

Asst. Prof. Dr. Julaila Binti Abdul Rahman

Kulliyyah of Architecture and Environmental Design



Academic/ Professional Qualification

PhD. Master and Bachelor in Industrial Design Eng. (Takushoku)

Expertise

Industrial Design

Research Interest

Industrial Design; product and furniture, trend transition among countries, Bamboo material

Email: julailarahman@iium.edu.my

Contact No.: 03-6196 5251 ext. 3158, Handphone: 019-3594100

PROFILE

Asst. Prof. Dr. Julaila Binti Abdul Rahman is graduated from Takushoku University, Japan. She did her Undergraduate, Master and PhD in Industrial Design Engineering area. She has working experience as a Designer in an automotive company called as Perodua (M) Sdn. Bhd, for about 5 years from 2005 until 2010. She has involved in many Perodua Models; Myvi, Viva, and Alza, as a color (interior and exterior) and fabric designer. As such, she is able to understand the whole working process of an Industrial Designer and has wide experienced in collaboration work with other industry expertise such as Product Marketing, Product Planning, Engineers, Sales, Testing, Top Management, vendors and suppliers.

With the experienced gained in Japan and as an industrial designer, she took a challenge to be as one of the lecturers at Applied Arts and Design Department (AAD), Kulliyyah of Architecture and Environmental Design (KAED), International Islamic University Malaysia. As a young lecturer, her research interest is to explore the current needs and demands in Industrial Design areas such as in product, furniture and automotive. She published many research articles on Industrial Design areas; automotive design trend, service design, Japanese *kawaii* trend, trend transition among countries, PwDs; elderly products, furniture; *buluh*, wood and many more. Currently, she is involves in research on Ablution Platform Design in Mosques of Selangor and Kuala Lumpur Areas, as a part of her research grant activity (**RIGS**). Besides that, she has high passion in sharing and developing a designer attitude among her Industrial Design students to ensure that the students really understand and grab all the basic requirements to be an excellent Industrial Designer that is needed in the current industry.