

# Chukwuma (Chuma) Asuzu

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## Education

- 2022 - date     **University of Toronto, Toronto, ON**  
Doctor of Philosophy, Mechanical and Industrial Engineering  
**Emphasis:** Collaborative Specialization in Psychology & Engineering  
**Supervisor:** Dr Alison Olechowski
- 2016 – 2017     **McMaster University, Hamilton, ON**  
Master of Engineering Design, Product Design
- 2008 – 2014     **University of Ibadan, Ibadan, NGA**  
Bachelor of Science, Mechanical Engineering  
**Grade:** First Class Honours

## Research Experience

- 2024 - 2025     **Rotman Research Institute, Baycrest Hospital, Toronto, ON**  
Graduate Researcher, advised by Dr Bradley Buchsbaum
- 2024             **Goethe University Frankfurt, Frankfurt, Germany**  
Visiting Researcher, advised by Dr Jan Landwehr
- 2019 – 2020     **Brown Institute for Media Innovation, Columbia University, New York, NY**  
Researcher, Maternal Figures

## Publications

### Peer-Reviewed Journal Article

- 2024             **Asuzu CM, Cheng K & Olechowski A;** The Personas of Cloud CAD  
Collaboration: A Case Study of a Team of CAD Professionals; *IEEE Transactions on Engineering Management*, vol 71, pp. 11225-11237 [\[link\]](#)

### Peer-Reviewed Conference Proceedings

- 2025             **Asuzu CM\***, Jian P & Olechowski A; Cognitive demands and individual differences in product similarity judgements: a context-dependent model; *ASME International Design Engineering Technical Conferences (IDETC/CIE 2025)* [\[link\]](#)
- 2025             **Asuzu CM\* & Olechowski A;** The influence of aesthetic taste on product choice: does mode of evaluation impact decision making?; *Proceedings of the Design Society (ICED 25)*, pp. 3051-3060. [\[link\]](#)
- 2023             **Asuzu CM\* & Olechowski A;** Towards a better understanding of the influence of visual aesthetics on consumer aesthetic perception; *Proceedings of the Design Society (ICED 23)*, pp. 3571-3580. [\[link\]](#)

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\* accompanied by a conference presentation

## Conference Presentations

- 2025 **Asuzu CM & Olechowski A**; Consumer perceptions of product novelty are category independent: A fluency account; *Association for Consumer Research*
- 2025 **Asuzu CM & Olechowski A**; Just Novel Enough: The Effects of Category Association and Feature Saliency on Product Novelty; *JPIM Research Forum*
- 2024 **Asuzu CM & Olechowski A**; Differences in Consumers' Interpretations of Novel and Familiar Product Designs: An Exploratory Study of Visual References; *Innovation and Product Development Management Conference*
- 2014 **Olugasa TT & Asuzu MC**; The Modelling of Biogas Yield at Songhai Biogas Plant using Artificial Neural Networks; *Conference of Mechanical Engineering, Energy, Technology and Management*

## Works under Review

- Major Revision** Object affordances bridge product category and design elements in product similarity recognition, with *Walther DB & Olechowski A*
- Under Review** The impact of experiential memory in product evaluations, with *Buchsbaum BR & Olechowski A*
- Under Review** Affect-driven autobiographical memory for hedonic and utilitarian products among older adults, with *Khan S & Olechowski A*
- Under Review** A machine learning approach for identifying and confirming visual references for a predetermined demographic, with *Chen XT & Olechowski A*
- Under Review** Beyond Gestalt: A Memory-Based Approach to Affective Design in Human Factors Engineering, with *Olechowski A*

## Working Papers and Works in Progress

Visual perception of product design novelty, with *Olechowski A*

## Presentations

### Invited Talks

- 2025 **Canada Student Research Opportunities Program, University of Toronto**  
*The visual perception of product design novelty, Jun 17*
- 2024 **Goethe University Frankfurt, Chair of Consumer Psychology Group**  
*The development of aesthetic taste in the evaluation of consumer products, Jul 15*
- 2019 **Canada School of Public Service, Design Academy**  
*Design Prototyping, Apr 11*

## Conference Presentations without Proceedings

- 2025 **Toronto Aesthetics Science Conference, University of Toronto**  
*Just novel enough: Explorations in the visual perception of product design novelty*
- 2025 **Lake Ontario Visionary Establishment Conference, Niagara Falls**  
*Object affordances bridge product category and design elements in product similarity recognition*
- 2024 **MIE Graduate Research Symposium, University of Toronto**  
*The Processes of Product Similarity Recognition*
- 2021 **RightsCon, Online**  
*Collaborative responses to health information inequities online: bridging the right to health and the right to information, Jun 8 (Panel)*

## Funding

- 2019 - 2020 **Brown Institute for Media Innovation's Magic Grant US\$95,000**  
Co-Principal Investigator, with Ashley Okwuosa  
A research tool for Nigerian maternal health, [maternalfigures.com](https://maternalfigures.com)

## Fellowships, Awards & Honours

- 2026 *BSI Lab2Market Validate Grant, Mitacs*
- 2025 *NextGen Support Grant, Centre for Aging and Brain Health Innovation*  
*Ontario Graduate Scholarship, Province of Ontario*  
*Summer Program in Aging, Canadian Institutes for Health Research*  
*Conference Grant, American Society of Mechanical Engineers*
- 2024 *Short-Term Research Grant, German Academic Exchange Service (DAAD)*  
*Doctoral Fellow, Product Development and Management Association*  
*MIE Conference Grant, University of Toronto*
- 2023 *SGS Conference Grant, University of Toronto*
- 2021 *LEDE Fellowship, Solutions Journalism Network*
- 2008 - 2013 *Dean's Honours List (5x), Faculty of Technology, University of Ibadan*

## Teaching and Mentoring

### Teaching

- 2022 - 2025 **University of Toronto, Toronto, ON**
- 2023 - 25 W Teaching Assistant, APS 112: Engineering Strategies & Practice II
- 2022 - 24 F Teaching Assistant, APS 111: Engineering Strategies & Practice
- 2023 Winter Teaching Assistant, MIE 459: Organizational Design

## Guest Lectures

- 2026 **University of Toronto, MIE 459**; *AI and Work in Engineering Organizations*, Apr 16
- 2024 **Trent University, EDUC 4020**; *Engineering + Art = Product Design*, Mar 7
- 2023 **University of Toronto, APS 530**; *Prototyping Strategies & Techniques*, Mar 20
- 2022 **Carleton University, IDES 5500S**; *Service Design Prototyping*, May 31
- 2020 **Carleton University, IDES 3601**; *Prototyping as part of design research*, Nov 12

## Mentoring

- 2025 - 2026 **Shaba Khan**, Undergraduate thesis student at *University of Toronto*
- 2025 **Xinliang (Tim) Chen**, Undergraduate research student at *University of Toronto*
- 2023 - 2024 **Ahsan Eslami**, Undergraduate thesis student at *University of Toronto*

## Industry Experience

- 2020 - date Product Design Engineer (Freelance), **Parts Apart Studio**, Toronto, ON
- 2021 - 2024 Senior Data Analyst, **Employment & Social Dev. Canada**, Gatineau, QC
- 2017 - 2021 **Immigration, Refugees and Citizenship Canada**, Ottawa, ON
- 2020 - 2021 Product Manager
- 2017 - 2019 Design Researcher
- 2019 - 2020 Intermediate Mechanical Engineer, **Canopy Growth Corporation**, Ottawa, ON
- 2015 - 2016 Design Engineer, **Involute Additive Manufacturing**, Lagos, NGA
- 2014 - 2015 Mechanical Engineer, **KOA Consultants**, Lagos, NGA

## Community Development

- 2018 - 2023 [Hardware Things](#)  
Publishing features, newsletters, and zines with a focus on hardware product development in Africa.
- 2022 - 2023 [Welcome To Nigeria Challenge](#)  
A design challenge for recently graduated Nigerian engineers.  
Raised donations of \$2.5K and coached teams to deliver the final product.
- 2016 - 2019 **Hardware Lagos**  
A quarterly meetup event on product development in Lagos, Nigeria.  
Organized the *Datasheet* conference in Apr 2019.

## Service and Membership

### Adhoc Reviewing

Scientific Reports, ASME Journal of Computing and Information Science in Engineering, Human Factors and Ergonomics Society Annual Meeting, Journal of Product Innovation Management Research Forum, Society for Consumer Psychology Conference, Design Research Society Conference

### Memberships

Design Society, Society for Consumer Psychology, Product Development and Management Association, Association for Consumer Research