

## EXPERT PROFILE

### TS. DR. NAZRITA IBRAHIM

- Position: Head of Unit (IICE), Senior Lecturer (College of Computing and Informatics)
- Years of professional experience: 20 years
- Research Centre: Institute of Informatics and Computing in Energy (IICE)
- **Research Forte:** User Experience Design, Virtual Environment Design, Information Visualisation and Storytelling, Energy Informatics



## EDUCATIONAL BACKGROUND

- PHD in Visual Informatics @ Universiti Kebangsaan Malaysia, Malaysia
- Master of Computer Science (Multimedia) @ Universiti Malaya, Malaysia
- B.A (mod) of Computer Science @ Trinity College, University of Dublin, Ireland

## PROFESSIONAL EXPERIENCE

Ts. Dr. Nazrita Ibrahim is currently a head of unit with the Institute of Informatics and Computing in Energy (IICE), Universiti Tenaga Nasional. Her core expertise is in the area of user experience design, targeted for a specific outcome, particularly in the domain of virtual reality. One of the projects that she has been working on for the past several years is on Virtual Reality (VR) based relaxation therapy system. As the leader of this project, Nazrita has been involved in managing the project (initiation, planning, design, execution, monitoring) and coordinating a team of experts, research assistants and external consultants in developing a VR-based product from the conception stage up to the pre-commercialisation level. Apart from project management, Nazrita is also heavily involved in the field work which includes requirement study, product design, development and evaluation, and pre-commercialisation activities. Prior to joining IICE, she has been working on the area of heritage preservation using ICT and is considered as one of a few researchers working on this field in Malaysia. Nazrita has published her research work in various publications, one of which is the ACM's Journal of Computing and Cultural Heritage, which is the top journal in the field of conservation and computing science applied to any aspect of the cultural heritage sector. Nazrita is also a certified professional technologist with the Malaysia Board of Technologists (MBOT) since 2018.

## KEY PROJECT HIGHLIGHTS:

- Development of VR-based Relaxation Therapy System (Commercial Version) – TNB Innovation and Commercialisation Fund (Oct 2019 – ongoing). Role: Project Leader. Synopsis: This project involves redesigning and re-engineering the working prototype into pre-commercial level.
- Research and Development of VR-based Relaxation Therapy System – TNB Seeding Fund (Dec 2017 – May 2019). Role: Project Leader. Synopsis: This project investigates the factors required in designing a VR-based system for relaxation therapy, aiming to reduce the stress level of employees. The project has successfully developed a working prototype which was tested and evaluated in a targeted working environment.
- The use of Mixed Reality (MR) Environment for Competency Training of Power Station Generating Equipment – TNB Seeding Fund (2018 – August 2019). Role: Project Member. Synopsis: This project looks into the design of a mixed reality learning environment targeted for competency training for adult learners, in the field of power engineering.
- Development of a Conceptual Framework for Designing Virtual Heritage Environment for Cultural Learning – PhD Thesis (2015). Synopsis: This research involves works carried out to identify and validate the process required in designing a virtual environment for a targeted outcome. In this research, the domain was virtual heritage designed for optimised cultural learning.