



Dr. Saiful Hasley Ramli

Qualification:

PhD (Co-Design), Sheffield Hallam University, UK
MA Industrial Design, Sheffield Hallam University, UK
BDes Industrial Design, UiTM, Selangor, Malaysia

Working Experience:

Faculty of Design and Architecture, Universiti Putra Malaysia
Onestop Display Sdn Bhd, Sg. Buloh, Selangor
S. Kian Seng Sdn Bhd, USJ, Selangor
Azam Hias Sdn Bhd, USJ, Selangor
G Art Sdn Bhd, Klang, Selangor

Field of Specialization:

Co-design, Mocking-Up Method, Industrial Design for Medical and Healthcare,
Model Making and Prototyping

Research Areas of Interest:

Design Collaboration (Co-design), Lead User Innovation, Design Practice Led Research,
Design for Medical and Healthcare, Mock-up – model – prototype



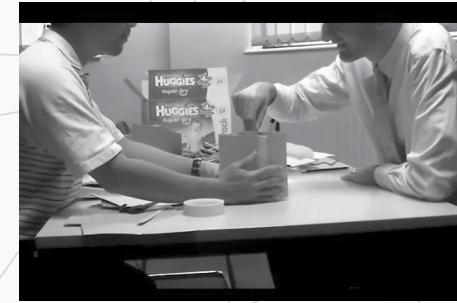
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Dr. Saiful Hasley Ramli is currently working as a Senior Lecturer with the Department of Industrial Design, Faculty of Design and Architecture, Universiti Putra Malaysia. He practiced design in the industry for about five years in various projects such as hospital furniture, display and exhibition, with a touch of graphic design during his early days in the design industry. Some other projects he was involved when he worked as a designer were to redesign and fabricate Hong Kong MRT stations' ticketing counter, and also the redesign and fabrication of Proton Arena's Kangaroo Bar.

Currently, he is responsible in coordinating subjects involved in fabrication such as Workshop Technology as well as Model Making Techniques. This is aligned with his expertise which he developed through his working experience and his post graduate studies.

Saiful developed surgical tools through his MA project and this novel innovation was patented and will be further commercialized under a company named Reka Sihat Sdn Bhd by the UPM Innohub programme. The momentum from this success was brought to his doctoral study where he developed a co-design method as well as other surgical tools with two colorectal surgeons from Northern General Hospitals in Sheffield, United Kingdom. He is now continuing to develop his collaborative design (co-design) method named Mocking-Up with the design research group LIEMO (Life and Emotion) based in UPM.