CCA IxDA
Celebrating Impact
2010 - 2018

Hugh Dubberly  Adjunct Faculty
In 2010, “[CCA] founded… an Interaction Design program… to teach the new design discipline of shaping digital technologies for human use…”

“A program to reliably produce quality interaction designers.”

— Kristian Simasarian, Founding Chair
“In the late ’90s, CCA attempted to launch something — we weren’t sure what — that responded to ... the “technological insurgency” of the emerging Internet era. We met with lots of people, ... but were never able to get it off the ground. ...

The missing piece was leadership, and that’s where Kristian enters the picture. We are still a frustratingly bureaucratic, resource-constrained college, but within those limits, he has framed the highly successful program we have today.”

— Barry Katz, Historian, Professor of Industrial and Interaction Design
“Kristian built on great work at the best Interaction Design programs, like CIID and Ivrea. Then he went a step further, adding deep community engagement. This has many benefits, among them creating space for students to grapple with the messy reality of practice—stakeholders, resource constraints, conflict, history, and all the rest—which are difficult to replicate in the classroom.”

— Christina Wodtke, Associate Professor
“It’s heartening to see an interaction design program that has ethics as part of its core. CCA is molding professionals that bring to the world not just great craft, but also great care.

... Kristian infused this DNA into the program from its inception.”

— Jorge Arango, Adjunct Faculty
“[Kristian] spread[s] positive energy and thoughtfulness to those around him.

...

He also shares his wisdom freely with students, and is very supportive of his colleagues. ... he has built a powerful and visionary program, and a culture of collaborative engagement that celebrates diversity and creative exploration.”

— Haakon Faste, Associate Professor, IxD
“Kristian worked hard to open the program to students from around the world ... getting the program its coveted STEM designation, ... 21 of the 32 students in the 3rd MDES Cohort are international students from China, Hong Kong, Korea, Brazil, Lebanon, India, Puerto Rico, Denmark, and Italy.

[Two-thirds] of the incoming cohort of 38 (!) students are international students from China, India, Korea, and Lebanon, making this a growing global program with worldwide impact.”

— Sharon Green, Associate Professor, IxD
“Quotes are great, but quotes don’t measure impact.”

— Kristian Simasarian, Founding Chair
Graduates

73 BFA grads, in 5 class years

58 MDes grads, in 3 class years
Program growth

From 0 to over 100 students per year (combined IxD, BFA + MDes)

From 0 to over 70 faculty
In less than 8 years
Recognition

UX Magazine: best IxD program

Amazing numbers of applicants (200+ per year for MDes)
Revenue contribution

BFA
~$20 million over 7 years (5 full years)
run rate ~$3.75 million per year

MDes
~$3.5 million over 3 years
run rate ~$1.9 million per year
Practice

130+ grads, each with 40+ years of practice ahead

Working at Adobe, AirBnB, Amazon, Audi, Bosch, Carbon5, Collective Health, Cooper, Facebook, Frog, Fitbit, FuseProject, GE, Google, HP, IDEO, Intuit, LinkedIn, Method, Uber, and many more
Theory

Framing IxD around systems, stories, and research with enough visual design to communicate and enough coding to prototype — in a context of social awareness
Special thanks to
Barry Katz
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