



## Dr. Ahmad Rizal Abdul Rahman

### Qualification:

PhD (Cultural Migration Design Research), Sheffield Hallam University, UK  
MSc Integrated Industrial Design, Brunel University, West London, UK  
BDes (Industrial Design) Institut Teknologi Mara, Shah Alam, Selangor

### Working Experience:

Faculty of Design and Architecture, Universiti Putra Malaysia

### Field of Specialization:

Product Design, Cultural Migration Design Research

### Research Areas of Interest:

Culture Factors, Design, Ergonomic Product Design



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**Dr. Ahmad Rizal Abdul Rahman** is currently a senior lecturer at the Department of Industrial Design, Faculty of Design and Architecture and an Associate Researcher at INTROP (Institute of Tropical Research), Universiti Putra Malaysia (UPM). He was previously the Head of Department for Industrial Design in the Faculty of Design and Architecture, UPM (2011-2014). His specialization involved in developing a research methodology through design practice to understand product evolution within fluid changing culture environment, as well as developing novel design ideas for various new products, development processes, including ergonomic products design and culture related design project.

He has received several design and research awards through his design research activities for the past 10 years. The awards are Silver Award in Malaysia Technology Expo 2014; Gold Award, Malaysia Technology Expo 2013; Special Jury Award with Compliments, Malaysia Technology Expo 2013; Petronas Gallery Design Exhibition award in 2011, KLCC, Malaysia; International Award on Innovative Product INPEX USA 2006, Winner of the Honorable Mention in the 2002 International Design Competition Taiwan in Taipei; and 3rd Place in 2nd Proton Concept Car Design Competition (Malaysia Design Council International Competition) in 1996.

Rizal was also awarded with six intellectual properties (Industrial Design) from his design project involvement in various designs of furniture, including benches, tables, public furniture and eco display settings. He has also published two design books with more than 20 academic design journals through local and international publications which comprised of different areas of design, manufacturing, safety, ergonomics and culture.

His research activities are involves with developing ergonomic product designs such as the development of the ergonomic lumbar support design and anthropometrics instrument, design development and anthropometrics studies for bus seats in developing countries, building a working driver seat design and prototypes for India and Malaysia in 2006, studying a motorcyclist culture improving road safety in 2010 and investigating current trends in design career; focusing on the industrial designers' role in the furniture industry in 2015. At present, he is working on measuring the effectiveness of diversifying ergonomic application and developing a safety helmet design for palm oil workers in Malaysia.