



# ZATI HAZIRA ISMAIL

## LECTURER

### Personal Data

Nationality | [Malaysian](#)

Date of Birth | [21<sup>st</sup> of January 1984](#)

Department | [Industrial Design](#)

Official IAU Email | [zhismail@iau.edu.sa](mailto:zhismail@iau.edu.sa)

Office Phone No. | NA | Website: [www.zatihazira.com](http://www.zatihazira.com)

### Language Proficiency

| Language                      | Read                      | Write                     | Speak                     |
|-------------------------------|---------------------------|---------------------------|---------------------------|
| <a href="#">Arabic</a>        | <a href="#">Beginner</a>  | <a href="#">Beginner</a>  | <a href="#">Beginner</a>  |
| <a href="#">English</a>       | <a href="#">Excellent</a> | <a href="#">Excellent</a> | <a href="#">Excellent</a> |
| <a href="#">Others: Malay</a> | <a href="#">Native</a>    | <a href="#">Native</a>    | <a href="#">Native</a>    |

### Academic Qualifications (Beginning with the most recent)

| Date                 | Academic Degree                | Place of Issue           | Address                      |
|----------------------|--------------------------------|--------------------------|------------------------------|
| <a href="#">2023</a> | <a href="#">PhD (On-Going)</a> | <a href="#">Malaysia</a> | <a href="#">Kuala Lumpur</a> |
| <a href="#">2015</a> | <a href="#">Master</a>         | <a href="#">Malaysia</a> | <a href="#">Kuala Lumpur</a> |
| <a href="#">2006</a> | <a href="#">Bachelor</a>       | <a href="#">Malaysia</a> | <a href="#">Skudai</a>       |

### PhD, Master or Fellowship Research Title: (Academic Honors or Distinctions)

|                        |  |
|------------------------|--|
| <a href="#">PhD</a>    | <a href="#">PhD. Industrial Design</a> |
| <a href="#">Master</a> | <a href="#">MSc. Industrial Design</a> |
| <a href="#">Degree</a> | <a href="#">BSc. Industrial Design</a> |

### Membership in Scientific and Professional Societies and Organizations

- [Malaysian Board of Technologists \(Professional Technologists: Active Licensed 2022/2023\)](#)
- [PEREKA Malaysia \(Active Registered Industrial Designer, 2021-current\)](#)
- [Malaysian Design Council \(Registered Member, 2014-current\)](#)



Professional Record: (Beginning with the most recent)

| Job Rank                           | Place and Address of Work          |  |                        | Date               |
|------------------------------------|------------------------------------|--|------------------------|--------------------|
| Lecturer                           | College of Design                  | Imam Abdulrahman Bin Faisal University | Dammam, Saudi Arabia   | Feb2016 - current  |
| Lecturer                           | Industrial Design Department       | Malaysian Institute of Art             | Kuala Lumpur, Malaysia | Mar2015 - Jan2016  |
| Industrial Designer                | R&D Department                     | Pro-Landscape Structure                | Selangor, Malaysia     | Mar2012 - Mar2015  |
| Design Project Advisor (Part-Time) | Industrial Design Department       | Malaysian Institute of Art             | Kuala Lumpur, Malaysia | Apr2010 - Mar2015  |
| Technical Design Executive         | Technical Division, R&D Department | United Engineers Berhad                | Kuala Lumpur, Malaysia | Sept2006 - Mar2011 |
| Industrial Design Trainee          | R&D Department                     | Sapura Industrial Berhad               | Selangor, Malaysia     | 3 months in 2005   |

Administrative Positions Held: (Beginning with the most recent)

| Administrative Position     | Office   | Academic Session       |
|-----------------------------|--|------------------------|
| Academic Advisor            | Industrial Design  | 2018/2019 - current    |
| Head of Unit                | Industrial Design Postgraduate Curriculum Development Committee  | 2019/2020              |
| Department Unit Coordinator | Department Assessment Unit                                       | 2017/2018<br>2018/2019 |
| Unit member                 | Industrial Design undergraduate Curriculum Development Committee | 2017/2018 - current    |



## Achievements

### Published Refereed Scientific Researches

| YEAR | Name of Investigator(s) and Publications  | Status   |
|------|---|--|
| 2022 | Fadzli Irwan Bahrudin, Shamzani Affendi, Hanafi Azami, Liew Yong Kian, & Zati Hazira Ismail. (2022). <b>The Development of Bacterial Cellulose Fiber Reinforced Composite: Material Strength and Product Application.</b> <i>Regional Conference in Civil Engineering &amp; Sustainable Development Goals in Higher Education Institutions 2021</i> , 1–10. | Presented in Conference, In progress for Indexed Journal Publication, expected in 2022 |
| 2021 | Fadzli Irwan Bahrudin, Liew Yong Kian, & Zati Hazira Ismail. (2021). <b>The Development of Bacterial Cellulose Biomaterials Using the Material Design Driven Approach for Packaging Industry.</b> <i>Asia International Community of Art &amp; Design (AICAD)</i> , 1–7.  | Published in Ideology Journal, 2022  |
| 2021 | Zati Hazira Ismail, Liew Yong Kian, Fadzli Irwan Bahrudin, & Nuraini Daud. (2021). <b>Sustainable Materials in Malaysia : A Systematic Review on Academic Research and Application in Product Design Industry.</b> <i>The 2nd International Conference on Design Industries and Creative Cultures.</i>  | Published in Scopus Proceedings, 2022  |
| 2021 | Zati Hazira Ismail, & Basyarah Hamat. (2021). <b>Product Categories Affected by Odorous Materials.</b> <i>The 2nd International Conference on Design Industries and Creative Cultures.</i>  | Published in Scopus Proceedings, 2022  |
| 2021 | Zati Hazira Ismail, Basyarah Hamat, Astuty Amrin, & Abeer Allaham. (2021). <b>Smell in Industrial Design: A Systematic Review.</b> <i>Basic and Applied Sciences - Scientific Journal of King Faisal University</i> , 22(1), 158–164.<br><a href="https://doi.org/10.37575/b/sci/0063">https://doi.org/10.37575/b/sci/0063</a>                              | Published in Scopus Indexed Journal  |
| 2020 | Zati Hazira Ismail, & Abdul Muta'ali Othman. (2020). <b>The Traditional Malay Colour Palette For Contemporary Design References.</b> In <i>Jurnal Pengajian Melayu-JOMAS</i> (Vol. 31, Issue 1).  | Published in Malaysian Indexed Journal   |
| 2019 | Hala El-Wakeel, Semah Alabduljabbar, Zati Hazira Ismail, Muneera Albarrak, Shahad Alshuaibi, Haifa Alarifi, Mashaer Alabdullah, & Reem Albaadi. (2019). <b>Expandable Kiosk Structure with Public Service Element</b> (Patent No. 10315553). United States Patent.  | Patented by US Patents.  |



|      |  |   |
|------|--|---|
| 2017 | Nuraini Daud, Abdul Muta'ali Othman, & Zati Hazira Ismail. (2017). <b>Semantic Functions of Visual Compositions of Kukuran</b> . In <i>Jurnal Akademi Sains Islam Malaysia (ASASI)</i> .   | Presented in Conference, and published in the non-indexed journal |
| 2015 | Zati Hazira Ismail, Abdul Muta'ali Othman, & Nuraini Daud. (2015). <b>Colours and Smell: Colours in Relation to Malay Traditional Scents</b> . <i>The 4th International Conference of Applied and Creative Arts (4th ICACA) 2015</i> . | Presented in Conference.  |

## Research Awards

| # | Research  | Recognition                                 |
|---|---|---|
| 1 | 3MT (3 Minute Thesis) Competition - The Perceived Smell Intensity of Emerging Sustainable Materials in Industrial Design (2021).  | First Place Winner and Best Presenter Award |
| 2 | Asia International Community of Art & Design - The Development of Bacterial Cellulose Biomaterials Using the Material Design-Driven Approach for Packaging Industry (2021). | Best Paper Award                            |

## Other Awards

| # | Project Title   | Recognition / Year   |
|---|---|----------------------|
| 1 | "eee" (e-lab electronic ecosystem), Biodesign Challenge x Google Hardware | Semi-Finalist (2021) |
| 2 | Hevea Kreatif by Malaysian Rubber Board Packaging Design from Hevea Leaf  | Semi-Finalist (2014) |
| 3 | Creative Promotional Video, Air Asia Real People Real Stories             | Winner (2010)        |
| 4 | ChochoheArt, Concept Art Store, Nescafe Kickstart Season 4                | Semi-Finalist (2008) |



## Teaching Activities

| Role                                   | Course/ Subject  | Courses Description  | Session  |
|--|--|--|--|
| Course Coordinator                     | Industrial Design Studio 3&4   | These courses focus on designing low complexity, user-centred product. These courses also introduce students to design a product with consideration of its pragmatic, syntactic and semantic.  | 2016/2017  |
| Course Coordinator                     | Industrial Design Studio 5&6   | These courses expand student knowledge and skills by adding the context and user scenario parameters in the design consideration. Students are expected to be able to design a medium complexity product with the incorporation of material manufacturing processes and process planning standards in the development and detailing. | 2018/2019  |
| Course Coordinator / Co-Coordinator    | Industrial Design Studio 7&8   | These courses expect students to be able to design a high-complexity human scale product that incorporate system and services design with consideration on the sustainability aspect and positive design experiences.  | 2017/2018<br>2019/2020<br>2020/2021<br>2021/2022 |
| Course Coordinator                     | Material & Manufacturing Processes 1&2                               | These courses introduced students to the current industrial materials and manufacturing processes in part 1, and emerging materials and processes in part 2.   | 2016/2017 to current                             |
| Course Coordinator                     | Manufacturing Planning and Standards + Industrial Engineering Basics | These courses introduce students to industrial engineering functions and activities including lean manufacturing method, process planning, production layout and quality management.   | 2016/2017 to current                             |
| Course Coordinator / Course Instructor | Design Research Method + Senior Thesis Research                      | These courses include theories on design research and methods, for bachelor's degree thesis application. Bachelor's degree thesis for this course is mainly the user-centred research that later will be the basis for the final year degree project.  | 2016/2017 to current                             |
| Course Instructor                      | Strategic Design   | This course provides latest design tools and application developed in the design field to help students to incorporate multiple aspects in their design consideration for senior level projects,   | 2018/2019  |



## Guest Speaker and Invited Lecture

| # | Activity  | Title   | Location   | Year      |
|---|---|---|--|-----------|
| 1 | Guest Lecture for Product Design Department                                     | Material Selection in Industrial Design: Theory and the application in Playground Design Industry | Kulliyah of Architectural and Environmental Design, International Islamic University Malaysia      | 2/4/2021  |
| 2 | Guest Lecture for Product Design Department                                     | Material Selection in Industrial Design   | Faculty Of Design And Built Environment, First City University College                             | 16/2/2021 |
| 3 | Speaker for Design Summer School Program  | Do You Smell Things? Smell in Industrial Design.  | Deanship of Community Service and Sustainable Development, Imam Abdulrahman bin Faisal University, | 9/8/2020  |
| 4 | Speaker for Wednesday Seminar; Design Public Sharing.                           | Scents as Design Element in Product   | College of Design, Imam Abdulrahman bin Faisal University.   | 19/4/2017 |
| 5 | Moderator for Industrial Engineering for Industrial Designer, Panel Discussion. | Engineering Design and Manufacturing  | Industrial Design Program with King Fahd University of Petroleum and Mineral (KFUPM)               | 1/3/2017  |

## Personal Key Competencies and Skills: (Computer, Information technology, technical, etc.)

|   |  |
|---|--|
| 1 | Design Research & Development  |
| 2 | Sustainable Design, Sustainable Materials, and Material Selection  |
| 3 | Research Applications and Softwares <ul style="list-style-type: none"> <li>• SPSS</li> <li>• Mendeley</li> </ul>   |
| 4 | Design Softwares: <ul style="list-style-type: none"> <li>• Autodesk Product Design Suites: Autodesk Inventor</li> <li>• Adobe Creative Suites: Photoshop, Illustrator</li> </ul>   |
| 5 | Interactive Academic and Team Apps: <ul style="list-style-type: none"> <li>• Blackboard Learn: Learning-Teaching Management</li> <li>• Questionmark: Online Assessment Platform</li> <li>• Interactive Educational Apps: Slack, Kahoots, Prezi, Jamboard, Flipgrid, etc</li> </ul> |

## Last Update

10./05/2022