



# WEBINAR TALK ON 21ST CENTURY DESIGN THINKING AND DESIGN INNOVATION - 4D FOR ENGINEERS


BEM Approved CPD: 2      Ref no: IEM24/HQ/167/T (w)

Organised by:

Engineering Education Technical Division, IEM

*SPEAKER:*

**Ir. Ts. Dr SALMALIZA BINTI SALLEH**

 1 AUGUST 2024, THURSDAY

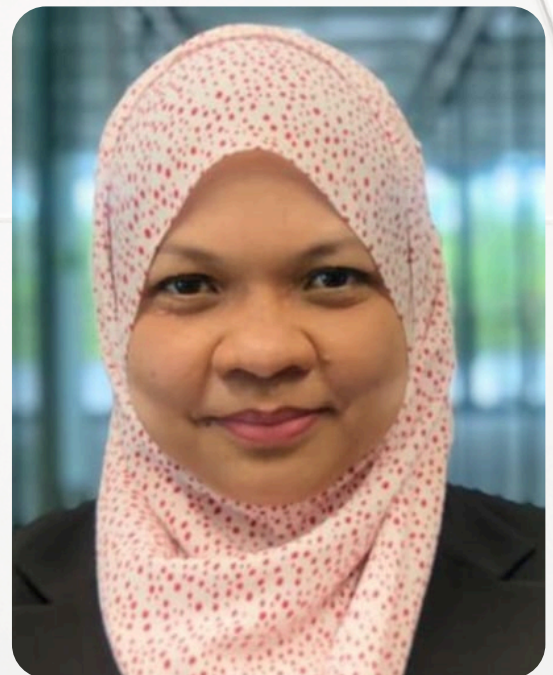
 5.30PM - 7.30PM

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**IEM STUDENT : FOC**

**IEM MEMBERS: RM15**

**NON IEM MEMBERS: RM70**



# SYNOPSIS

21st Century Design Thinking and Design Innovation: 4D for Engineers" represents an evolution in engineering methodologies by integrating principles of design thinking and innovation. This session focuses on the 4D framework, which emphasizes four key dimensions: Define, Discover, Develop, and Deliver.

The 4D framework promotes flexibility, creativity, and user-centricity throughout its dimensions. It empowers engineers to navigate complexity, embrace uncertainty, and drive innovation in the ever-changing landscape of the 21st century.

## SPEAKER'S PROFILE

**Ir. Ts. Dr. Salmaliza Salleh** is currently a Senior Lecturer in the Civil and Environmental Engineering Department at Universiti Teknologi Petronas (UTP). She received her PhD in Engineering from the University of Malaya in October 2018 and her MSc in Project Management from the National University of Singapore in 2007. She is also a Professional Engineer (PE19028 since 05/07/2018), a Corporate Member of IEM (M23130 since 21/04/2018), a Professional Technologist (PT20090036 since 10/09/2020), and an ASEAN Chartered Professional Engineer (ACPE-05768/MY since 27/09/2022). Additionally, she is an Evaluation Panel member for the Engineering Accreditation Council (EAC) and the Engineering Technology Accreditation Council (ETAC).

Ir. Ts. Dr. Salmaliza Salleh has 19 years of teaching experience in Civil Engineering and Built Environment courses. As an academician, she is responsible for developing and reviewing the curriculum of the civil engineering program, coordinating the EAC Self-Assessment Report (SAR), and serving as the Faculty's Representative for Internship and Industry Liaison. She successfully led the Civil Engineering Team at SEGi University to achieve 5 years of EAC accreditation for the B.Eng. (Hons) Civil Engineering Program (2017 to 2021) while she was the Civil Engineering Program Leader (2016-2018).

Her experience as a Lecturer at the University of Greenwich has helped her understand and work well within the UK Higher Education Institution system. She also holds a GOLD Fellowship of the Higher Education Academy (FHEA) since August 2023.