



Dr. Hassan Hj. Alli

Qualification:

PhD in Engineering Design, University of Malaya, Malaysia
Master of Automotive Design, Coventry University, United Kingdom
Bachelor of Industrial Design, Institut Teknologi Mara, Shah Alam, Selangor

Working Experience:

Faculty of Design and Architecture, Universiti Putra Malaysia
Simor Creative (M) Sdn. Bhd, Kajang Selangor
Forgatech (M) Sdn. Bhd. Bandar Seri Damansara, Kuala Lumpur

Field of Specialization:

New Product Development (NPD) - Design Methodology and Process;
SMART and Sustainable Product Design

Research Areas of Interest:

Product Design Methodology and Process, Product Innovation, Management and Strategy
SMART Design, Sustainable Product Design and Design Education



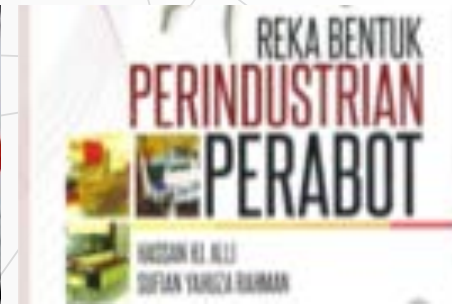
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Dr. Hassan Hj. Alli is a Senior Lecturer in the Department of Industrial Design, Faculty of Design and Architecture, Universiti Putra Malaysia (UPM). He holds a PhD in Engineering Design from the University of Malaya, Malaysia, Master of Automotive Design from Coventry University, United Kingdom and Bachelor of Industrial Design (1995) from Universiti Teknologi Mara, Malaysia. Currently, he is the Deputy Dean (Industry and Society Linkages, and Development), and previously, as the Head of Department of Industrial Design. Prior to joining the Department of Industrial Design in 1997, he worked as an industrial designer for several design companies.

Hassan is the founder of the Industrial Design program at Universiti Putra Malaysia. He was responsible in developing the industrial design program and setting excellent teaching standards. As an educator and scholar, Hassan is the author of four industrial design books: Reka bentuk perindustrian: Pengenalan (Industrial Design: Introduction), Reka bentuk perindustrian: Pengurusan pembangunan idea (Industrial Design: Management of Idea Development), Reka bentuk perindustrian: Perabot (Industrial Design: Furniture) and Reka

bentuk perindustrian: Pengangkutan (Industrial Design: Transports), and also wrote for the Ministry of Education Malaysia (KPM) text book for form four students entitled, PERTANIAN. Furthermore, he has published more than 20 academic journals, articles, conference papers and technical paper. As an academician in UPM, he has also received several design and innovation awards, national and international invited speaker, involved with design consultancies, and was appointed as an expert for fore sighting the Malaysian furniture industry from 2015-2050, in the Mega Science Project 3.0 from Academy Science of Malaysia – MOSTI.

His research efforts are to improve the current product design and development practices. His work focuses on organizing a new product development (NPD), specifically on product design methodology and process; product innovation, management and strategy; smart and sustainable product design with an attempt to accelerate the product designer practices, while increasing the success of the product.