



Rohana Zur (Ts. Dr.)

Contact

Position: Pensyarah Kanan | Senior Lecturer
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Profile

Qualification and Granting Institution

- Master of Design Technology, UiTM Shah Alam, (2005)
- Bachelor of Design (Fashion), UiTM Perak (1999)

Areas of Expertise

- Fashion Merchandise, Fashion Technology (CAD/CAM), Visual Merchandising, Fashion Promotion and Advertising.

Teaching Interest

- Fashion Technology (CAD/CAM) and Fashion Promotion/advertising

Research Interest

- Eco and Sustainability in Fashion Industry, Visual Merchandising, Innovation and Invention Fashion retail, Textile industry

Award

- Excellent Service Awards, UiTM, 2011
- Best Art Work in The 6th International Mini Textile Exhibition @ Kherson/Ukraine. 2013
- 5th winner, Green Tech Competition Series, KETTHA. 2011
- SemiFinal, AdobeAwards Competition, Adobe United State, 2011 and 2012
- Silver awards, Invention, Innovation & Design IID, UiTM, 2010

Profesional Experiences

- Regional Visual Senior Manager, Forever 21, (Malaysia, Singapore, Indonesia and Thailand)
- Senior Buyer, British India, (Malaysia)
- Designer, Canterbury Asia, (Malaysia)
- Merchandiser, Metro Ptd Ltd, (Singapore)
- Junior Visual Merchandising, Parkson Corp, (Malaysia)

Consultations and / or Expertise

- MQA panel Accreditation, 2010-2015
- School Uniform (OKU), Kementerian Kebajikan Perak, 2012
- Exco Formal Uniform, Kerajaan Negeri Perak, 2012
- Pembentukan Kurikulum Kolej Komuniti, Kementerian Pengajian Malaysia, 2011
- Jemputan Utama, Women Entrepreneurship Society, UKM 2012
- Jemputan Utama, How To Run Fashion Business, Kolej Teknologi Timur Perak, 2011
- Pengadil Utama, Pertandingan Fashion Show, PERDA Penang, 2013
- Pengadil bersama (siri television), Polyboutique Reality Show, Johor, 2012

Completed Research Grants

- Dana Kecemerlangan, Waste to Wealth, UiTM, 2010-2012
- Jabatan Warisan Negeri Perak, Himpunan Cerita Penglipurlara Negeri Perak, 2010-2011

Creative Works

- The 8th Asia Fiber Art exhibition & Symposium (AFA), Malaysia, 2011
- RASTA exhibition , UiTM Perak, 2012
- The 6th International Mini Textile Exhibition @ Kherson/Ukraine. 2013

Publication/Presenting Research

- The 8th Asia Fiber Art exhibition & Symposium (AFA), Fiber Optic As New Art Material, Malaysia, 2011 (proceeding ISBN)
- Art & Design International Conference (ANDIC), Eco Project: Waste To Wealth, Malaysia, 2012 (proceeding ISBN)
- Seminar Nasional Urban Acupuncture, The Secret Reveal: A Study of South East Asia's Fashion Window Display and its Effect to the Culture Identity towards Urbanite, Bandung Indonesia, 2013. (proceeding ISBN)
- Himpunan Cerita Penglipurlara Negeri Perak, Penulis bersama, Jabatan Warisan Negeri Perak, 2011, Jabatan Warisan Publication