



## Assoc. Prof. Dr. Raja Ahmad Azmeer Raja Ahmad Effendi

### Qualification:

PhD (Affective Product Design/Product Perception),  
Swinburne University of Technology, Australia  
MA Design and Manufacture (Footwear Design), De Montfort University, UK  
BA Art & Design (Industrial Design), Institut Teknologi Mara, Shah Alam, Selangor

### Working Experience:

Faculty of Design and Architecture, Universiti Putra Malaysia  
Universiti Teknologi MARA (UiTM)  
Bata Malaysia Sdn Bhd  
Sime Footwear M Sdn Bhd  
Aliph Footwear Sdn Bhd  
Bristol Technologies Sdn Bhd

### Field of Specialization:

Affective Product Design/Product Perception, Industrial Design, Footwear Design

### Research Areas of Interest:

Affective Product Design/Product Perception, Industrial Design, Footwear Design, Product Emotion, Multi-Sensory Design, Quality Functional Deployment (Product Design)



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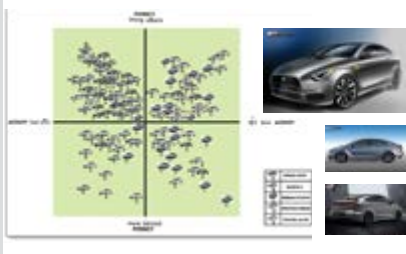


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### Pictorial Semantic Differential



**Assoc. Prof. Dr. Raja Ahmad Azmeer Raja Ahmad Effendiis** currently an Associate Professor at the Department of Industrial Design, Faculty of Design and Architecture, Universiti Putra Malaysia. Previously, he was the Deputy Dean of Research and Innovation from 2012-2014 for the faculty.

In his early years, he worked as an Industrial Designer at various local and international companies where he designed and commercialised a number of products, especially sport shoes and sport sandals. He was also involved in a project designing badminton shoes for the Malaysian national players.

During his PhD study at Swinburne University of Technology (SUT), together with his colleagues and supervisor, Professor Dr Allan Whitfield (FRSA) a leading research professor for the Neuroaffective Design group, developed methods called Pictorial Semantic Differential and Product Effect to understand user perception towards products in which the former provides useful information about product meaning and the latter focuses on the effect the product has upon how people perceived its owner.

Currently, he is the Head of Life and Emotion (LIEMO) Design research group that consists of inter and similar discipline researchers in charge of researching the development of consumer products to achieve sustainable living. With the

research group, he also leads other research projects which are supported by the university and industry grant. The robotic project he is currently involved with is a project research that collaborates with the industry for the purpose of producing the first Malaysian iconic humanoid robot that applies the Pictorial Semantic Differential (PSD) and Quality Functional Deployment (QFD) method. Meanwhile, another project involvement of his includes the Agrone, which is a collaborative project between UPM's Industrial Design and Aerospace Engineering Department, that designed and produced working prototype drones for agricultural purposes.

Recently, his name was included in the supervisory team for Project UMA (Unified Model of Aesthetic) which is a collaborative effort between international and renowned universities, namely Cambridge, Delft, Swinburne and Vienna. The focus of Project UMA is to develop an understanding of consumer requirements for designed-manufactured products. Besides winning awards for his research and design efforts, he had also produced several academic research papers for local and international journals, contributed in book chapters, involved in product design index exhibition as well as granted with numerous Intellectual properties rights (IPRs) – copyright, patent and Industrial Design rights.