

## Contributors

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**Abdulsamad Alkhalidi** is an Assistant Professor of Interior Design at the University of Sharjah. His research and teaching interests focus on interior design technology, sustainable design, spatial aesthetics, virtual and augmented reality in design education, and cultural heritage applications in design. Dr. Alkhalidi has published extensively in areas related to sustainable interior environments, design pedagogy, photorealistic rendering, and emerging digital technologies in creative practice.

**Abu Ali** is a Malaysian industrial designer and senior lecturer at the Faculty of Art and Design, Universiti Teknologi MARA (UiTM), Malaysia. He specialises in industrial and furniture design, focusing on sketching, model making, and product development. He earned a Bachelor of Design in Industrial Design from UiTM, a Master's degree in Model Making and Design from the University of Sunderland, and pursued PhD studies in Industrial Design Engineering at the Norwegian University of Science and Technology. His work emphasises creative innovation and practical industry-based design education.

**Aisha Alabri** is a lecturer in graphic design and visual communication at the University of Technology and Applied Sciences, Oman, and a PhD candidate at Multimedia University (MMU), Cyberjaya, Malaysia. Her doctoral research examines AI-assisted design, branding authenticity, and human-AI collaboration in professional creative practice. She brings combined experience in academic teaching and industry-based design, with scholarly interests at the intersection of emerging technologies and visual communication. Her work contributes to the development of transparent, human-centred AI design systems.

**Aishah Abdul Razak** is a specialist in Human-Computer Interaction, digital and interactive media, and game-based learning. She has extensive academic experience across Malaysia, the UK, and the Middle East. She is currently a Postdoctoral Researcher at the Centre of Excellence for Artificial Intelligence, MMU. Her research focuses on digital media, ICT in education, and interactive technologies, with a particular interest in enhancing learning through digital games and immersive media. She has published widely in international journals and conferences and is actively involved in editorial and research activities.

**Amir Shahlan Amiruddin, Ts.**, was born in Malaysia but grew up in many countries. His recent work makes use of video and animation to create contemporary *Wayang Kulit* (shadow puppet) images. An MFA graduate from George Mason University, Amir also teaches at the Faculty of Cinematic Arts, MMU. He was also the Acting Campus Director before being appointed as Deputy Dean of Student Affairs. Prior to joining academia in 2013, Amir worked in the creative industry, producing and directing videos and advertisements. Amir is active in exhibiting his work around the world.

**Astrid Kusumowidagdo** is a Professor in the Interior Architecture Programme at Universitas Ciputra, Surabaya. Her research focuses on commercial space design, behaviour, entrepreneurship, lifestyle, and the creative industry.

**Christina Jeanette** is an Interior Architecture graduate with an interest in spatial experience, user perception, and commercial space design. Her work explores how interior design and visualisation influence user behaviour and experience, forming the basis of her involvement in research on simulated interior environments.

**Fauzan Mustaffa, PhD**, formerly an art director in an advertising agency, transitioned to academia in 1996. Since then, he has been actively engaged as an academic, researcher, and designer, specialising in communication design. His current research primarily focuses on cultural heritage studies, particularly in areas related to cultural reproduction, imagery, interfaces, and user experiences.

**Hushinaidi Abdul Hamid, PhD**, is an academician, artist and researcher, with a career spanning institution such as University College London, MMU and Universiti Utara Malaysia.

**Junita Shariza Mohd Nasir, PhD**, is a Malaysian academic and Senior Lecturer at the Faculty of Creative Multimedia, MMU. She also serves as the Programme Coordinator of Humanities Subjects at MMU. Her expertise focuses on creative multimedia, visual communication, advertising, and design education. She is actively involved in teaching, research, and industry-linked projects that emphasise innovation, interdisciplinary collaboration, and contemporary creative practices.

**Keith Kay Hin Tan** is a UK-registered architect who obtained a doctorate in Tourism Studies from Taylor's University, Malaysia, in 2017, and is also an Associate Professor at the School of Architecture, Building and Design. He is also a member of the university's Liveable Urban Communities Impact Lab and a cluster leader at its Centre for Asian Modernisation. He is a frequent contributor to radio podcasts regarding architecture and the built environment.

**Kok Yoong Lim** is an Associate Professor and Digital Media academic at RMIT Vietnam's School of Communication and Design, with over 16 years of experience in creative multimedia. His art-tech-philosophy practice explores existence, presence, and aesthetics in the cybrid landscape. His works have been exhibited across Southeast Asia, Korea, Japan, and the UK, including at the National Taiwan Museum of Fine Arts, Science Gallery Bengaluru, and Museum of Modern and Contemporary Art in Nusantara.

**Koo Ah-Choo, Ts.**, is a Professor at the Faculty of Creative Multimedia, MMU. She is a research member of the Centre for Interaction and Experience Design under the Centre of Excellence for Immersive Experience. She actively conducts research in technology-enhanced learning and lifelong education, with a strong focus on advancing sustainable development.

**Mohamad Izani Zainal Abidin** is an academic, designer, and researcher specialising in emerging technologies and generative AI. He holds a PhD in Architecture from the University of Strathclyde, UK, and is an Adobe Certified Professional with certifications in Metaverse and UX (Google). His expertise spans traditional and digital design, including 3D design, motion design, and media technology, with a strong focus on integrating AI-driven tools into creative and professional workflows.

**Mohd Khairy Ishar** is currently a specialist at the Faculty of Creative Multimedia, MMU, while also pursuing his master's degree. His research focuses on Southeast Asian visual culture, camouflage design, criminal justice through visual and the intersection of traditional martial arts with modern combat sports. By combining his practical design expertise with academic research, he aims to explore innovative ways to tell cultural stories and engage audiences through visual design.

**Mohd. Hafizuddin Mohd. Yusof, PhD**, is an Assistant Professor at the School of Creative Media, Bahrain Polytechnic, Bahrain. His academic work focuses on creative media education and related interdisciplinary practices within design and digital media fields. He is actively involved in teaching, curriculum development, and academic initiatives that support innovation in creative media education.

**Nor Lelawati Jamaludin, PhD**, is an Associate Professor at the Faculty of Business and Management, UiTM, Puncak Alam Campus. Her academic expertise focuses on business management, entrepreneurship, and organisational development. She has been actively involved in teaching, research, and academic leadership, contributing to industry engagement and student development initiatives. Her work emphasises innovation, professional excellence, and practical approaches in business education.

**Olivia Gondoputranto, S.Sn., M.M.**, is a Fashion Design and Business Lecturer at the School of Creative Industries, Universitas Ciputra Surabaya, Indonesia, as well as a fashion designer and researcher. Her research explores fashion technology, wearable systems, digital fashion, and future fashion scenarios for cultural sustainability and preservation. She actively develops interdisciplinary works combining fashion, technology, and local cultural narratives. Olivia is also the inventor of a patented smart jacket wearable technology system and recipient of the Asian Design Culture Society Best Paper Award.

**Roopesh Sitharan** is a Specialist at the Faculty of Creative Multimedia, MMU, as well as an artist, researcher and an enthusiast of digital culture. He has been a faculty member since 2018. His primary research interest is to examine the intersection between Malaysian art, new media technologies and contemporary cultures. Such interest has led him to be actively involved in several national and international projects, showcases, seminars, and conferences on art, culture, and technology, such as the Gwangju Biennale, ISEA, and SIGGRAPH.

**Rusmadiyah Anwar** is a former Dean of the College of Creative Arts, UiTM, Malaysia. She holds a PhD in Art and Design and is a Professional Technologist certified by Malaysia Board of Technologists. Her research focuses on design thinking and formgiving research, and she possesses extensive academic leadership and research experience.

**Sharafina Teh** is an Assistant Lecturer at MMU, working in the Faculty of Creative Multimedia and teaching animation and design subjects. She has eight years of experience in the animation industry, working as a 3D animator and storyboard artist for various projects, promoted to lead senior animator, where she had the experience of reviewing and analysing the other animators' works, as well as contributing to *Natural Traveller Magazine*, published and based in the USA as an illustrator and writer in her spare time.

**Siti Salwa Isa** is a Malaysian academic and designer at the Faculty of Art and Design, UiTM. Her interests focus on industrial design, design education, and creative development with an emphasis on innovation and user-centred approaches. She earned a Bachelor of Design in Industrial Design from UiTM and later completed a Master's degree in Model Making and Design from the University of Sunderland. She also pursued PhD studies in Industrial Design Engineering at the Norwegian University of Science and Technology.

**Siti Suriawati Isa, PhD**, is an Associate Professor at the Faculty of Forestry, Universiti Putra Malaysia. Her expertise focuses on forestry science, environmental management, and sustainable natural resource development. She is actively involved in academic teaching, research, and postgraduate supervision within her field. She currently serves as the Principal of Kolej 12, contributing to student development and residential college leadership.

**Syarifah Nurleyana Wafa** is a senior lecturer at the Faculty of Creative Multimedia, MMU. She holds a PhD in Media and Communication from RMIT University, Australia, where her research focused on the application of augmented reality (AR) technology in marketing communications. Her research interests include practitioners' and users' experiences with emerging technologies in commercial, design, and creative contexts.

**Vimala Perumal, Ts., PhD**, is an award-winning filmmaker, academic, and one of the pioneering voices of Malaysian Tamil cinema, with over two decades of experience in the creative and film industry. She currently serves as Deputy Dean of Research and Industry Collaboration and Assistant Professor at the Faculty of Creative Multimedia, MMU.

**Wan Zaiyana Mohd Yusof** is a Senior Lecturer at the Faculty of Art and Design, UiTM, Shah Alam. She is involved in design education, focusing on creative practice, visual communication, and design development. Her academic work includes teaching, mentoring students, and contributing to curriculum development within the faculty. She is also engaged in creative and academic initiatives that support innovation in art and design education.

**Yan Wang** is currently pursuing a Doctor of Philosophy in Design Management at The Design School, Taylor's University. She previously served as a lecturer at the School of Fashion Media, Jiangxi Institute of Fashion Technology in China. Her research primarily focuses on the integration of sustainable architecture and regional culture in China.

**Yusuf Ariyanto, S.T., M.Ars.**, is a lecturer in the Architecture Department at Universitas Ciputra Surabaya, specialising in architectural design, sustainable architecture, and vernacular studies. His research interests include cultural sustainability, sensory architecture, and green building concepts.

**Zainudin Siran, Ts.**, is a Senior Lecturer and former Centre for Innovative Systemic Design in Applications and Contents Chairman at MMU. He holds a PhD in Art and Design, specialising in design thinking and new product development. With over 25 years of experience, including as Chief Designer at SHARP Electronics, he focuses on design innovation and creative multimedia, with numerous publications and awards.