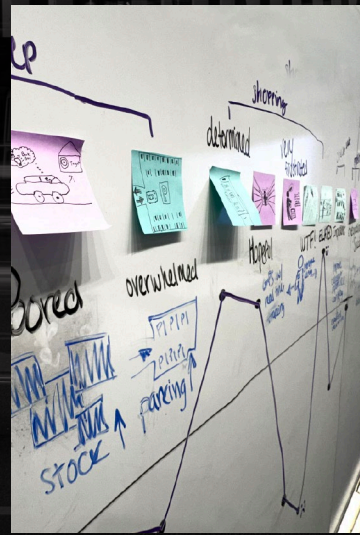
Whether teaching a workshop for 300+ MBA students from the Tepper School of Business or leading design sprints for industry partners, our commitment is the same – to empower individuals to see opportunities, think beyond boundaries, and drive meaningful change.



Achievable Goals

- Build design skills for systems thinking and interdisciplinary collaboration.
- Strengthen visual communication skills to effectively share ideas with collaborators.
- Anticipate and shape emerging futures with design methods.
- Engage with pressing problems in our rapidly changing world.
- Gain the mindset and tools to innovate with purpose.
- Challenge conventional thinking with fresh perspectives.
- Join a vibrant CMU community leveraging design methods to advance their work and impact.

Program Schedule 2025 / 2026

Monday	Tuesday	Wednesday	Thursday	Friday		Friday
4:00-7:00pm	4:00-7:00pm	4:00-7:00pm	4:00-7:00pm	9:00am-3:00pm	BREAK	9:00am-12:00pm
Visual Thinking Aimed at building a basic visual thinking tool kit for better visual communication, leading visual meetings, and thinking through ideas. This session will provide essential skills that will come into play in subsequent modules. Instructor: Matt Zywica Associate Teaching Professor School of Design Fall: October 13, 2025 Spring: May 11, 2026	Design Methods in Action Introduces design methods for problem framing and constituent mapping in order to define strategic and tactical design opportunities. Instructor: Wayne Chung Professor, School of Design Fall: October 14, 2025 Spring: May 12, 2026	Strategic Service Design Introduces service design methods and practice for systems thinking and value creation; activities leverage visual thinking, mapping and research methods for strategic service proposals. Instructor: Daphne Peters Associate Teaching Professor School of Design Fall: October 15, 2025 Spring: May 13, 2026	Strategic Futures Concepting Introduces ways to envision, plan, and prepare for what lies ahead by combining elements of foresight, strategic thinking, and design to vision potential future scenarios through a balance of analytical rigor and creative thinking. Instructor: Peter Scupelli, PhD Associate Professor School of Design Spring: May 14, 2026	Design Fusion in Practice Introduces integrative studio practice to generate and present concepts for transformative effect for select campus venues. Instructors: Mark Baskinger Wayne Chung Matt Zywica Daphne Peters and Peter Scupelli or Stacie Rohrbach Fall: October 17, 2025 Spring: May 15, 2026		Presentations Participants from the Design Fusion Certificate Program present their analysis of a current problem in their part of campus and describe opportunities to apply design methods for strategic impact. Instructor: Mark Baskinger, PhD Professor School of Design Fall: October 24, 2025 Spring: May 22, 2026
						
			Visual Presentation Design Introduces new ways to understand your content, know your audience, and find your message to craft dynamic and effective visual presentations. Instructor: Stacie Rohrbach Professor, School of Design Fall: October 16, 2025			
						

World-Class Faculty from CMU's School of Design



Mark Baskinger, PhD - Professor and Chair of Product Design, and Director of the Joseph Ballay Center for Design Fusion, where his research spans tangible interaction, durational design, deep time artifacts, and visual thinking methodologies. A co-author of *Drawing Ideas: A Hand-Drawn Approach for Better Design*, his award-winning work has been exhibited in major global institutions—from the Centre Pompidou and MoMA to the Smithsonian—and featured across media outlets including CNN, Wired, and Popular Science.



Wayne Chung - Professor and Director of Undergraduate Studies, whose work spans medical systems, robotic design, and consumer products, emphasizing context-driven research and collaboration with industry and healthcare partners. Recognized by the *Design Intelligence Journal* as one of the 'Most Admired Industrial Design Educators' in the US. Author of *The Praxis of Product Design in Collaboration with Engineering*.



Daphne Peters - Associate Teaching Professor and Chair of the Environments track, specializing in digital and physical environments and service design. With degrees in Architecture and Design from CMU and Elisava in Barcelona, she brings international experience from design leadership roles in cities like Amsterdam and Barcelona, working with global brands including Procter & Gamble, ABSOLUT Vodka, and Bloomingdale's.



Stacie Rohrbach - Professor and Director of Graduate Studies, where she teaches studio- and seminar-based courses across all degree levels and advises thesis projects. Her research centers on design for learning—transforming complex information into enjoyable, experiential forms to support understanding in formal and informal contexts—and addresses topics ranging from eating disorder awareness and financial wellbeing to chronic illness, environmental mindfulness, and STEM education.

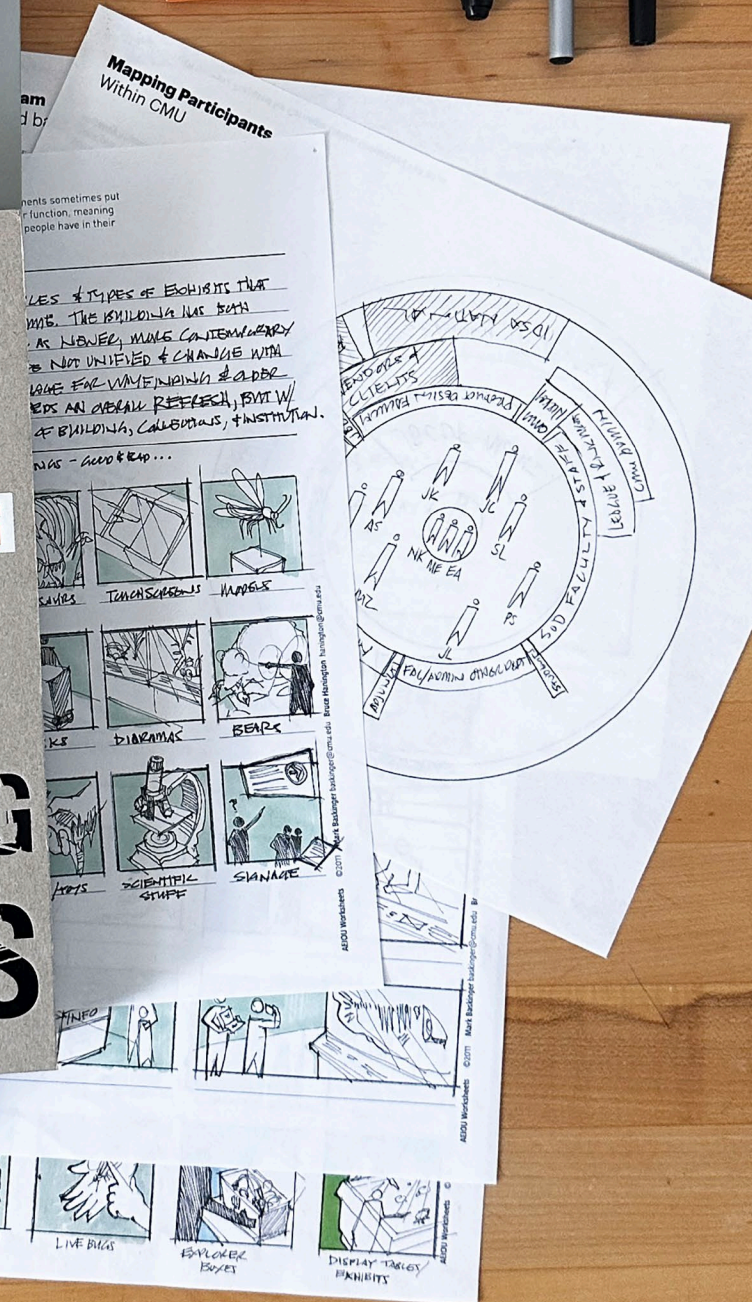
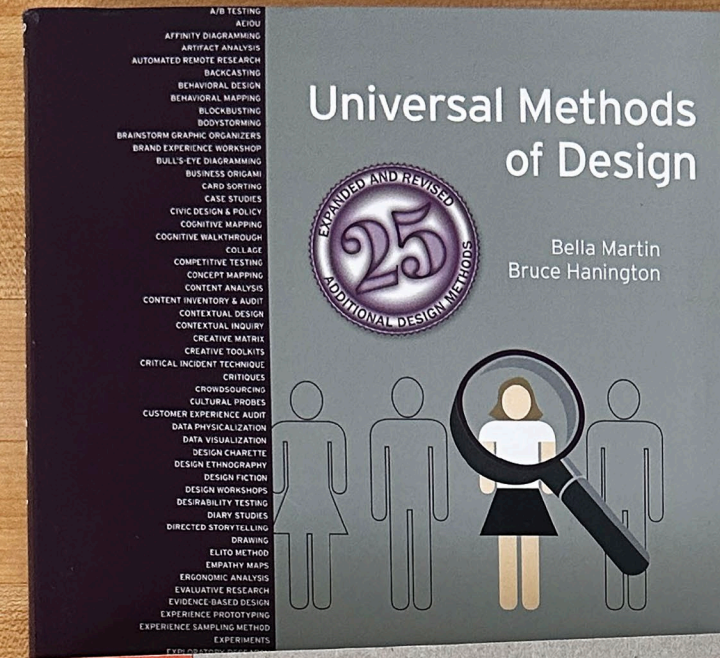


Peter Scupelli, PhD - Associate Professor serving as Chair of the Design Studies and Director of the Learning Environments Lab. His work centers on learning environments and design futures, teaching courses such as *Dexign Futures*, *Design for Zero-Carbon Lifestyles*, and *Design Your Futures*—all of which emphasize aligning short-term design actions with long-term sustainability goals and embedding values into design processes.



Matt Zywica - Associate Teaching Professor and Chair of the First Year Program in Design, where he teaches courses in drawing, visualization, meaning, and creative form-making. His pedagogical focus centers on demystifying familiar everyday experiences through design, and he has been involved in developing design courses and programs for K-12 students to cultivate craft and computational design skills.

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Tools of the Trade
We're intentional about every tool we use—from the pens and sticky notes to the books and supplies. Each participant receives a thoughtfully curated kit, complete with materials and a compendium of worksheets, designed to sharpen skills, spark creativity, and turn ideas into action.



University Store

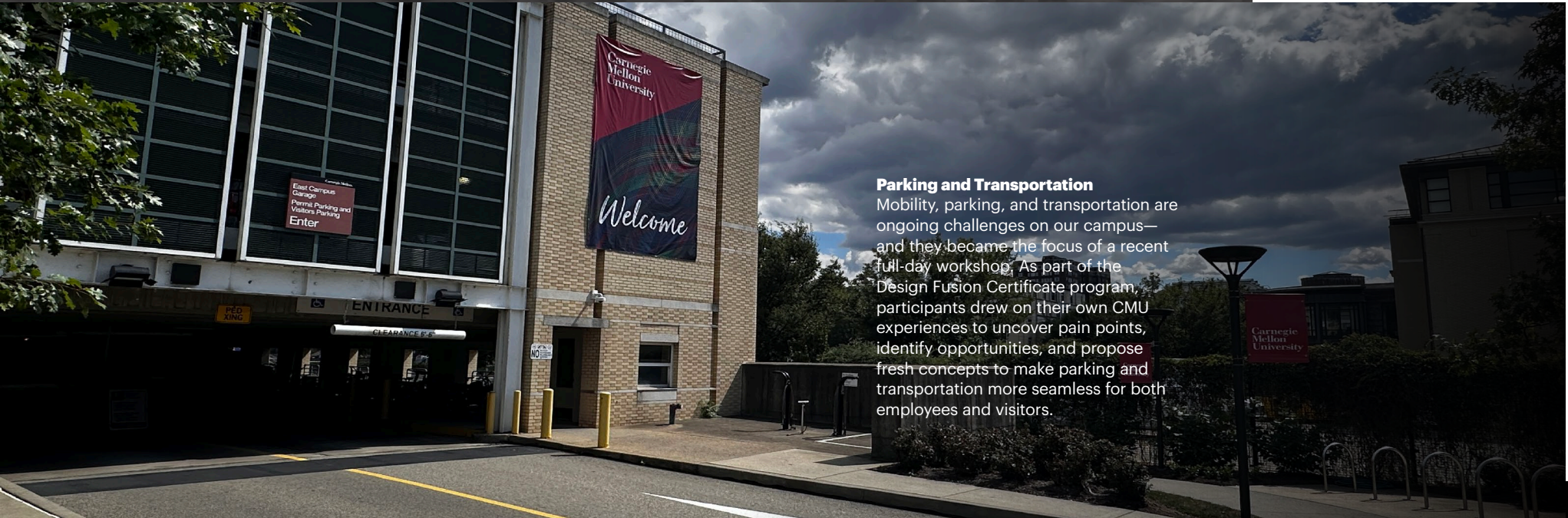
The University Store is more than a place to shop—it's a vital part of the CMU experience. During our full-day workshop, participants explored creative ways to bring the CMU brand to life through immersive in-store experiences, dynamic displays, engaging events, and thoughtful space design.

Why Design Fusion?

At CMU's Joseph Ballay Center for Design Fusion, we unite the design with the arts, humanities, sciences, and business to solve complex challenges through a design-led approach. By drawing from diverse disciplines, we cultivate new ways of thinking and making that transcend traditional silos. Participants in our professional education and certificate programs learn directly from CMU's world-class design faculty, gaining insights from leaders who bring both cutting-edge research and real-world practice into the classroom.

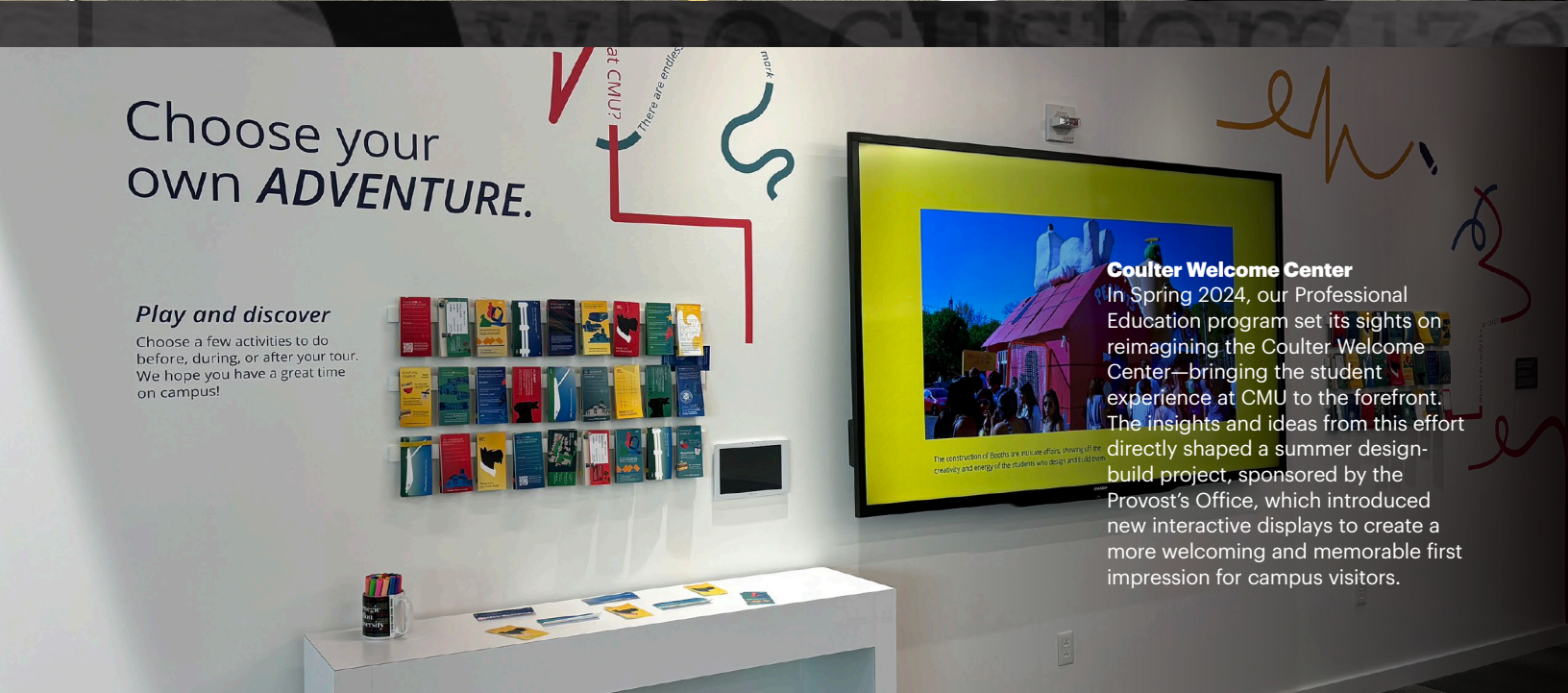
Our program provides a dynamic and collaborative experience that enables you to:

- Achieve new creative agency by equipping you with the tools and confidence to shape bold ideas into reality.
- See around the problem space to forecast new opportunities, uncovering hidden connections and future possibilities that others may overlook.
- Innovate beyond boundaries by applying contemporary and integrative design methods that blend creativity, strategy, and systems thinking.
- Initiate progress within organizations in more inventive and collaborative ways, fostering cultures that embrace experimentation, shared vision, and meaningful change.



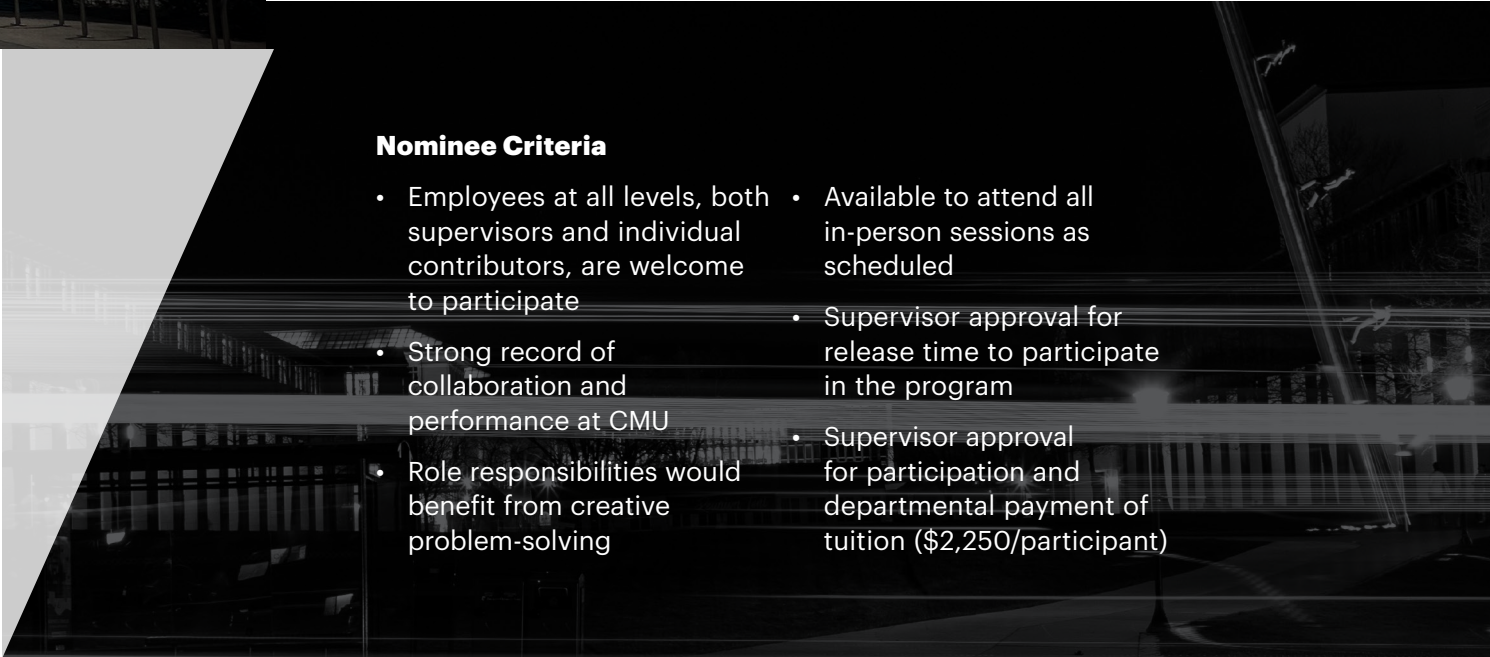
Parking and Transportation

Mobility, parking, and transportation are ongoing challenges on our campus—and they became the focus of a recent full-day workshop. As part of the Design Fusion Certificate program, participants drew on their own CMU experiences to uncover pain points, identify opportunities, and propose fresh concepts to make parking and transportation more seamless for both employees and visitors.



Coulter Welcome Center

In Spring 2024, our Professional Education program set its sights on reimagining the Coulter Welcome Center—bringing the student experience at CMU to the forefront. The insights and ideas from this effort directly shaped a summer design-build project, sponsored by the Provost's Office, which introduced new interactive displays to create a more welcoming and memorable first impression for campus visitors.



Nominee Criteria

- Employees at all levels, both supervisors and individual contributors, are welcome to participate
- Strong record of collaboration and performance at CMU
- Role responsibilities would benefit from creative problem-solving
- Available to attend all in-person sessions as scheduled
- Supervisor approval for release time to participate in the program
- Supervisor approval for participation and departmental payment of tuition (\$2,250/participant)

Testimonials, Take-aways & Impact

The blend of cohort members from across the university; discussing how each of us could apply the course material to our areas of influence was extremely valuable.

I thought this was one of the best professional development programs I have taken at CMU. It has a wide area of applicability and the faculty guided the participants in seeing how the process/knowledge could be applicable to their own areas.

Dynamic Collaboration

Working together as a creative cohort with staff from across many departments at the university enables a vibrant exchange of ideas, skills, and perspectives. This cross-disciplinary collaboration not only strengthens relationships across the institution but also sparks innovative approaches to problem-solving, enriches the creative process, and fosters a stronger sense of community. By pooling diverse expertise, we are able to generate more impactful outcomes that reflect the richness of the university as a whole.



This program was incredibly valuable. It was an excellent professional development opportunity, and I think I can use what I learned in an immediate and meaningful way to solve problems in my role at CMU.

There were a lot of aspects that this program offered that have helped me view my work differently.

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*All testimonials were taken from our post-program survey through the Office of Human Resources.

Design Fusion aims to level up your impact at CMU and beyond.

Nominate a Colleague. Shape the Future.

We invite leaders to nominate exceptional colleagues — and encourage interested faculty and staff to express their interest to their supervisors. Space is limited, and selection ensures a dynamic, cross-disciplinary cohort.

Participants are selected through nomination by college and division leadership. Nominations begin in August for the Fall program and in March for the Spring program. Leaders should identify motivated team members in various roles to foster a culture of creativity and innovation that promotes both personal and organizational growth.

Take the next step toward expanding your creative potential and influencing change at CMU. Please email HR Learning (hr-learning@andrew.cmu.edu) for inquiries and registration.

Program Commitment

Participants should expect to attend in person and devote a total of 25 hours to the weeklong program with 21 hours of class time and four additional hours of independent work. Graduates will earn a non-degree certificate from the School of Design upon successful completion of coursework, full attendance and delivery of participant presentations.

For more information

- ✉ ballaycenter@design.cmu.edu
- 🌐 design.cmu.edu/ballaycenter
- 📷 [instagram.com/center_for_design_fusion/](https://www.instagram.com/center_for_design_fusion/)

Additional Learning Opportunities

In addition to the Certificate Program, the Center offers tailored professional education opportunities.

Engagements are modular, scalable and stackable including lunchtime information sessions, 1.5 hour intensives, 3 hour workshops, full-day, and multi-day programs all hosted within the Ballay Center or conducted on-site at your location.

Visit our website for a list of current modules and for more information on other engagement opportunities.



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Joseph Ballay Center for Design Fusion
Carnegie Mellon University MMC-110
5000 Forbes Avenue Pittsburgh PA 15213