

List of Experts and Active Grants

Cluster 3 Design& Innovation	Area of Expertise/ Research Interest	Active Grant Title/ Completed Projects	Duration/ Status of the grant
Cluster Leader Profesor Dr. Musdi bin Hj. Shanat smusdi@unimas.my	Furniture Design, Computer Science and Multimedia, Industrial Design	Contemporising Visual Image of P.Ramlee Music into Art Form	Completed
Dr. Asrul Asshadi bin Mohamad Morni masrul@unimas.my	Arts and Design, Fashion and Textile, Textile Design	NIL	
Profesor CiDE Dr. Saiful Bahari bin Mohd Yusoff mysaiful@unimas.my	Design Studies, Industrial Design, Automotive Design	Reka Bentuk Sistem Kinetik Hidro Turbin Mudah Alih untuk Komuniti Pendalaman di Sarawak	Completed
Profesor Madya Dr. Faridah binti Sahari sfaridah@unimas.my	Manufacturing, Southeast Asian and East Asian Ethnography and Anthropology, Manufacturing System Engineering, Industrial Design	Pendokumentasian Kearifan Tempatan Teknologi Makanan Tradisional Etnik Kelabit Sebagai Satu Langkah Pelestarian Budaya	Completed
Dr. Muhammad Jameel bin Mohamed Kamil mkmjameel@unimas.my	Design, Arts and Design, Design Technology, Product Design	The Preservation of Hornbill's Visual Characteristics in Iban's Culture Using 3D Data Visualization Artworks	01 June 2023 - 31 May 2025
Dr. Mohd Najib bin Abdullah Sani asmnajib@unimas.my	Industrial Design, Visual Arts, Ceramic	The Development of an Affordable and Ergonomic Foot Abduction Brace for Needy Clubfoot Children Patients in Sarawak	01 February 2024 - 31 January 2026
Azwan bin Abidin aazwan@unimas.my	Web Design and New Media, Graphic	Developing an Inclusive Design Affordances Framework Using Thematic Analysis to Improve Digital Inclusion in Design Process on No-Code Platforms	01 October 2023 - 30 September 2025
Amir Hassan bin Mohd Shah msahassan@unimas.my	Industrial Design, Design Technology	Ekspérimentasi Bentuk Primitif Dalam Lakaran Asas Automotif	Completed
Dr. Loh Ngiik Hoon nhloh@unimas.my	Animation, Design Technology	Visual Content on social media that Influences Purchasing Decision of Tourism Product Among Youth Tourists	Completed
Puteri Ariana binti A. Mohd Puat amppariana@unimas.my	Design Technology, Fashion and Textile	Documentation of Kelabit Ethnic Traditional Clay Beading and Its Process as a Way of Cultural Preservation	Completed
Dr. Marzie Hatef Jalil hjmarzie@unimas.my	Textile Industrial Management, Textile Chemistry and Fiber Science	Preservation of Orang Ulu Identity through the Incorporation of Augmented Reality in Fashion Design	01 October 2023 - 30 September 2025
		Developing an Ethnic-Based Capsule Wardrobe Inspired by Bidayuh Identity and Culture	01 November 2024 - 31 October 2026
Muhyiddin bin Mohammed mmuhyiddin@unimas.my	Product Design Engineering and Manufacturing, Mechanical Engineering	Digitizing Sarawak Parang Model for Local Preservation	Completed
Dr. Louis Ringah anak Kanyan kringah@unimas.my	Graphic and Multimedia Services, Material Culture, Reka Bentuk Grafik, Virtual Communication, Computer Graphic	Sustainable Contemporary Iban Tattoo Conservation Framework Through Cultural Semiotics Theory	01 October 2023 - 30 September 2025
		Augmented Cultural Narratives: Unveiling the Connotative Power of Orang Ulu Motifs in Immersive Reality Experiences	01 November 2024 - 31 October 2025

<u>Dr. Salmiah binti Abdul Hamid</u> ahsalmiah@unimas.my	Urban Mobility, Computer Graphic Design, Design Technology, Architecture	Preserving Cultural and Heritage Identity for Tourism Development through Urban Regeneration in Major Cities along the Pan Borneo Highway	01 February 2025 - 31 January 2027
<u>Noorhaslina binti Senin</u> snoorhaslina@unimas.my	Design Technology, Graphic Design	Assessing the Impact of Service Learning (SULAM) Projects on Student Learning Experience in the Faculty of Applied and Creative Arts	Completed