



Velu Perumal

Qualification:

MSc Multimedia Multimedia University
BA. Design Technology Industrial Design (Hons) Universiti Malaysia Sarawak
Diploma in Industrial Design Malaysia Institute of Art

Working Experience:

Faculty of Design and Architecture, Universiti Putra Malaysia
Limkokwing University of Creative Technology
Panasonic Air Conditioning Research & Development Center

Field of Specialization:

Culture Centred Design, Home Appliances Design, Manufacturing Technology,
Technical Drawing

Research Areas of Interest:

Culture Centred Design, User Centred Design



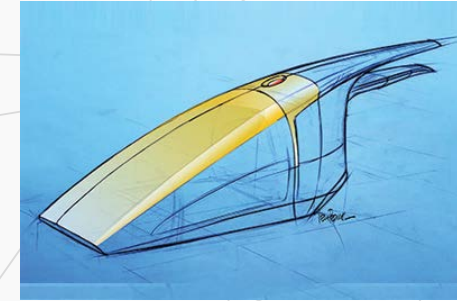
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Velu Perumal is a Lecturer at the Department of Industrial Design, Universiti Putra Malaysia and also the President of the Association of Creativity, Innovation and Design Malaysia (ACRIDEM). He served for fifteen years as an Industrial Designer and Design Engineer in multinational companies like the Panasonic Home Appliances Research and Development Centre.

As a successful Industrial Design practitioner and a member of the Malaysia Design Council and Skill Development Consultative Committee of the Department of Skill Development Malaysia, he was appointed as an Industrial Specialist by the Ministry of Human Resources, Malaysia. Being the winner of Malaysia's Young Designer's Award and Good Design Mark's products, he

has constantly shared his expertise in numerous ways. He has shared his knowledge in designing by empowering the young and creative minds by conducting design related lectures and creativity workshops in Botswana, Africa, East and Peninsular Malaysia. Numerous universities, government departments, NGOs have invited him as a guest speaker and trainer in design and creative courses. He enjoys transforming research findings into tangible product designs.

He has been a panel member of judges for national and international design and invention competitions like ITEX, MySkill, A' Design, James Dyson Design Award, HomeDec, Archidex and Anugerah Reka Bentuk Malaysia.