

# CLEARVISION

## ClearVision Optical Collaborates with Drexel University on Eyewear Design Course



**HAUPPAUGE, N.Y. — March 26, 2026 —** ClearVision Optical is partnering with Drexel University’s Westphal College of Media Arts & Design for the second time on *Applied Human-Centered Design (PROD 345)*, a course that challenges students to design eyewear for diverse users through research-driven, human-centered methodologies.

Led by June He, assistant professor of product design and founding director of the Empathic CoDesign Lab, the course explores the physical, psychological, perceptual, and

behavioral characteristics that inform effective product development. This term, students are applying those principles directly to eyewear.

For more photography [click here](#).



The collaboration launched with a virtual visit from ClearVision Optical President and Co-Owner David Friedfeld and members of the ClearVision team, who introduced students to the project brief: *Design Eyewear for Diverse Users*. Throughout the term, students engage in contextual research, qualitative interviews, facial structure analysis, affinity mapping, and usability testing to develop inclusive, research-based eyewear concepts.

“Advancements like 3D printing and digital modeling are expanding what’s possible in eyewear design,” said David Friedfeld, president and co-owner of ClearVision Optical. “ClearVision is proud to partner with Drexel University to help teach the next generation of eyewear designers, ensuring innovation starts with real people and real needs.”

Over the course of the term, ClearVision designers provide ongoing feedback through virtual critiques and midterm reviews, offering students insight into professional eyewear design processes. Students conduct landscape analyses, write non-biased interview guides, interview experts and end-users, analyze qualitative data, and develop concept prototypes grounded in user needs and human-factors best practices.



The curriculum emphasizes participatory and empathic design practices. Students perform anthropometric assessments, refine their designs based on heuristic analysis and user testing, and develop a comprehensive process poster and a brand book documenting their research, iteration and the brand identity of their collection. The course culminates in a final presentation and exhibition at Drexel University, where students present their work to a panel of industry professionals, including ClearVision leadership.

“I have had the pleasure of collaborating with CVO over the past two years in my roles as both an eyewear designer and a product design professor,” said He. “The entire CVO team has been incredibly supportive of both our program and our students. They have generously provided thoughtful feedback and valuable resources on student design work and prototypes, helping foster a strong environment for learning and innovation. Through this collaboration, our students have created many original and creative eyewear designs. They have also been deeply inspired by opportunities to visit major trade shows in New York City, including Vision Expo East, EyeCon Show, and LOFT Eyewear Show. I am truly grateful for this partnership and deeply appreciate all that we have built together.”

She brings extensive industry experience to the classroom, including previous design roles with global eyewear brands. Her work centers on aging and relevant design innovation, co-design practices with community partners, and increasing mobility and accessibility through empathic modeling. Through this collaboration, students gain direct exposure to real-world design challenges and professional critique while contributing fresh perspectives to the future of eyewear design.

By connecting academia and industry, ClearVision Optical continues to support the next generation of designers and advance human-centered innovation in eyewear.

## About ClearVision Optical

Founded in 1949, ClearVision Optical is a 77-year-old, award-winning leader in the optical industry, designing and distributing eyewear and sunwear for many of today's top brands. A privately held company, ClearVision is headquartered in Hauppauge, New York and is listed on the state's Historic Business Preservation Registry. It has been recognized as a Best Company to work for in New York state ten times, by SMART CEO Magazine as a family-business of the year, and by LI Press as a Small Family Business. It also won the Vision Monday and 20/20 Magazine EyeVote Readers' Choice Award winner for Brand Introduced in 2022 for ILLA and was chosen by readers as a 2024 Ultimate Partner. ClearVision's collections are distributed throughout North America and 20 countries around the globe. Licensed and proprietary brands include ILLA, Uncommon, Adira, Demi + Dash, BCGBGMAXAZRIA, Steve Madden, IZOD, Dilli Dalli, CVO Eyewear, ADVANTAGE, and more. Visit [cvoptical.com](http://cvoptical.com) for more information.