



Mohd Azali Abd Rahim

Qualification:

Master of Arts Industrial Design Engineering, Manchester Polytechnic, UK
Diploma Art and Design (Industrial Design), Institut Teknologi MARA (ITM), Malaysia

Working Experience:

Faculty of Design and Architecture, Universiti Putra Malaysia
Faculty of Art and Design, Institut Teknologi MARA (ITM)

Field of Specialization:

Product design, development and commercialisation

Research Areas of Interest:

Design Styling in congruent to Radical Innovation Process



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Mohd Azali Abd Rahim was an Adjunct Professor (2008-2012) at the Department of Industrial Design, Faculty of Design and Architecture, Universiti Putra Malaysia. With strong industrial experience and extensive academic history, he currently continues lecturing and acts as a coordinator for Putra Design Nucleus. He is also rigorously pursuing the commercialization of products in collaboration with private manufacturing companies.

His career started in 1969 at Institut Teknologi MARA (ITM) in Industrial Design. Later, he pursued his Master's in Industrial Design Engineering at Manchester Polytechnic, UK. Upon returning home, he served as a lecturer and later, as the head of the Industrial Design Department, School of Art and Design, Institut Teknologi MARA (UiTM).

In 1983, he gained a position in Heavy Industries Corporation of Malaysia, for his contribution in building the Industrial Design department. With this position; he was able to participate in designing the high-profile Malaysian National Car project. For executing the task efficaciously, he was recognized as the First Designer of the 'Proton Saga'. In 1985, the pioneering project team was awarded 'Man of the Year' by the Malaysian Business Magazine. He was Proton's R&D manager by then, and he continued to develop the subsequent Proton Saga's U.K. export models.

In 1994, Mohd Azali was selected to join INOKOM (then known as Industri Otomotif Komersial Malaysia Sdn Bhd), a joint venture company between Malaysia and Hyundai Motor Company, to design and manufacture the first commercial vehicle. Appointed as the R&D General Manager, he headed the design along with the development of the commercial van (PERMAS) and the one-tonne trucks (Lorimas). Later, he set foot into entrepreneurship in collaboration with Sinmar Plastic Industries Sdn Bhd, to manufacture automotive accessories. The rear louver and quarter window shades for Proton Saga were supplied to EON (Edaran Otomobil Nasional Sdn Bhd).

Apart from lecturing, he is also a Council Member of the Malaysian Design Council (2007-15). Commemorating 'World Industrial Day 2013', he received the 'Tokoh Pereka 2013' awarded by PEREKA (Malaysian Society of Industrial Design). Together with his students, they owned two product IDs, the Aqua-Display Unit and Mini-Bio Organic Insecticide Spray. A 'Durian Splitting' home appliance, was a commercialization project under the Putra Design Nucleus.