



Dr. Mohd Shahrizal Dolah

Qualification:

PhD Art and Design (Industrial Design) Sheffield Hallam University, UK
MSc Industrial and System Engineering, Universiti Putra Malaysia (UPM)
BDes (Industrial Design), Institut Teknologi Mara, Shah Alam, Selangor

Working Experience:

Faculty of Design and Architecture, Universiti Putra Malaysia
Bristol Technologies (M) Sdn Bhd
Isetan Malaysia

Field of Specialization:

Industrial Design / Design Manufacturing / Design Research Methodology

Research Areas of Interest:

Lead User, Participatory Design, Industrial Design, Design Manufacturing, Modular System Furniture, Designing for Sport, Quality Functional Deployment (Product Design)



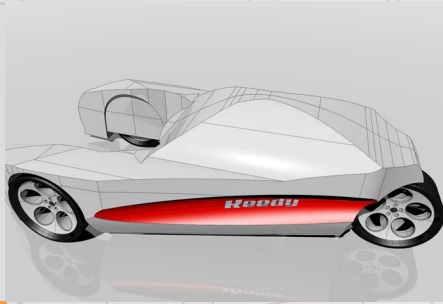
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Dr. Mohd Shahrizal Dolah is a Senior Lecturer at the Department of Industrial Design, UPM. He previously worked as a design engineer but is currently lecturing and building his forte in research and development in industrial design.

Earlier in his career, he worked with one of the leading furniture companies in Malaysia as an industrial designer/design engineer. His research and development team introduced the office modular system in Malaysia and the furniture system, which were commercialised globally. He joined the Department of Industrial Design, Faculty of Design and Architecture, UPM in year 2000 and assisted in establishing the Department of Industrial Design. He was one of the researchers involved in industrial and manufacturing design for the faculty. Currently, he is involved in assisting various design and engineering researches and development, such as designing the first Malaysian humanoid robot with TechMyro and Agriculture Drone design associated with Aerospace UPM.

His own research is concerned with the role of designer in participatory design and practice led where he believes that designers have to practice to become a researcher. Currently, he is one of the most active researchers in the Life and Emotion Design research group which concentrates on connecting users with designers. His research originates from his experiences in research projects where design played an instrumental part in investigations into problems in

other disciplines. He was awarded with more than 30 intellectual properties and also won several design awards in the Malaysian Technology Expo (MTE), International Invention, Innovation and Technology Exhibition (ITEX) and British Invention Show (BIS). Besides winning awards, his work had also been published in local and international journals, chapters in books, index exhibitions, as well as visual art education references and activity books for pre-university students.

His main teaching role is focused on the final year design studio project. This is a multi-tasking design project with various scopes of the design field. As a design researcher, he is involved in several research teams in the university to lead postgraduate students in the areas of design research. Both levels involve cross-disciplinary design and technologies knowledge in triangulation to produce good product designs and practices.

Outside of academia, he is interested in designs which are related to sports-design and was involved in community services linked in developing and promoting design research through sports. Because of his interest in space animation, biomechanics and motion capture, currently he is appointed as the Director of Design for developing the Re-Entry Animated Project, associated with the Space Tourism Society Malaysia-Chapter.