

PERSONAL DETAILS

Name: Ronaldi Saleh Bin Umar

Job: Not working

Age: 46 DOB: 13 January 1975

Contact Tel: 6 -013 – 3933342 (M)

Home Address: No. 19, Jalan U10/27
Taman Puncak Perdana, Seksyen U10
40170 Shah Alam, Selangor, Malaysia

Email: ronresearch@gmail.com

Children: 1 son 1 daughter

Health: Excellent

Languages: English, Bahasa Malaysia

Qualifications: Phd Education (IIUM) completing 2022
Master of Art and Design
Universiti Teknologi Mara, 2005

Websites: <http://scholar.google.com.my/citations?user=msrUZqMAAAAJ&hl=en>
(personal scholarly articles)

Career objectives: 1- To gain and share knowledge as much as possible for the benefit of human kind.
2- To contribute best to community academically and spiritually.

Expected Salary: Negotiable



RESUME

<u>Educational Background:</u>	Sep 2018 – present	International Islamic University Malaysia. PhD candidate (Education)
	Jun 2001 – Nov 2004	Universiti Teknologi Mara, Shah Alam. Master of Art & Design
	Jun 2000 – Jun 2001	Universiti Teknologi Mara, Shah Alam. Bachelor of Art and Design (Hons.)
	Jan 1996 – Nov 1999	Universiti Teknologi Mara, Melaka. Bachelor of Art and Design (Major in Advertising) Best Student Award
	Jan 1989 – Nov 1993	Interstudi School of Design, Jakarta Certificate of Graphic Design

Experience:

1. Lecturer

**Faculty of Art, Creative Computing and Creative Industry
University Education Sultan Idris**

November 2020 – current

Number one education university in Malaysia. Teaching Design History course and Design Aesthetics course. Active in research grants, publications and innovation about educational technology. Coordinator for year one. Leader for industrial linkage. Committee for conference and exhibition.

2. Manager

Asia Metropolitan Sdn Bhd

November 2017 – October 2020

Malaysia leading exclusive solid wood furniture under the brand East Heritage. Manufacturing based in Indonesia, I am responsible for managing operational both in Indonesia and Malaysia. Using Facebook, WhatsApp, email, I facilitate online instructions, videos, photos as well as design guidelines for both customers and manufacturing team. My other works involve exhibition, community service, develop wood working curriculum for carpenters, digital marketing, video production, graphic design, product photo shooting and research on User Experience and Ergonomics. Pro-actively engaged with management and business administration.

3. Lecturer
Industrial Design Department,
Faculty of Design and Architecture
Universiti Putra Malaysia (UPM)
Sept 2012 – October 2017

Teaching design modules, Curriculum adviser for bachelor degree program, Leading the team to develop curriculum for Master's program Design Interaction, Head of unit (VisComm Unit), Produce product IDs, Chairing expo, Consultant for MAHA Exhibition booth design, members of faculty journal publication, Head for Year 1 students, Coordinator for Student Affairs, Adviser for department team building, members of student affairs for faculty, perform research activities and exhibition.

4. Lecturer
Media Science and Graphic Department
Faculty of Information Science and Engineering
Management and Science University (MSU)
Jun 2011 – Aug 2012

Teaching graphic design and multimedia modules, conduct research activities with research grants, MQA preparations and curriculum revision.

5. Lecturer
Graphic Design and Digital Media Department
Faculty of Art and Design
UiTM Shah Alam
Sep 2007 – May 2011

Teaching graphic design and multimedia modules for Bachelor Degree in Art and Design (Hons) and Master of Art and Design (New Media). Curriculum adviser, writing modules, research publication (interface design, multimedia and mobile application), writing book, design exhibition, project management, industry projects and consultation.

6. Head of School
School of Multimedia
Cosmopoint
Sep 2005 – Aug 2007

Managing school, reviewing curriculum, supervising academic staff, managing accreditation, student admission, student policies, examination, and meeting with the committee members.

7. Lecturer

LimKokWing University of Creative Technology

Feb 2003 – Aug 2005

Teaching multimedia modules for Diploma and Degree in Graphic Design (Majoring in multimedia) from Curtin University, involved in exhibition, graduation, curriculum review LAN/MQA preparations, and industry projects and Industry talks.

8. Web Master

Smart Global Network Sdn. Bhd. (The Putra Net)

Feb 2000 – Feb 2003

Developing and maintaining websites, designing promotional items, and corporate presentations.

9. Graphic Designer

McCann Erickson (M) Sdn Bhd

Nov 1998 – Jan 1999

Visualizing storyboard for television commercial, designing promotional items, corporate identity as well as photography commercial shootings.

10. Graphic Designer

Citra Pena Sdn. Bhd.

Oct 1995 – Dec 1995

Salary 800

Designing promotional items, books layout, book cover, book illustration, as well as printing.

Publications:

1. Scientific Book/Text book

No	Publisher	Year	Title	ISBN
1	Meteor Doc	2010	Multimedia Advertising	978-967-316-625-1

2. Book chapter

No	Book title	Chapter title	Year	Page number	ISSN	Authors
1	Sustainable Tropical	Communication technique on	2014	200-205	2180-0685	Ronaldi Saleh Bin Umar, Rosnaini

	Environmental Design Exhibition	Illustrated video				Mahmud andMohd Sukki Othman
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3. Academic journals

No	Paperwork	Journal	Year	Volume	Authors
1	D-Mic: A Mobile Learning Application for Dyslexic Children,	<i>Malaysian Journal of Mobile Learning (MJML)</i>	2010	Vol.1 No.1	Ronaldi Saleh Bin Umar, Noraziah Alias
2	Mobile Application for Graphic Design Students	<i>Jurnal INTI</i>	2010	Jilid 18 (Bil. 1)	Ronaldi Saleh Bin Umar
3	Menggunakan Animasi di dalam Instruksi Khas untuk Kanak-Kanak Disleksia	<i>Jurnal Teknologi Pendidikan Malaysia.</i>	2011	Jilid 1, No. 2	Ronaldi Saleh Bin Umar, Fadilahwati Abdul Rahman
4	DMIC	Special Need Education Journal	2011	Vol.1, No.1,	Ronaldi Saleh Bin Umar, Fadilahwati Abdul Rahman
5	Learner Needs Analysis for Mobile Learning Application among Dyslexic Children	International Journal of Education and Information Technologies (ISI Indexed)	2012	Issue 2, Vol. 6	Ronaldi Saleh Bin Umar, Noraziah Alias
6	Designing Special Instruction on Interactive Multimedia Learning Object for Dyslexic Children	NAUN Journal: Latest Advance in Educational Technologies, (ISI Indexed)	2012	Issue 2, Vol. 6	Ronaldi Saleh Bin Umar, Fadilahwati Abdul Rahman, Fattawi Mokhtar
	Approaching Behavior Treatment on a Playset Furniture.	Design Ideals Journal, 3(1).	2021	Issue 3, Vol. 1	Athirah Nazri, Raja Intan Suhaylah, Ronaldi Saleh Umar

4. Conference proceedings/seminars

No	Paperwork	Name	Vanue	Year
1	The Implementation of Multimedia Storytelling Agent for e-learning	MYREN (Malaysia Research Network) Seminar	Multimedia University Cyberjaya	2005
2	The use of Mobile Application to Improve Learning Access for Graphic Design Students	Seminar Kebangsaan ICT dan Pendidikan	Casuarina Hotel- Ipoh	2009
3	New Technology Approach (D-Mic) for Dyslexia Learning Style	Special Need Education (SNE) Regional Conference	University of Malaya	2009
4	Mobile Technology for Dyslexic Children	International Malaysia Educational Technology Convention (IMETC)	Hydro Hotel Pulau Penang	2009
5	Digital Story Telling as a Creative Approach in	University Community Engagement Conference	Bayview Hotel Penang	2009

	Engaging Students with Community	(UCEC)		
6	Car-e: A mobile application for car maintenance	2 nd International Conference on E-Learning (ICEL)	UiTM Shah Alam	2009
7	Development of IMLO (Interactive Multimedia Learning Object)	International Technological Educational Development (INTED)	Valenci, Spain	2010
8	The development of IMLO for dyslexic children (ISI Indexed)	International Conference on E-Learning (ICEL)	USM Penang	2010
9	Interactive Multimedia Learning Object.	AECT	Florida, USA	2011
10	Potentiality of Designing Mobile Comic Application for Dyslexic Children	WSEAS	Singapore	2012

5. Creative works and exhibition

No	Works	Title	Year
1	Animasi kreatif	Typomedia ILHAM Exhibition Kuala Lumpur	2009
2	40 comic strips in the form of Interaktif, animasi, video, web	Mahadir Digital Comic Galeri Shah Alam	2009
3	Interactive installation	Digital Cicak-cicak didinding Galeri Petronas	2011

Teaching and Learning

1. Undergraduate programs

No	Year	Semester	Courses	No. of Students	No. of lecturers involved
1	2003	4	Interactive Multimedia I	28	1
2		3	HTML	24	1
3	2004	8	Design Studio	15	1
4		5	Interactive Multimedia II	28	1
5	2005	4	Interactive Multimedia I	25	1
6		3	HTML	23	1
7	2006	3	Interaction Design	15	1
8		2	Multimedia	21	1
9	2007	5	Design Communication	35	2
10		6	Design Research	33	2
11	2008	5	Art Direction	33	2
12		3	Photography	34	2
13	2009	5	Design Communication	33	2
14		6	Design Research	33	2
15	2010	5	Art Direction	34	2
16		3	Photography	32	2
17	2011	5	Visual Communication	34	2
18		6	Design seminar & theories	34	2
19	2012	4	Creative thinking	32	2

20		1	Design Basic	35	2
21	2013	2	Design Communication	35	2
22		3	Design Studio Technology	33	2
23	2014	1	Design Basic	38	2
24		5	Seminar Professionalism	32	2
25	2015	1	Design Basic	43	2
26		2	Design Communication	38	2
27	2016	3	Design Environment	120	2
28		3	Design studio technology	38	2
29	2017	1	Design Basic	41	2
30	2020	1	Design History	140	1
31	2021	1	Design Aesthetics	130	1

2. Postgraduate programs

No	Year	Semester	Course	No of students	No. of lecturers involved
1	2007-2011	3	New Media	23-28	1

3. Supervision for undergraduate programs

No	Number of students per year	Semester	Year	Type of supervision	No. of supervisors
1	5-10 students (LimKokWing)	8	2003-2005	Final project about interface design and multimedia	1
2	2-5 students (UiTM)	8	2007-2012	Final project about graphic design and multimedia	1
3	2-5 students (UiTM)	8	2007-2012	Dissertation about graphic design and multimedia	1
4	2-5 students (UiTM)	6	2007-2012	Industrial training	1
5	2-5 students (UPM)	6	2012-2017	Industrial training	1

4. Supervision for postgraduate program

No	Level	Tahun Tamat	Area	No. of supervisors	Duration of study
1	Master	2012	Multimedia	1	2 years

Awards and Leadership:

1. Awards

No	Name of award	Year	Agency
1	Best Student Award	1998	UiTM Melaka
2	Gold Award	2004	APICTA
3	(2) Gold Medals	2010	Invention Innovation Design (IID)
4	Bronze Medal	2010	Invention Innovation Design (IID)
5	Bronze Medal	2010	Invention Innovation Design Special Edition (IIDSE)
6	Gold Medal	2010	Invention Innovation Design Special Edition (IIDSE)
7	Diamond Award	2010	Invention Innovation Design Special Edition (IIDSE)
8	Silver Medal	2010	ITEX
9	Gold Medal	2010	EUREKA BRUSSELS INNOVA (Brussels-Belgium)
10	Special award	2010	Flemish Inventors Association
11	Gold Medal	2011	PECIPTA
12	Bronze Medal	2020	Malaysia Technology Expo (MTE)
13	Silver Medal	2021	International Innovation ARSVOT Malaysia 2021 (IAM2021)

2. Head of Unit/Department

No	University	Year	Unit/Department	Title
1	Viscomm Unit, FRSB, Universiti Putra Malaysia	2013-2015	Mohd Zaidi	Head of designer
			Nur Fatiha Sapran	Designer
			Intan Shakinah	Designer
			Azman Mohd	Photographer
2	Kuala Lumpur Metropolitan University (Cosmopoint)	2005-2007	School of multimedia	6 lecturers

3. Article reviewer

No	Journal	Year	Duration	No. ISBN
1	Educational Technology Research & Development (ETR&D) USA	2013	2013-2014	1042-1629 (print version) 1556-6501 (electronic version)
2	Jurnal Teknologi Pendidikan Malaysia (JTPM) USM Malaysia	2009	2009-2013	-

4. Judges

No	Name	Year	Venue	Date
1	Innovation Invention and Design Expo (IIDEX) 2013	2013	UiTM Shah Alam	15-17 March 2013)

5. Talks/Lecture/Keynote speech

No	Topic	Name	Type of talks	Tahun
1	How multimedia enhances teaching and learning	COMBAX Politeknik Serang Perai	Keynote speech	2005
2	Mobile Creative Content	The One Academy Multimedia Starlites Petaling Jaya	Keynote speech	2010
3	Digital Storytelling: Graphic Design as a surface in everyday life	Bicara Sifoo Art Talk, Galeri Petronas, Kuala Lumpur	Public lecture	2011
4	Digital Comic using Mobile Photo Album	Art Workshop, Galeri Petronas, Kuala Lumpur	Public lecture	2012
5	Design Innovation	Management and Science Universiti (MSU)	Public lecture	2012
6	Design technology in Quran	Madrasah Tahfiz Al Quran wa As Sunnah	Public lecture	2016
7	Responsible Design	UPSI	Public lecture	2021

6. Grants

No	Topic	Grand scheme	Year
1	Modelling the factors of potential assistive technology for tahfiz students	RMC Grant 2020 (IIUM)	2020-2022
2	Developing Tahfiz Learning Model with Assistive Technology	FRGS (still waiting for approval)	2021-2023

7. Professional membership

No	Name	position	Year
1	Wakaf Rekabentuk Grafik Malaysia (wREGA)	member	2012-2015
2	Majlis Rekabentuk Malaysia (MRM)	member	2012-2017
3	AECT (Association Education Communication Technology)	member	2012-2013
4	(Persatuan Teknologi Pendidikan Malaysia (PTPM)	member	2009-2012

Referees:

1. Assoc. Prof. Dr. Ruslan Rahim
Faculty of Art and Design
Universiti Teknologi MARA
Shah Alam, Malaysia
Phone: 6 03 55444074
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2. Assoc. Prof. Dr. Raja Ahmad Azmeer Bin R.A. Efendi
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