



Siti Mastura Md Ishak

Siti Mastura Md Ishak has been teaching industrial design for over 8 years. She is currently enjoying her 9th year at Department of Industrial Design, Faculty of Design and Architecture, Universiti Putra Malaysia. Previously, she was the senior designer at Royal Selangor International from 2001 – 2007. During her PhD in Universiti Malaya, she was appointed as an affiliated fellow researcher in academic attachment program at Johan Wolfgang Goethe-Universität Frankfurt am Main, Germany in year 2013. She is currently appointed as a certified trainer of E.A.G.L.E course (UPM), book coordinator and also a creative advisor in several design companies.

Her specialization is integrated design in cultural and heritage product, involving user experience, aesthetic in artefacts and eye-tracking technology as well as Islamic product design. She published various academic papers in local and international design and scientific journals and proceedings, also in book and chapter in books. She received academic Excellence Award from Universiti Malaya (2011) for her Master's degree and several design awards with two intellectual properties (industrial design) such as Silver Award "VOCIO (Child Rocker)" (2012), Bronze Award "CAMO (Military Medical Pack)" (2011) in PRPI UPM and awarded a First Place, Second Place and Fourth Place Award in National Competition of "Super Light Weight Bridge Structure: Natural Fibre 2012".

Qualification:

PhD (Cultural & Sociology Studies – Aesthetic), University Malaya (currently)
MA in Malay Studies, University Malaya
BA Art & Design (Industrial Design), Universiti Teknologi Mara

Working experience:

Faculty of Design and Architecture, UPM
Goethe-Universität Frankfurt am Main
Royal Selangor International, Kuala Lumpur

Field of specialization:

Aesthetic Experience in Artefact-User System, Integrated Design in Cultural & Heritage Product

Research Areas of Interest:

Aesthetic Experience in Artefact-User System, Integrated Design in Cultural & Heritage Product, Islamic Product Design, Eye-tracking research

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