



## Assoc. Prof. Dr. Nazlina Shaari

### Qualification:

PhD (Kansei in Artifact Design), Chiba University Japan  
MA Textile Design, Central Saint Martin's College of Art & Design, London, UK  
Diploma in Art & Design, (Textile Design), Institut Teknologi Mara, Shah Alam, Selangor

### Working Experience:

Faculty of Design and Architecture, Universiti Putra Malaysia  
Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak

### Field of Specialization:

Kansei in Artifact Design, Textile & Fashion Design

### Research Areas of Interest:

Kansei in Artifact Design, Textile & Fashion Design, Design Emotion, Materials Planning



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**Assoc. Prof. Dr. Nazlina Shaari** is currently the Head of Department of Industrial Design, Faculty of Design and Architecture, Universiti Putra Malaysia. Previously, she was the Head of Design Technology Program in 2008-2010, Faculty of Applied and Creative Arts, UNIMAS and Fellow Researcher for the Institute of Design and Innovation (INDI) from 2011-2013. Her specialization is in innovating new material design for textiles and fashion, as well as in product design, developing natural dyes, batik, and printing design. She also plays the role of a design consultant and has published 20 academic research papers in local and international design and scientific journals and more than 45 papers in other publications, as well as chapters in books.

She received several academic awards scholarships and more than 30 designs and innovation awards in Malaysia and International such as Best Innovation Product Innovation and Techniques, Geneva, Switzerland 2006, Prize of the Governor-Taipei Mayor of Republic of China 2006, National Authority for Scientific Research, Ministry of Education and Research Award Romania in 2006, Pin Up Korea 2008 Silver Award, Gold Award at Seoul International Invention Fair South Korea 2011 and Gold Medalist for INNOVA 2010 Brussels,

The Very Best Award by Malaysia Association of Research Scientist 2011, Double Gold Medalist, Diamond Award and Gold Medalist British Invention Show in 2012, Romanian Inventors Forum Award in 2012 and two Special Prize Award from the Korean Society of Design Science in 2014-2015.

Recently, she received prestigious awards of Biotechnology Innovation of The Year 2015 Award and Gold Award by the Malaysian Association of Research Scientist for the EcoPaste product. She is also the third prize winner for Batik Piala Seri Endon 2008 in the handicraft category and the finalist for the Prime Minister's Innovation Award in 2007. She was awarded six intellectual properties (industrial design and patent) from her product design of Hospital Garment, Jacket for Recreational Activities, Wearable Sleeping Bag, and the patent inventions of BioPaste product for textile industries. She is also a member of the Japanese Society of Kansei Engineering (JSKE), Japan, Japanese Society for the Science of Design, World Batik Council and Design Emotion Society. She actively participates in various research fields, specifically in sustainable design, art and design competitions and exhibitions.