

**Associate Professor Ts. Dr. Aslina Baharum (Dr. Ask)** holds the esteemed position of Associate Professor at the School of Engineering and Technology within Sunway University. Previously, she has served as a Senior Lecture at the Faculty of Computer and Mathematical Sciences in Universiti Teknologi MARA (UiTM), and as a Senior Lecturer at the Faculty of Computing and Informatics in Universiti Malaysia Sabah (UMS), where she led the User Experience (UX) research group. Completing her academic journey, she also brings valuable industry experiences as a former IT Officer at the Forest Research Institute of Malaysia (FRIM). She had experienced more than 20 years in the IT field.

She earned her PhD in Visual Informatics from UKM, a Master Science degree in IT from UiTM, and Bachelor of Science (Hons.) in E-Commerce from UMS. Dr. Ask is an active member of the Young Scientists Network - Academy of Science Malaysia, a Senior Member IEEE, and a certified Professional Technologist recognized by MBOT. She has further contributed to the field by serving as an auditor for MBOT/MQA.

She has received medals at research and innovation showcases and has been honored with awards for her teaching, excellence in service, and outstanding contributions as a researcher. Her bibliography showcases her prolific output, including co-authored and co-edited books, over 20 book chapters, technical papers presented at conferences, and more than 60 peer-reviewed and indexed journals publications. She has also taken on editorial roles for several journals and actively participated as a committee member, session chair, and part of editorial teams while actively participating as a reviewer. Dr. Ask has graced numerous conferences with her wisdom, delivering keynote, invited and plenary talks.

Her research interests span a wide spectrum, encompassing UX/UI, HCI/Interaction Design, Product & Service Design, Software Engineering & Mobile Development, Information Visualization & Analytics, Multimedia, ICT, IS and Entre/Technopreneurship. Dr. Ask’s expertise extends beyond the academic realm; she imparts her knowledge through workshops and talks on various subjects, including UI/UX, Entrepreneurship, Video/Image Editing, E-Commerce/Digital Marketing, STEM, Design Thinking and etc.

Furthermore, she is certified as a Professional Entrepreneurial Educator, Executive Entrepreneurial Leader, and HRDF Professional Trainer, which highlights her strong commitment to education and entrepreneurship. Dr. Ask is highly regard in her field, dedicated and consistently pushing the boundaries of knowledge and sharing her wealth of expertise with others.

**Title: Elevating Design Leadership through User Experience (UX)**

In this workshop, we delved into the world of User Experience (UX) and its pivotal role in design leadership. Participants gained a comprehensive understanding of UX principles, the iterative design process, and the practical applications of UX through hands-on activities. We explored how design leaders can champion UX within their organizations, emphasizing the benefits of integrating user-centered design strategies to enhance user satisfaction, reduce costs, gain a competitive edge, and ultimately drive revenue growth. Armed with new found knowledge and resources, participants are now well-equipped to elevate their design leadership skills and foster a culture of user-centric innovation.

**Materials Needed:**

* Whiteboards or flip charts for group activities
* Markers