

Bill Morgan

CURRICULUM VITAE

E: bill.morgan@unt.edu

Interdisciplinary designer, educator, and researcher exploring the intersection of design ethics, foresight, and social transformation. I direct a multidisciplinary undergraduate program in applied design and lead project-based learning initiatives at the University of North Texas: my teaching and scholarship foreground community-based research, strategic design, and post-disciplinary approaches to systems change.

CONTACT

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EDUCATION**DEGREES HELD**

1982

Bachelor of Architecture
University of Houston
University of Houston Honors Studio 1980 - 1982

2018

Master of Fine Arts – Interior Design
University of North Texas

PROFESSIONAL REGISTRATION

AIA 30093780
Texas Society of Architects 13343
NCARB
American Anthropological Association - 0003404531

ACADEMIC APPOINTMENTS**EXPERIENCE**

**UNIVERSITY OF NORTH TEXAS
2011–PRESENT**

- Clinical Associate Professor, Project Design & Analysis
- Program Director, BS in Project Design & Analysis (2024–Present)
- Courses Taught: Strategic Design, Design Research, Applied Design Thinking, Industrial Distribution

2024

University of North Texas
2024F INDS 3010 Digital Trends in Industrial Distribution
2024F SPDA 4030 – Applied Strategic Design
2024F SPDA 3031 – Applied Design Research

2024s NCPS 4900 – Special Problems – Study Abroad

2024S INDS 3070 – Industrial Design Thinking

2024S SPDA 3030 – Applied Design Principles & Practices

2024S SPDA 3031 – Applied Design Research

2011 - 2023

2023F SPDA 3031 – Applied Design Research

2023F SPDA 4021 – Cultural Context

2023F SPDA 4030 – Applied Strategic Design

2023S INDS 3070 – Industrial Design Thinking

2023S SPDA 4030 – Applied Strategic Design

2022F ADES 1625 - Introduction to Interior Design

2022F ADES 3620 – Interior Design Software 2 Section

2022F ADES 4700 Professional Internship

2022S ADES 1625 – Introduction to Interior Design

2022S ADES 2630 – Drawing for Interior Design 2 Section

2021F ADES 1625 – Introduction to Interior Design

2021F ADES 3630 – Space Planning 2 2 Sections

2021F ADES 4700 – Professional Internship

2021S ADES 1625 - Introduction to Interior Design

2021S ADES 2630 – Drawing for Interior Design 2 Sections

2021S ADES 3635 – Interior Design Detail

2021S ADES 3645 – Interior Design Building Systems

2020F ADES 3630 – Space Planning 2 2 Sections

2020F ADES 4700 – Professional Internship

2020Su ADES 4900 – Special Problems

2020S ADES 2630 – Drawing for Interior Design 4 Sections

2019F ADES 2630 – Drawing for Interior Design 4 Sections

2019Su ADES 4615 – Project Management

2019Su ADES 4662 Integrated Capstone

2019S ADES 2640 – Space Planning 1 2 Sections

2019S ADES 3635 - Detailing

2019S ADES 3645 – Building Systems

2018F ADES 1625 – Introduction to Interior Design

2018F ADES 2630 – Drawing for Interior Design 3 Sections

2017F ADES 2630 – Drawing for Interior Design Teaching Fellow

2016 ADES 2620 – Introduction to Design Teaching Assistant

2015F ADES 2630 – Drawing for Interior Design Adjunct

2014F ADES 2630 – Drawing for Interior Design Adjunct 2 Section

2013S ADES 2640 – Space Planning 1

2013S ADES 3645 – Building Systems

2012F ADES 2630 – Drawing for Interior Design Adjunct

2011F ADES 2630 – Drawing for Interior Design Adjunct

2000-2004

University of Missouri

EDn 121 Computer-Aided Drafting

PROFESSIONAL

EXPERIENCE

2016 - 2018

Kirkpatrick Architectural Studio

Senior Architect, responsible for multiple project delivery and leadership of staff development.

2008-2016

Shiver + Associates

Office Manager and Senior Architect for delivery of all projects. Managed personnel related to project delivery. Initiated and maintained client contact, including acquiring all higher education projects for the firm.

2007-2008

Texas Woman's University

As the Director of Design and Construction, the staff directed the university's aesthetic appeal. I developed and implemented capital planning, design, and construction strategies. I also managed personnel and interdisciplinary teams to deliver major capital improvement projects successfully.

2002-2007

Simon Oswald & Associates

Associate Architect responsible for over 45% of gross revenue within the firm for each fiscal year.

1996-2002

University of Missouri

Functional management responsibilities of project managers/engineers, drafting technicians, and students. Coordinated with various University Departments and Committees, other State Agencies, Associate Architects, Consulting Engineers, and construction firms. Prepared construction documents directly and oversaw the preparation of the same by other staff and student employees.

1992

Hallmark Cards

Provided direction and management for interpreting the total store environment for current programs, from site-specific conceptual design through consistent implementation. Planned and managed the national effort of 20 staff (15 full-time, five part-time, & 12 temporary staff) to ensure the integrity of the Hallmark vision.

RESEARCH

IN-PROGRESS

2025 -

The art of connection: a neuroaesthetic journey to brain health in the built environment

This interdisciplinary study investigates how designed environments influence cognitive and emotional well-being, with the goal of democratizing access to neurological health and belonging. By creating four distinct environments—a Recharge Area, Inspiration Hub, Innovation Station, and Joy Lounge—the project integrates biophilic elements, multisensory activations, and neurodiversity-supportive design principles. Using biometric and AI-driven measurement tools such as EEG, eye-tracking, and HRV monitoring, the study examines how enriched environments stimulate neuroplasticity, reduce stress, and foster inclusivity across diverse populations. In collaboration with the Center for

Brain Health, this research aims to provide empirical evidence for the neurological impacts of design, advancing both scholarship and practice in creating psychologically safe, inclusive, and health-promoting spaces.

2024 -

Student's Perception of Ethics in Design

This longitudinal study assesses student perceptions of design ethics in the context of a tier-one research university. Although literature exists documenting the integration of ethical strategies into project-based curricula, more analysis is needed to determine the impact of program experiences on students' attitudes.

PREVIOUS

2017-2018

Mapping Violence in Schools: Student's perception of safety on spatial attributes in school environments.

A research study focuses on school safety, specifically, what role architecture assumes as a passive situational crime preventer. It rests on the premise that school-aged children can and should be protected from violence and victimization. A lack of cohesive architectural design may be a concomitant factor in perpetrating violence.

2016

An Inquiry into the Spatialization of Violence in American Schools: A Meta-Theoretical Analysis

Violence typically occurs in locales classified as 'unowned,' that is, no single person has authority or jurisdiction. This scientific study of those spaces sought to develop a theory about the role of design in mitigating violence in schools.

SCHOLARSHIP

CONFERENCE PRESENTATIONS AND PUBLICATIONS

2024

APA Creativity Conference

At an international conference, I presented a workshop titled **"Teaching for Creativity, Teaching Creatively, and Teaching with Creativity"**, sharing a case study exploring innovative spatial design principles. This study, **"Exploring Space through Metaphor: Anticipation, Transition, and Arrival,"** addressed challenges in design education, particularly validating a project's impact on student success and competency. Using experiential learning, students engaged in creating artifacts that conveyed spatial concepts through abstraction and human-scale design. Through iterative processes involving journaling, sketching, and material experimentation, students explored the cognitive and

emotional dimensions of space, supported by reflective dialogues and desk critiques. Findings revealed a strong correlation between project success and admission into design programs, with independent scoring validating these outcomes. We enhanced students' critical thinking and creative problem-solving skills by integrating cognitive psychology—focusing on concrete experience, reflective observation, abstract conceptualization, and active experimentation. The study underscores the importance of teaching creativity within multidisciplinary design education to foster academic, personal, and professional growth, ultimately enriching user experience and innovation.

Design Research Society (DRS)—As a member of the Special Interest Group (SIG) on design ethics, I participated in monthly online forums on teaching design and design ethics, such as “Educating the Social Practitioner.”

Proposed and developed the course and curriculum “Heritage Laws and Ethics” as part of a new minor.

2020 Project Management

The continuing education seminar series was presented to UNT facility staff.

2018 Environmental Design Research Association

Mapping Violence in Schools:

Students’ perception of safety on spatial attributes in school environments.

Workshop to present research. This study is intended to validate the relationship between violence in schools and specific locales within one educational facility. To test the validity of the research methods, the study was limited to one school within one district. Both quantitative and qualitative research was employed.

2017 American Anthropological Association

Invisibility of order in the new era of sustainability

This session reflexively explores the dialectic of invisibility within the built environment as it both enables and inhibits human activity and experience. Architecture and Anthropology's ability to see (and bridge) the critical but often invisible intersection of informal/dynamic and formal/static forms of organization(s) makes it our responsibility as anthropologists to recognize and critically engage in conversations about invisibility in the various modes it appears in our lines of work.

2016 American Institute of Architecture
Committee on Architectural for Education
Research Task Force PE Sub-Committee Member

AIA-CAE Research Task Force (RTF) is launching a national effort to achieve the following aims:

(1) to assess current practice in educational facility evaluation,
(2) to gather input from practitioners and published literature as to evaluation methods and measures proposed in use and
(3) to create a facility evaluation toolkit available to all AIA member architects and their educational facility owner clients. The eventual availability of this post-occupancy evaluation (POE) toolkit is anticipated to encourage broad and consistent assessment of educational facilities, which would benefit the architecture field.

2016-2017 University of North Texas
Teaching Excellence Seminar
Time Management: Incorporating Teaching and Preparation Time into your Busy Schedule.
Presentation to first year teaching assistants and teaching fellows.

2009 Texas Association of Community College Business Officers

1982 Explorations - Publication of Student Work
Museum of Finnish Architecture
Published in conjunction with Daniel Libeskind – 5th year Honors Program instructor

SELECT WORKSHOPS & PEDAGOGICAL INNOVATION

Use of AI in Design Research

Design Ethics

User-centric pedagogy

Frame innovation, DIAS model

RECOGNITION

HONORS & AWARDS

2024 *Colleague Commendation*

	LeeAnn Derdeyn recognized me through “UNT’s Courageous Integrity; We Care, Better Together initiative.”
2015	<i>Thank a Teacher</i> Commendation
	Received personal recognition for teaching by a student via the UNT <i>Thank a Teacher</i> program.
2005	American School & University
	Columbia College – Atkins-Holman Student Commons
2018	University of North Texas Faculty Senate – Outstanding TF & TA nominee

SERVICE

2024	Assumed Project Design & Analysis Program Director’s position The Program Director for the Bachelor of Science in Project Design & Analysis (PDA) will lead a dynamic, multidisciplinary undergraduate program that integrates design thinking, business strategy, analytics, and communication. This position is central to ensuring the program aligns with the university’s mission of fostering creativity, collaboration, and innovation. Responsibilities: • Program Leadership & Development: ○ Oversee the strategic planning and ongoing development of the PDA curriculum to ensure it remains industry-relevant, forward-thinking, and aligned with the College of Applied and Collaborative Studies' vision. ○ Lead efforts to revise and enhance the program based on emerging trends, student feedback, and advisory board recommendations. ○ Cultivate partnerships with industry leaders to create internship opportunities, capstone projects, and collaborative learning experiences. • Faculty Recruitment & Support: ○ Recruit, mentor, and evaluate program faculty, ensuring a diverse and inclusive team that embodies academic and professional excellence. ○ Facilitate faculty development through workshops, resources, and support for research and teaching initiatives. • Student Success:
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- Provide leadership in student recruitment, retention, and advising, with a focus on creating a supportive and inclusive environment.
 - Oversee the implementation of experiential learning opportunities, including project-based learning, certifications (e.g., CAPM, Microsoft Office Specialist), and study abroad programs.
 - Act as a point of contact for students regarding academic and career advising, connecting them to university resources.
- **Administrative Duties:**
 - Manage program budgets, coordinate scheduling, and oversee enrollment to meet institutional goals.
 - Ensure compliance with all accreditation standards and contribute to assessment processes.
 - Collaborate with other departments and units to foster interdisciplinary opportunities.
- **Community Engagement & Marketing:**
 - Serve as the program's representative in university and external events, promoting the PDA program to prospective students, donors, and stakeholders.
 - Oversee marketing campaigns and outreach efforts, including social media, to highlight the program's unique offerings.
 - Develop and maintain an advisory board composed of industry and community leaders to ensure the program remains responsive to market demands.
- **Innovative Initiatives:**
 - Explore opportunities to integrate cutting-edge tools like SAS, Tableau, and Slack into the curriculum.
 - Champion initiatives incorporating sustainability, ethics, and global perspectives into the program's design and implementation.
- CACS – New Faculty Mentor

CACS – Project-based learning symposium

- Chaired Food Committee
- Co-chaired the Publication Committee and produced all graphic communication

- Committee member with Program Committee
 CACS – Workshop Equity Committee
 CACS – Strategic Alignment Committee
- 2023** UNT Microcredential - The Microcredentials Steering Committee will make recommendations for a microcredentialing program to be coordinated by the Division of Digital Strategy and Innovation in partnership with academic units. These recommendations will incorporate data collected from the microcredential pilot, Intro. to Data Visualization, and will address the following:
1. Terminology for different types of microcredentials, clarifying their scope and purpose.
 2. Criteria and procedures for prioritizing, creating, and reviewing microcredentials.
 3. Incentives and support for UNT faculty to develop microcredentials.
 4. Data collection and reporting methods for microcredential outcomes.
- 2020** Gough Lecture Series – Arranged for international architect to provide lecture and critiques.
- 2020** IDSA Student Organization Faculty Representative
- 2020** Interior Design Tenure Faculty Search Committee member
- 2020** CIDA (External Accreditation Board) Liaison
- 2020** Program Chair – Interior Design Department
- 2020** IDEC student portfolio juror
- Rotary – Guatemala Service Project
- MS – Lifetime MS 150 Rider/Fundraiser
- AIA Mid-Missouri Chapter President

ACADEMIC / PROFESSIONAL ADVISOR

2024	Designed and successfully launched a summer study abroad program for CACS focusing on design and international internships.
2023-2024	City of Denton – Provided professional guidance and design for the City of Denton's Downtown Masterplan.
2024	Worked with students in the Industrial Distribution program to create the inaugural student organization and served as liaison.

- 2024 UNT Honors Program Research Paper
Acted in an advisory capacity for Owen Hill.
- 2024 Produced posters and non-published books of CACS student work.

CONTINUING EDUCATION

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- 2024-2025 ACUE Effective Teaching Practices – Cohort E
- 2024 Design Thinking Academy – Accredited by the Dutch Council for Training and Education.
- 2015-2018 GSTEP graduate
- 2018 Faculty First Flight graduate
- Non-tenure track Faculty association