



DR. HASZLIN HJ.SHAHARUDIN

Senior Lecturer / Postgraduate Coordinator (Research)

Industrial Design Department, Faculty of Art & Design, Universiti Teknologi MARA,
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Qualification

- Ph D. in Environmental Design University of Canberra, Australia
- MA Furniture Design and Technology, Buckinghamshire Chilterns University College, U.K.
- BA Design (Industrial) Universiti Teknologi MARA, Malaysia

Expertise

- Furniture Design
- Product Design
- Design Process
- Design Thinking and Creativity Thinking
- Design Research and Research Design
- Studio Design Education

Current Professional Membership

Appointment/Position Faculty/Universities/Government/ Private Agencies/ Professional Bodies

- Coordinator Postgraduate Studies (By Research)
- Timbalan Pengerusi, Projek “Asean Art & Design Symposium and Workshop (Andes) 2016”
- Coordinator Research for FSSR
- Liaison Officer Myra FSSR
- Ahli International Association of Universities and Colleges of Art, Design and Media (CUMULUS)
- Ahli World Design Organisation (WDO) formerly known as ICSID

- Ahli Jawatankuasa, Penyelidikan Fakulti Senilukis & Senireka
- Ahli Jawatankuasa, Pengurusan Harta Intelek FSSR
- Penyelaras Pengurusan Harta Intelek Jabatan Senireka Perindustrian.
- Penasihat Akademik, Jabatan Senireka Perindustrian
- Ahli Jawatankuasa, Penilai Kertas Persidangan
- Ahli Jawatankuasa, Panel Penjurian IIAD2015
- Ahli Jawatankuasa, Pertandingan Rekabentuk Triplast Plastic Sdn Bhd
- Ahli Jawatankuasa, Perancangan Strategik FSSR
- Ahli Kumpulan Kerja, Pembangunan Eco-Labeling Product Criteria Document (PCD), SIRIM - Water Closet
- Ahli Kumpulan Kerja, Pembangunan Eco-Labeling Product Criteria Document (PCD), SIRIM - Water Tap
- Ahli Jawatankuasa Penjurian, Design Competition & Exhibition 2016 [INNO.vate 2015]
- Ahli Jawatankuasa, Program 1+3 (Industrial Design Department)
- Ahli Jawatankuasa, Bulan Inovasi UiTM 2016
- Ahli J/K Persatuan Rekabentuk Malaysia (PEREKA)
- Ahli Jawatankuasa, Persatuan Bekas Pesilat Malaysia (PBPN)
- Ahli Yayasan Kebajikan Atlet Kebangsaan (YAKEB)
- Ahli Persatuan Karate Do Negeri Sembilan (NSKA)
- Ahli Persatuan Tae Kwan Do (International) Negeri Sembilan (ITF, NS)

Current Teaching and Administration Responsibilities

- Teaching - Undergraduate and Post-Graduate students (Teaching/Supervision) FSSR, UiTM, 2003 to present.
- Subject Specialist (Product/Furniture), Industrial Design, FSSR, UiTM, 2003 to present
- Postgraduate Coordinator (by Research) FSSR, UiTM, 2018 to Present
- Coordinator Research FSSR, UiTM, 2015-2018
- Penilai '*Defence Research Proposal*', FSSR
- Ph.D. and Master – Research and Coursework) FSSR, UiTM, 2014 – to present
- LO Myra, FSSR, UiTM, 2015-2018
- Chairperson Panel Penilai '*Defence Research Proposal*', FSSR (Ph.D. and Master – Research and Coursework), FSSR, UiTM, 2016
- Ahli Bersekutu Jawatankuasa Etika Penyelidikan UiTM, 2020
- Panel Penilai Projek Pasca Siswazah, FSSR, UiTM, 2003 to present
- Penyelaras Penulisan Ilmiah (Academic Writing) Industrial Design, FSSR, UiTM, 2015 to 2018
- Penasihat Akademik, Industrial Design, FSSR, UiTM, 2003 to present
- Penyelaras IP Application / Harta Intelek, Industrial Design dan FSSR, UiTM, 2017-2018
- Ahli Jawatankuasa Penyelidikan FSSR, UiTM, 2015 to present
- Ahli Jawatankuasa Penyelidikan, Inovasi, FSSR, UiTM, 2015-2018
- Ahli Jawatankuasa Penyelidikan-Penerbitan FSSR, UiTM 2015 to present
- Ahli Jawatankuasa Penilai Kertas Persidangan, FSSR, UiTM, 2015-2018
- Panel Temubual Pasca Siswazah (Kerja Kursus) FSSR, UiTM, 2015
- Pengerusi Temubual Pasca Siswazah FSSR, UiTM, 2014 to present
- Pembangunan Bahan e-Kandungan bagi Projek '*Subject Matter Expert*' Fasa 5 (Academic Writing), FSSR, UiTM, 2016
- Pembangunan Bahan e-Kandungan bagi Projek '*Subject Matter Expert*' Fasa 5 (Port Folio Presentation), FSSR, UiTM, 2016 to present
- Judge for FSSR Fashion Show FSSR, UiTM, 2015-2019

- Ahli Jawatankuasa Hari Inovasi FSSR, UiTM, 2017
- Ahli Kerja Manual Prosedur Penulisan Ilmiah , FSSR, UiTM, 2015
- Pencatat Minit ViVA Voce (Master dan Ph.D), FSSR, UiTM, 2015-2017
- Viva Voce Secretariat FSSR, UiTM, 2018 to present
- Panel Sesi Pembentangan Kemajuan Penyelidikan Pasca Siswazah (Penyelidikan) Sarjana dan Kedoktoran, FSSR, UiTM, 2015 to present
- Ahli Jawatankuasa Perancangan Strategik FSSR, UiTM, 2015 to present

Teaching Administration (Course Taught and Level of Studies)

- Furniture Design, Degree
- Product Design, Degree
- Port Folio Presentation, Degree
- Academic Writing (Supervision) , Degree
- Design Seminar, Postgraduate
- Coursework (Project and Academic Writing Supervision), Postgraduate
- Research (Thesis-Supervision), Postgraduate

Supervision – Coursework Master Thesis/ Project

- Mohd Syahmi b. Mohd Shafee. Title ‘Board Game Design in Education’. 2016
- Muhammad Fakhruddin b. Ahmad. Title ‘Footwear Design: A Study on Hiking Shoes for Tropical Rainforest Climate’. 2017
- Siti Maisarah bt. Kamarul Bahrain. Title ‘Biomimetic Concept Approach in Diabetic Footwear Design’. 2017
- Abd Hadi b. Hussin . Title ‘A Study of Personal Trolley Design for Grocery Use’. 2018
- Mohamad Hasriq Haiqal b. Mohd Rashid Title ‘Formonic: Designing A Specific Footwear for Male Hajj Pilgrim’. 2018
- Mohamad Suhaimi b.Tukiman. Title ‘The effectiveness Role of Helmet Design”. 2021

Supervision – Ph.D./Master/ Research

- Siti Nurul Diana binti Sukri. Title ‘A Study on Kenaf Fibre-Based Materials and Potential Application in The Furniture Design And Manufacturing’. (Started July 2017)
- Muhamad Fahmi bin Ahmad. Title ‘A Study of User’s Responses to Potential Upcycled Material with Reference to the Furniture Design in Malaysia’. (Started July 2017)
- Nazrul Ikmal bin Julkeply @ Zulkifli. Title ‘The Shape Grammar Kadazan Dusun Cultural Product Adaptation in Contemporary Design’. (Started July 2017)
- Akma Suhaila binti Md Noor. Title ‘The Investigation of Design Studio Environment Toward the Outcome of Design project’. (Started July 2017)
- Siti Nurmasturah Binti Harun. Title ‘Furniture Design Development: The importance and environmental benefits of sustainable material to retain the traditional element among urban millennials’. (Started Sept 2018)
- Nur Shahidatul Aina Binti Muhammad Firdaus. Title ‘A Study on Sustainable Kitchenware Products in Relation to Users’ Quality Perception’. (Started Sept 2018)
- Sulaiman Bin Mohd Shah. Title ‘The Soft-Structured Baby Carrier (SSC) Design: The Effects on Wearer’s Posture Stability’. (Started Sept 2018)
- Mohd Fitri Safwan b. Ghazali. Title ‘A Study of The Effectiveness Learning Aids for Learning Destabilises Dyscalculia’. (Started Sept 2018)

- Siti Solehah bt. Ahmad Sobri. Title 'A Study of Flash Card Design in Developing Teaching Aids on Dyslexic Children'. (Started Sept 2018)

Internal/External Examiner (MASTER and PhD)

Nur Natashadila bt. Mohd Fuad,
Master, UiTM

Role: Internal examiner

Topic: Service Design: To Design New Service Guidelines for Arthritis Centre in Malaysia. 2015

Muhammad Fakhruddin Bin Ahmad,
Master, (UiTM)

Role: Internal examiner.

Topic: Footwear Design: A Study on Hiking Shoes for Tropical Rainforest Climate. 2017

Siti Maisarah bt. Kamarul Bahrain,
Master, (UiTM)

Role: Internal examiner.

Topic: Biomimetic Concept Approach in Diabetic Footwear Design. 2017

Mohamad Hasriq Haiqal b. Mohd Rashid
Master, (UiTM)

Role: Internal examiner

Topic: Designing a specific footwear for male hajj pilgrim: Formonic: Hajj Sandal 2018

Abdul Hadi b. Hussin
Master, (UiTM)

Role: Internal examiner

Topic: A Study of the use of Personal Trolley at Hypermarket in Shah Alam: Relation to Environmental Society. 2019

Siti Naquyah Binti Mohammad Isa
Master, (UiTM)

Role: Internal examiner

Topic: The Underlying of Islamic Value on Syed Ahmad Jamal Painting. 2020

Rawiza Amalena Binti Rakawi
Master, (UiTM)

Role: External Internal Examiner

Topic: Designing an Adjustable Chair For The Growing Child. 2020

Norazean Binti Miswat
PhD, (UiTM)

Role: Internal examiner

Topic: Women with Breast Cancer: An Exploration on Intrinsic Element of Clothing to Enhance Quality of Life 2020

Employment History

- 2003 to present: Lecturer, Universiti Teknologi MARA, Malaysia
- 2000: Industrial Designer (Product and Furniture) and Quality Control (QC), DSP Sdn Bhd Petaling Jaya
- 1998: Display Artist, Giant Subang Jaya
- 1995: Bank Teller, Pacific Bank Seremban Negeri Sembilan
- 1994: Teacher, Sekolah Menengah King George V Seremban Negeri Sembilan
- 1994: Teacher, Sekolah Menengah Seri Ampangan Seremban Negeri Sembilan
- 1990: Clark , Oliver Sdn Bhd, Seremban Negeri Sembilan

Conferences, Symposium and Training

- International Conference on Design Industries and Creative Culture: Design Thinking as the New Commodity. 2019. Universiti Teknologi MARA. Merbok Sg Petani, Kedah. Title "Studio Based Design Education Environment: With Particular Reference to Specific Students Project outcome"
- International Conference on Design Industries and Creative Culture: Design Thinking as the New Commodity. 2019. Universiti Teknologi MARA. Merbok Sg Petani, Kedah. Title "Traditional Cultural Heritage Artefact In Sultanate Palace Of Melaka: The Benefits Of Sustaining Cultural Value Thru The Furniture Design And Development Process In Related Field In Malaysia"
- International Conference on Design Industries and Creative Culture: Design Thinking as the New Commodity. 2019. Universiti Teknologi MARA. Merbok Sg Petani, Kedah. Title "A development of Conceptual Model for Defining Users' Quality Perception in Product Design"
- International Conference on Design Industries and Creative Culture: Design Thinking as the New Commodity. 2019. Universiti Teknologi MARA. Merbok Sg Petani, Kedah. Title "A Study of The Effectiveness Learning Aids for Learning Destabilises Dyscalculia."
- International Conference on Design Industries and Creative Culture: Design Thinking as the New Commodity. 2019. Universiti Teknologi MARA. Merbok Sg Petani, Kedah. Title "A Study of Flash Card Design in Developing Teaching Aids on Dyslexic Children"
- Symposium Antarabangsa Kedua Art, Craft and Design in South East Asia 2018 (Arcadesa#2) 2018
- 7th International Conference on Sciences, Technology and Social Sciences, 2018. Patra Jasa Bali Resort & Villas. Title: "A Study of Studio Environment on Students' project Outcome."
- International Journal of Arts & Sciences, Fhwein University of Applied Sciences of WKW, Vienna, Austria, 2017. Title "Analysis of Understanding on Biomimicry Approach."
- International Journal of Arts & Sciences, University Foundation Brussels, Belgium, 2015. Title "Development of Conceptual Framework of Biomimicry Thinking Process".
- National Symposium on Ethical Issues in Research II 2015. Anjuran Fakulti Sains Sukan dan Rekreasi Dengan Kerjasama Institut Pengurusan Penyelidikan (RMI)
- MATRAX: Malaysian-Thailand Art Exchange 2015

- International Furniture Conference & Exhibition 2008, Putra World Trade Centre, Kuala Lumpur, Malaysia. Paperwork title: "Adaptation of Malaysian Art & Culture (Shadow Puppet) In Lighting Design (Creating Malaysian Image in Furniture Design)"
- International Furniture Conference & Exhibition 2008, Putra World Trade Centre, Kuala Lumpur, Malaysia. Paperwork title: "An Experimental Study of How Massage Techniques Can Be Applied into Public Furniture Design"

Research and Publications

- Pengubal Pembangunan Eco-Labeling Product Criteria Document (PCD), SIRIM (Water Tap)
- Pengubal Pembangunan Eco-Labeling Product Criteria Document (PCD), SIRIM (Water Closet)
- International Journal of Arts & Sciences, Fhwein University of Applied Sciences of WKW, Vienna, Austria. Title "Analysis of Understanding on Biomimicry Approach" 2017
- 3rd Art and Design International Conference 2018 (AnDIC 2018), Kuala Terengganu, 3 - 4 December 2018. Title "(A Review on Up-Cycle Plastic Waste Material: Current Body of Literature, Knowledge Gaps Furniture Design Base from Designer Perception and User Response)". International Journal of INTI ISSN : 01265822 Volume 22, Special Issue, December 2018
- 3rd Art and Design International Conference 2018 (AnDIC 2018), Kuala Terengganu, 3 - 4 December 2018. Title "A Conceptual Framework of Design and Material Process of Kenaf Fibre-Based Furniture Manufacturing". International Journal of INTI ISSN : 01265822 Volume 22, Special Issue, December 2018
- International Conference on Design Industries and Creative Culture (Decoded), Kedah. Title "Traditional Cultural Heritage Artefacts in The Sultanate Palace of Malacca: The Benefits of Sustaining Cultural Values Through the Furniture Design and Development Process In Related Fields In Malaysia". Voice of Academia Vol 16, Issue1, January 2020
- International Conference on Design Industries and Creative Culture (Decoded), Kedah. Title "A Development of Conceptual Model for Defining Users' "Quality Perception in Product Design". Voice of Academia Vol 16, Issue 1, January 2020
- International Conference on Design Industries and Creative Culture (Decoded), Kedah. Title "A Study of Studio Environment on Students' Project Outcome". Voice of Academia Vol 16, Issue 1, January 2020
- International Conference on Design Industries and Creative Culture (Decoded), Kedah. Title "Development of Conceptual Framework for Dyslexia Learning Aids". Voice of Academia Vol 16, Issue 1, January 2020
- International Conference on Design Industries and Creative Culture (Decoded), Kedah "A Study of The Effectiveness of Learning Aids for The Development of Conceptual Framework". Voice of Academia Vol 16, Issue 1, January 2020
- AICAD2019 International Conference and Art Exhibition, Nagoya Japan. Title "Consumers' Quality Perception When Purchasing Sustainable Kitchen Ware Product".

- AICAD2019 International Conference and Art Exhibition, Nagoya Japan. Title “Visual Aesthetics: users’ Response on Electric and Electronic product in Malaysia”.
- Creative Publication. VIBE by DSISC. January 2020

Consultation

- Kereta Berhias UiTM Sempena Hari Merdeka 2004
- Design and make a stainless-steel globe (monument) for Institute of Diplomacy and Foreign Relationship, Kuala Lumpur, Malaysia (2007)
- Pembangunan Eco-Labeling Product Criteria Document (PCD), SIRIM (Water Tap)
- Pembangunan Eco-Labeling Product Criteria Document (PCD), SIRIM (Water Closet)

Community Services

- All Industrial Design Department Activities Industrial Design, FSSR, UiTM, 2003 to present
- Asean Art & Design Symposium FSSR, UiTM Malaysia, 2016
- Aceh Community Art Consortium and The Japan Foundation Asia Center, The Toyota Foundation, YS Ichiba Community Foundation, Maekawa Houonkai Foundation for Aceh - Japan Community Art Project

Research and Related Grants Gained

- 2018 Malaysian Government, Bestari Perdana Grant of RM15,000 to Design Characteristic In Upcycled Furniture Design Base from Designer and User Response.
- 2018 International grant given by Npo Chikyu Taiwa Labo, Aceh Community Art Consortium and The Japan Foundation Asia Center, The Toyota Foundation, YS Ichiba Community Foundation, Maekawa Houonkai Foundation for Aceh - Japan Community Art Project in the amount of Rupiah 5,000,000.00. Project entitled ‘Furniture Designing Through the Biomimicry Approach’. Japan Community Art Project 2018 in Aceh, Indonesia.

Local Exhibition

- BA Industrial Design Exhibition, Malaysia
- IDess 2009 Design and Exhibition, UiTM Malaysia
- Germinates Exhibition, Universiti Teknologi MARA, UiTM Malaysia
- “PASAREKA 2017” at Kraftangan Malaysia anjuran Kementerian Pelancongan dan Kebudayaan (KPK), Malaysia
- IIDEX - Invention, Innovation, Design and Exposition 2015-2019

International Exhibition

- “A Furniture Design & Technology Exhibition” at Buckinghamshire Chilterns University College, BCUC, United Kingdom
- Furniture Exhibition at VITRA, London, United Kingdom
- “Work of Progress” Design Exhibition, House Mill, London, United Kingdom
- 28th International Invention, Innovation & Technology Exhibition ITEX 2017, Kuala Lumpur, Convention Centre, Malaysia
- PECIPTA 2019, International Conference and Exposition on Inventions by Institutions of Higher Learning
- IICE2020, International Competition and Exhibition (Brunei) Project title: Formonic: Sandal for Hajj for Male Pilgrim

Invention, Innovation and Design Competitions

- IICE2020- International Innovation Creativity Competition and Exhibition (Brunei). Project title: Sandal for Hajj for Male Pilgrim. **(Diamond Award)**
- IICE2020- International Innovation Creativity Competition and Exhibition, University Brunei Darussalam, Brunei (Brunei) Project title: Sandal for Hajj for Male Pilgrim. **(Best Gold Award)**
- PECIPTA 2019- International Conference and Exposition on Inventions by Institutions of Higher Learning. Malaysia. Project title: 'Formonic: Sandal for Hajj for Male Pilgrim'. **(Silver Medal)**
- IIDEX 2018 - Invention, Innovation, Design and Exposition 2018. Project title: 'Sugarcane Bagasse and Pith (BP) Bio-Composite Based Consumer Product Design'. **(Gold Medal)**
- IIDEX 2018 - Invention, Innovation, Design and Exposition 2018. Project title: 'Formonic: Sandal for Hajj for Male Pilgrim'. **(Silver Medal)**
- IIDEX 2017 - Invention, Innovation, Design and Exposition 2017. Project title: 'Beat the Beetle'. **(Bronze Medal)**
- 28th International Invention, Innovation & Technology Exhibition ITEX 2017, Kuala Lumpur, Malaysia. Title 'Biomimetic Concept Approach in Diabetic Footwear Design'. **(Gold Award)**
- IIDEX2016 – Invention, Innovation, Design and Exposition 2016. Project title: 'Smart Furniture Structures Design'. **(Gold Medal)**
- IIDEX2016 – Invention, Innovation, Design and Exposition 2016. Project title: 'Biomimetic Concept Approach in Diabetic Footwear Design'. **(Gold Medal)**
- IIDEX2016 – Invention, Innovation, Design and Exposition 2016. Project title: 'Automatic Barrier for Disable Parking Lot'. **(Gold Medal)**
- IIDEX2016 – Invention, Innovation, Design and Exposition 2016. Project title: 'Portable Sleeping Facility for Airport Use'. **(Gold Medal)**
- IIDEX2016 – Invention, Innovation, Design and Exposition 2016. Project title: 'Safety Pole for Roadside Construction'. **(Gold Medal)**
- IIDEX2016 – Invention, Innovation, Design and Exposition 2016. Project title: 'E-Cloud Portable Energy Bank'. **(Silver Medal)**
- IIDEX2016 – Invention, Innovation, Design and Exposition 2016. Project title: 'Safety Light for Construction Worker'. **(Silver Medal)**
- IIAD 2015 – Competition & Exhibition Invention, Innovation, Art & Design 2015 Title 'C-EP (Cap with Ear Protection)'. **(Silver Medal)**
- IIDEX 2015 – Invention, Innovation & Design Exposition 2015. Project Title: 'Innovative Mini Hydro Turbine as A Solution for Blackout at Home'. **(Silver Medal)**

- IDEX2015 – Invention, Innovation & Design Exposition 2015. Project Title ‘Eco Product Design: Banana Paper as an innovative and Sustainable Solution’. **(Gold Medal)**
- IIAD 2015 – Competition & Exhibition Invention, Innovation, Art & Design 2015. Project Title: ‘Workout Grip’ **(Silver Medal)**.
- IIAD 2015 – Competition & Exhibition Invention, Innovation, Art & Design 2015. Project Title “The Vest”.**(Silver Medal)**
- IIAD 2015 – Competition & Exhibition Invention, Innovation, Art & Design 2015. Project Title ‘Guard Green’ **(Silver Medal)**
- IIAD 2015 – Competition & Exhibition Invention, Innovation, Art & Design 2015. Title ‘C-Glove’ **(Silver Medal)**
- Shadow Puppet in Lighting Design (Creating Malaysian Image in Furniture Design) Adaptation of Malaysian Art & Culture
- Public Massage Furniture Design- How Massage Techniques Can Be Applied into Furniture Design
- All Ages Furniture. Furniture design that can be converted from baby’s use to youth’s use.

Sport and Non- Academic Award and Achievement

Silat Olahraga, Karate Do and Tae Kwan do

International Level – 1991 – 1998

- 1991 International Junior Karate Championship
- 1992 Silat World Championship, Jakarta
- 1993 South East Asia Game (SEA GAME), Singapore (in Squad)
- 1994 Silat World Championship Thailand
- 1995 South East Asia Game (SEA GAME), Thailand
- 1996 Vietnam International Invitation, Vietnam
- 1997 South East Asia Game (SEA GAME), Jakarta (in Squad)
- 1998 International Invitation (in Squad)

National and State Level – 1990 – 2000

- 1992-2000 National Championship
- 1990-2000 State Championship
- 1992-1999 State open
- 1992-1996 Sukan Malaysia (SUKMA)
- 1992-1999 Sukan Selangor (SUKSES),
- 1992-1999 Sukan Negeri Sembilan (SUKNES)
- 1995 - Malaysian Silat Elite Squad

Negeri Sembilan Karate Do Coach

- 2000 Sukan Malaysia (SUKMA)

State and National Level

- Referee

State Level

- Karate Coach

Sportswomen of The Year

- Nominated 1990
- Negeri Sembilan -1992
- Nominated 1996