



Dr. Ali Rashidi

Qualification:

Ph.D. (Integrated Design Studies) UPM
M.Eng. (Civil Engineering) UPM
B.Sc. (Civil Engineering) IAU

Working Experience:

Faculty of Design & Architecture, Universiti Putra Malaysia
Construction Manager, Cookie Box Group
Graduate Research Assistant, Faculty of Design & Architecture, UPM

Field of Specialization:

Integrated Design and Construction Management

Research Areas of Interest:

Design-Construction Informatics, Mixed-Reality Serious Game in AEC Education,
Construction Safety and Industrialized Construction Management



+603 8946 8038 / +6017 353 8464



Department of Architecture, Faculty of Design & Architecture, UPM



alirashidi@upm.edu.my / alirashidi.net@gmail.com



Dr. Ali Rashidi is the senior lecturer at the Department of Architecture, Faculty of Design and Architecture, Universiti Putra Malaysia. His doctoral dissertation merged engagement factors with effective educational design criteria to produce a Serious Game training prototype for engaging low-skilled workforce in learning complex industrialized construction technologies. His thesis, supervised by Professor Dr. Rahinah Ibrahim, a Stanford University alumna in Construction Engineering and Management, was examined by Prof. Dr. Miroslaw J. Skibniewski from the University of Maryland, USA and Prof. Dr. Nashwan Dawood from Teesside University, UK. He is the inventor of 6 Intellectual Properties (Utility Innovation, Copyrights, and Trademark) in developing the design and development workflow process for gamifying instructional training manual. One of his inventions, The IBS Foreman, was awarded a Silver medal at the Malaysia Technology Expo 2016. In developing his gamification education skills, he has completed several multi-disciplinary certificate courses including “Construction Project Management” by Columbia University in New York; and certificate with distinction in “Foundations of Virtual Instruction” conferred by the University of California, Irvine through the Coursera online learning program; and “Gamification” conferred by Wharton Online Learning at the University of Pennsylvania, USA.

He is an experienced construction engineer having worked for over six years in Health-Care and Hospital construction projects as well as factory project in Tehran, Iran. In these projects, he had reviewed the designs for cost estimation and was instrumental in coordinating job-site tasks, on-site construction supervision besides preparing as-built documents. He is a registered professional engineer (P.E., Construction-Supervision) in the Tehran Construction Engineering Organization since 2011. He is also a member of Asian Group for Civil Engineering Informatics (AGCEI) and former student member of Chartered Institute of Building (CIOB), UK.

He is exposed to cross-disciplinary academic environment after having graduated with a Bachelor of Civil Engineering (IAU, Iran), Master of Civil Engineering- Highway & Transportation Engineering and Ph.D. in Integrated Design Studies from UPM. He is interested in mixed-reality serious game in AEC education and looks forward in research opportunities involving facilitation of learning for construction workforce, especially those from developing and under-developed countries. He is a team player and is very comfortable working in a multi-disciplinary research projects particularly in integrated design-construction informatics, construction safety, and mixed-reality serious game applications in AEC industry.