Sazrinee Zainal Abidin

Sazrinee Zainal Abidin is an academician for over 14 years with the Department of Industrial Design, FRSB, UPM. Previously, she was a Senior Graphic Designer in MRCB Multimedia Consortium Sdn Bhd and was responsible for designing the The Human Resource Management Information System (HRMIS) platforms, which is currently being used nationwide in government agencies. She also has experience working in advertising industries and specializes in Graphic Design, Branding, Packaging, Corporate Identity Design and Visual Communication. She also plays the role of design consultant, besides having presented and published three academic research papers in local and international design and scientific journals.

She received several design invention and innovation such as Gold, Silver and Bronze awards at the Invention, Research and Innovation Exhibition (PRPI) in 2008,2009 and 2011. She was also awarded Silver at the 20th International Invention, Innovation & Technology Exhibition ITEX 2009.

Currently, she is pursuing her doctoral degree under SLAB/KPT at UPM. Her research interest for the doctoral degree is in integrated design study specialising in Packaging and Branding.

Qualification:
PhD Candidate in Branding and Packaging (Integrated Design Study) UPM
Master in Multimedia (e-learning Technologies) Multimedia University, Cyberjaya, Malaysia
Bachelor of Art and Design With Honours (Graphic) Universiti Teknologi Mara
Bachelor of Design (Graphic)
Universiti Teknologi Mara

Working experience:
Faculty of Design and Architecture, UPM
MRCB Multimedia Consortium Sdn.Bhd.
Avex Technologies Sdn.Bhd.
VYVX Sdn.Bhd.
Kalamvest Advertising Sdn. Bhd.

Field of specialization / Research Areas of Interest:
Graphic Design, Branding and Packaging, Corporate Identity Design, Visual Communication

Contact No. :
+603 8946 4096 / +6016 274 1656

Department:
Department of Industrial Design,
Faculty of Design and Architecture, UPM

Email :
sazrinee@upm.edu.my
rinee_eee@yahoo.com