



Shahrul Azman Shahbudin

Qualification:

MA Communication Design, Manchester Metropolitan University, U. K
BA Art & Design (Graphic Design), Institut Teknologi Mara, Shah Alam, Selangor

Working Experience:

Faculty of Design & Architecture, Universiti Putra Malaysia
Faculty of Art & Design, Universiti Teknologi MARA
Cosmic Creative Consultants, Kuala Lumpur
Creative Casting & Design Sdn. Bhd., Kuala Lumpur

Field of Specialization:

Branding & Identity Design, Information Design, Packaging Design

Research Areas of Interest:

Interface Design, Wayfinding, Graphic Design, Visual Identity



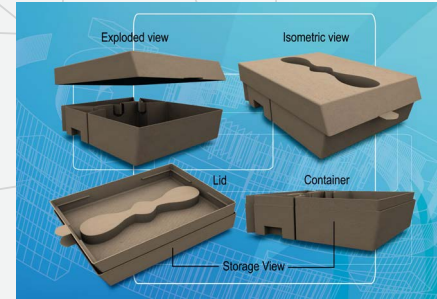
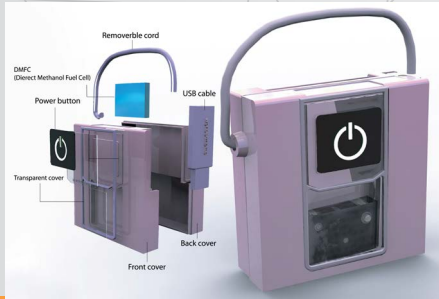
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Shahrul Azman Shahbudin is a Senior Lecturer at the Department of Industrial Design, Faculty of Design and Architecture, Universiti Putra Malaysia. Previously, he was the Head of the Graphic Design Program in 1999-2001, Faculty of Art and Design, Universiti Teknologi MARA.

In his early years, he worked as a Visualizer and Art Director at various local and international companies where he designed a wide range of graphical work, such as corporate identity programmes, environmental graphics, branding and packaging, design and production of reports, brochures, and print applications for clients including Goodyear Malaysia Bhd, Carlsberg Brewery Malaysia Bhd, Sime Darby Property and Petron Malaysia Refining and Marketing Bhd (formerly known as Esso Malaysia Bhd).

He has strong visual sense and as a true professional, he not only gets excited about new ideas, but also knows how to run them. His key strengths lie in his ability to create graphics that communicate core values and business objectives. Currently, he is a member of the Life and Emotion design research

group (LIEMO) that concentrates on researching the development of graphical work to communicate ideas that inspire, inform, and captivate consumers. With the research group, he contributes his expertise in packaging, information design, branding and identity.

He was awarded with numerous intellectual properties rights (IPRs) – 18 IP (Industrial Design) from his design project involvement which includes various design of product and 10 IP (Trademarks). He has also won several design awards through his design research activities with his colleagues and students. These included the Silver Award in British Invention Show (BIS) 2009; silver-medalist in International Invention and Technology Exhibition (ITEX) in 2009 and 2011 and triple-gold medallist, eight silver and seven bronze medallists in Invention, Research and Innovation and Technology Exhibition (PRPI) in 2008, 2010 and 2011. Besides winning awards, he has also published academic research papers, conference proceedings, graphic design catalogue, and index exhibition as well as design exhibitions.