

# Mohammad Lataifeh, Ph.D.

Department of Computer Science

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## **:: Highlights of Competencies**

### **Transdisciplinary Design:**

A design thinking catalyst with over two decades of academic and practitioner expertise in different domains including but not limited to User Experience (UX), Human-Computer Interactions (HCI), Service Design, Innovative Organization Culture, and Participatory design transcending business and educational contexts into a wide range of implementations.

Facilitating and leading by example with a confident repertoire of design research methodologies deployed with exceptional cultural and contextual awareness beyond disciplinary limits.

### **Graphics & Multimedia:**

A practicing designer with proven competencies working with materials from mud to pixels. a unique blend of expertise in computer vision, Machine Learning for multimedia, and NLP models. Design and implementation of VR, AR, MR, and Adaptive UI applications to name a few. Well-versed in a wide range of traditional and contemporary digital toolsets in Graphics, Photography, Drawing, Painting, and Sculpting, Prototyping Interactive models for conceptual processes. My expertise is backed by over a decade of experience ranging from pottery and artisan work, through graphic design, art directions, multimedia, and interactivity, to the latest trends in digital painting and the new ecology of design in practice as well as the strategic role played by design as a practice and enabler of sustainable innovation.

### **Enterprise Resources Planning Systems (ERPs) and IT:**

Master's degree in ERP Systems co-delivered by a leading solution provider (SAP AG ©), with several solution lifecycle engagements as a Certified Solution Consultant in large ERP implementations with functional and technical competencies, pushing design to the core of IT service delivered. Assuming several roles to drive innovation using design thinking methodologies to manage and drive inevitable change while redefining the organizational culture, adding practical value at a transdisciplinary level for large enterprises and government agencies undergoing radical system innovation and digital transformation.

### **E-Commerce and Web Developments:**

Certified in enterprise solutions and system integrations from basic web presence to complex electronic solutions addressing major issues of web development and integrations. Confidently working with soft and technical aspects, programming languages, database and architecture, project system methodologies, portals, and content management. Designing and evaluating interfaces, usability, and cross-platform optimization, working with clients from high-profile individuals to world-leading banks and financial institutions.

## :: Academic Experience

**Assistant Professor**

**Sep. 2017 – Present**

**Lecturer**

**2010 – 2017**

Department of Computer Science  
University of Sharjah, UAE

Working as an assistant professor, I have been leading the development and delivery of several design-oriented courses in the department lecturing on topics including but not limited to Graphic Design, Design and Innovation Management, Design Research Methods, Design Thinking, Service Design, Design and Authoring, Interactive Multimedia, Adaptive Interaction Design, Human-Computer Interaction, Character Design, and Animation.

In addition to Master thesis and senior projects supervision, the following courses were successfully delivered:

1. Introduction to Information Technology (En/Ar)
2. Problem Solving
3. Programming I
4. Graphic Design
5. Design and Authoring
6. Interactive Multimedia
7. Professional, Social and Ethical Issues in Computer Science
8. Human-Computer Interaction
9. Applications of Ecommerce
10. Special Topics in IT
11. Junior/Senior Projects
12. Coop and Summer Training
13. 2D Character Design

Since joining the department, I have gained the trust of my peers and have consistently been praised by my superiors for my outstanding level of commitment, knowledge, and collegiality. This professional attitude is coupled with outstanding aptitude proven by consistent above-college and department evaluation averages for all taught courses to date.

Additional duties include but are not limited to services within the university and local community as:

- Chairing the Publicity and Web Committee – CCI 2021, 2024
- Member of Student Success Committee CCI 2021-2023
- Member of UoS interim Strategic Plan Committee for Covid-19 Strategy 2020-2022
- Member of New Banner 9 Evaluation – Academic Features
- Organizing committee- Chair of Logistics + Panel Discussion Moderator for CIAS 2020
- Chairing CCI - Student Society – ACM Chapter 2020
- Chairing internship and training, Examination Committee, and 2020
- College representative for the Deanship of Student Affairs -High Committee Supervising Student Elections
- CCI - Orientation for 70 Highschool visitors (Jan 20, 2020 )

- Co-led a Design, entrepreneurship, and Innovation training program delivered through UOS Continuing Education in Dec- Jan for Moawed Sharjah for new projects
- Chair of Publication and Local Arrangement Committee - 2020 Computing and Informatics Annual Symposium- CIAS 2020 (creating and coordinating participation/submissions on easy chair, coordinating editors, reviewers, and managers roles and assignments, created CFP and coordinated for an evaluation system to be proposed for the symposium.
- Participated as a Judge with HE Raghad Omran Taryam in the 5th innovation forum, by CCI with the support of the Sharjah Chamber of Commerce Wed 29th Jan, 2020
- Invited as a Panel Discussion Member during the award ceremony for the 5th Innovation Forum along with HE Suad AlShamsi, Mr. Saad Al Rubiaan, and Dr. Amal Ali.
- Invited participant to the Digital Transformation discussion in Dr. Hanif AlQassim Majlis with guest speaker Dr. Yasar Jarrar. author of (The Sheikh CEO) on the leadership approach of HH MBR.
- Member of the Initial accreditation committee for a Jointly Run BSc. In E-Commerce 2020
- Led a College initiative for technical support, preparation, and liaison efforts for faculty transformation into distance education and remote exams.
- Commission by the Institute of Leadership in Higher Education to deliver 8 workshops for 450+ faculty on blended and interactive learning over Bb Ultra (Feb. 27,28, 29<sup>th</sup> 2020)
- Member of several ad-hoc accreditation programs for Graduate programs in Biomedical Engineering, Physics, and Renewable Engineering, preparing VR tour for Facility.
- Led a University-Wide mega Virtual Tour development, integrating a complete systematic 360 view as a standalone and via Google Street 2020
- Ministry of Higher Education Accreditation Committee for undergraduate and graduate programs
- Member of Continuing Education Council 2017-2018
- Member of the Institute of Leadership in Higher Education Recruitment Committee 2019
- ABET® Accreditation Committee (2015-2016)
- Information Technologies Centre Advisory Committee (2014-2016)
- Novel Online and Blended Learning Exploring Committee (2013-2014)
- Chair – Student Society and Alumni (2012 – 2019)
- Chair – Department Social Committee (2012 – 2019)
- Chair – Time Table Committee (2012 – 2015)
- Member of Publicity Committee (2014-2015)
- Member- Social Committee- College of Science (2014- 2016)
- Member of High Schools IT Competitions Committee (2012-2013)
- Member of several Ad-hoc committees at college and university levels (2011-2019)

Other services of an international and technical nature include but are not limited to serving at the editorial board, technical committees, and reviewers of several conferences and scientific journals most recently as a Technical reviewer for IEEE Access Journal Design Thinking Journal, and Technical Program Committee – Member for the following conferences:

5th International Conference on Robotics, Mechanics and Mechatronics (ICRMM 2018) Dubai

International Conference on Data Science and Information Technology (DSIT 2018) Singapore  
2018 International Conference on Algorithms, Computing and Artificial Intelligence (ACAI, 2018)  
China

**Research Assistant** 2005-2006  
Victoria University of Technology, Melbourne Australia

The primary research area of the technical complexity of ERPs' implementations.

**E-commerce Instructor** 2004-2005  
Concordia University, Montreal, Canada

Designed and delivered several courses for a certificate in e-commerce technologies and applications. Topics included usability, electronic finance, e-marketing strategies, and Search Engine Optimization.

## **:: Education**

**PhD, Design & Information Technology** 2015  
De Montfort University, Leicester, United Kingdom.

**BMER Masters' in Enterprise Resources Planning Systems** 2006  
Victoria University of Technology, Melbourne, Australia.

**Diploma, Technical Development for SAP® ERP Systems** 2004  
College LaSalle, Montreal, Canada.

**Certificate in E-commerce** 2003  
Concordia University, Montreal, Canada.

**BA. Graphic and Photography** 1997  
Yarmouk University, Irbid, Jordan.

## **:: Research and Sample Publications**

As a researcher, I am pursuing a transdisciplinary research agenda at the intersection of design and emergent technologies within a human centric approach, driving measured values into the service of humanity and promoting a sustainable platform for innovation led by local constituents in context.

My aim is to provide a practical know-how with tangible impact to resolve diverse sociotechnical issues faced by contemporary organizations. My work is driven by strong belief in design role in the amelioration of what exist, but the best of what ought to be, especially within complex system integrations at the scale of enterprise systems and the challenge of digital transformations.

Beyond a computer graphics and multimedia (computer visions, digital multimedia) my work utilize wider understanding for User Experience and the complete lifecycles of services including design heuristics and processes (design thinking, service design, creative problem solving, and innovation matrices) to frame and address contextual problems with high values placed on human-machine

effective, transparent, and responsive interactions, leading the way for a new form of interactions, service and system constructs.

In terms of Graphics and Multimedia, in addition to classical graphic design and new breed of technologies serving digital artisan work for models, scenes, and environments, I am also looking into different new approaches to reconstruct 3D models and environments in reference to partial or complete real reference, including 3D scanners, depth scanners, and high-resolution digital photography.

Several papers are under review, but below are samples of the latest publications:

**Lataifeh, M., Carrasco, X., Elnagar, A., Ahmed, N., Junejo, I. (2024) Human Machine Co-Creation. A Complementary Cognitive Approach to Creative Character Design Process Using GANs.** The Journal of Supercomputing (Upcoming April 2024).

**Essa, A. and Lataifeh, M. (2024) Evaluating Generative AI Tools for Visual Asset Creation - An Educational Approach.** Proceedings of the Second International Conference on Innovations in Computing Research (ICR'24)

**Afyouni, Lataifeh, Afrah, Ahmed (2024). Usability Evaluation of Handheld and Wearable AR Devices: Exploring Collaboration and the Role of Physical Props.** Procedia Computer Science 231, 48-55.

**Lataifeh, M., Carrasco, X., Elnagar, A., & Ahmed, N. (2023). Augmenting Character Designers' Creativity Using Generative Adversarial Networks.** In Kevin Daimi & Abeer Al Sadoon (Eds.), Proceedings of the Second International Conference on Innovations in Computing Research (ICR'23) (pp. 80–92). [https://doi.org/10.1007/978-3-031-35308-6\\_7](https://doi.org/10.1007/978-3-031-35308-6_7)

**Ahmed, N., & Lataifeh, M. (2023). Impact and analysis of a collaborative augmented reality educational environment.** Journal of Computers in Education. <https://doi.org/10.1007/S40692-023-00275-X>

**Nassif, A. B., Alnazzawi, N., Shahin, I., Salloum, S. A., Hindawi, N., Lataifeh, M., & Elnagar, A. (2022). A Novel RBFNN-CNN Model for Speaker Identification in Stressful Talking Environments.** Applied Sciences (Switzerland), 12(10). <https://doi.org/10.3390/app12104841>

**Nassif, A. B., Alnazzawi, N., Shahin, I., Salloum, S. A., Hindawi, N., Lataifeh, M., & Elnagar, A. (2022). A Novel RBFNN-CNN Model for Speaker Identification in Stressful Talking Environments.** Applied Sciences (Switzerland), 12(10). <https://doi.org/10.3390/app12104841>

**Alzarooni, A., & Lataifeh, M. (2022). Exploring the relationship between IT competence and digital transformation within government projects in the UAE.** 2022 International Conference on Communications, Computing, Cybersecurity, and Informatics (CCCI), 1–5. <https://doi.org/10.1109/CCCI55352.2022.9926598>

**AlHammadi, A. A., & Lataifeh, M. (2022). Examining the influence of national digital identity and smart pass platform on accelerating the processes of digital transformation.** 2022 International Conference on Communications, Computing,

Cybersecurity, and Informatics (CCCI), 1–6.  
<https://doi.org/10.1109/CCCI55352.2022.9926424>

- Junejo, I. N. (2021). Pedestrian attribute recognition using two-branch trainable Gabor wavelets network.** PLoS ONE, 16(6 June), e07422.  
<https://doi.org/10.1371/journal.pone.0251667>
- A. Alzebedeh, M. M. K. M. L. A. E. (2021). Arabic handwritten recognition based on deep convolutional neural network.** The 2nd International Conference on Distributed Sensing and Intelligent Systems (ICDSIS 2021), 271–287.
- Ahmed, N., Lataifeh, M., & Junejo, I. (2021). Visual Pseudo Haptics for a Dynamic Squeeze / Grab Gesture in Immersive Virtual Reality.** 2021 IEEE 2nd International Conference on Human-Machine Systems (ICHMS), 1–4.  
<https://doi.org/10.1109/ICHMS53169.2021.9582654>
- Sayadi, A. A., Abulohoom, A., Uddin, S. A., Lataifeh, M., & Elnagar, A. (2021). Region-level arabic dialect identification using deep learning models.** The 2nd International Conference on Distributed Sensing and Intelligent Systems (ICDSIS 2021), 288–301.  
<https://doi.org/10.1049/icp.2021.2683>
- Carrasco, X. A., Elnagar, A., & Lataifeh, M. (2021). A Generative Adversarial Network for Data Augmentation: The Case of Arabic Regional Dialects.** Procedia CIRP, 189, 92–99. <https://doi.org/10.1016/j.procs.2021.05.072>
- Elnagar, A., & Lataifeh, M. (2020). Predicting Quranic Audio Clips Reciters Using Classical Machine Learning Algorithms: A Comparative Study.** In *Advances in NLP: The Case of Arabic Language*.
- Kharoub, H., Lataifeh, M., & Ahmed, N. (2019). Designing a dual-layer 3D user interface for a 3D desktop in virtual reality.** *Advances in Intelligent Systems and Computing* (Vol. 931). Springer International Publishing. [https://doi.org/10.1007/978-3-030-16184-2\\_70](https://doi.org/10.1007/978-3-030-16184-2_70)
- Ahmed, N., & Lataifeh, M. (2018). A comparative analysis of Time Coherent 3D Animation Reconstruction methods from RGB-D video data.** *IAENG International Journal of Computer Science*, 45(4), 592–600.
- Lataifeh, M. (2016). Attitude, Aptitude, and Amplitude: A framework for design driven innovation** In *Innovation Arabia 9: Accelerating Innovation towards Sustainable Economy* (pp. 278–298), Dubai: Hamdan Bin Mohammed Smart University.
- Lataifeh, M. (2014). Design Thinking, trasdisciplinarity, and reality consensus: Laying the ground for a mindful business.** In *Designing Business Matter*. Wuxi, China.
- Lataifeh, M. (2013). Enterprise Resources Planning (ERP) System Implementation: a transdisciplinary approach.** In *the First Global Conference on Research Integration and Implementation (I2S)*. Australian National University, Canberra, Australia.
- Lataifeh, M. (2012). Design and Wicked Problems.** In *Hugill, A. (Chair). Graduate Transdisciplinary Research Symposium*. Institute of Creative Technologies, Leicester, UK.

## :: Extra Curricular and Community Services:

Charing Student Society and Alumni Committee offered a great opportunity to be well-engaged with our students beyond teaching. For several consecutive years, led student activities in coordinating different events annually; accompanied them to several organizations within the country to have them exposed to new trends related to their domains. The list of destinations including but not limit to the International Graduate Project Exhibition, Al Mamzar Park, Two Four 54 Abu Dhabi, GITEX, Masdar City, and Sharjah Airport Traffic Control Centre.

Since 2017, I established Sharjah Service Design on the global service jam map of the world, coordinating the hosting, facilitation, and supporting of global events for Sharjah participants. I have also invited and hosted several speakers to address students on campus including the authors and producer of popular animation series (خوصه بوصه) in UAE Ms. Najla Al-Shehhi; industry manager for SAP© MENA, and owner of 3D Studio Dubai. In addition to these activities, several training and workshops were delivered as part of Student Society services on topics like CV and portfolio creations, Photoshop, and Digital Photography.

At university and national levels, I have also been very active in serving my community. The following is a selected shortlist of these efforts:

- Invited Member for Adobe Sketch and Adobe Draw beta testing team 2017.
- Member of Judging panel, Emirates Foundations' Think Science© (National Level) UAE for five consecutive years from 2013, 14, 15, 16 and 2017.
- Advisor for Mendeley©, Elsevier reference management application (2011- 2019).
- External Reviewer for several senior courses at different universities in UAE (2013-2017).
- Global Service Design Jam – Member - London Service Design Group, 2011 - 2019.
- Global Service Design Jam – Sole Organizer Sharjah Service Design UAE, 2017-2019.
- Member of the evaluation committee for high school students' IT Contest projects at the University of Sharjah, Science Festival 2011.
- Member of the Evaluation committee of the 3rd Sharjah Science Festival, organized by the College of Sciences in collaboration with Sharjah Education Council, 2013.
- Invited as a member of a joint committee from UoS and Sharjah City for Humanitarian Services to investigate collaboration with the Republic of Korea to study Rehabilitation Engineering and technical support services. Sep. 2014
- Organizer, coordinator, and host different roles through the last seven years for several community events like UoS Open Day, UAE National Day, and UoS Global Day.
- Board Member/Technical Advisor: Volunteering with several local and international not-for-profit organizations since 2004.

## :: Honors and Awards:

H.E. Khawla Al Mulla Honorary Certificate for Leading Design Thinking workshops for the Sharjah Consultative Council 2019.

Distinguished Service- Emirates Foundations' Think Science Competitions 2013 – 2017.

Dean's Excellence Award for Teaching, University of Sharjah, 2012, 2013.

Runner-up, Best PhD Proposal for Interdisciplinary CS, British Computer Science Society, 2012.

## :: Industry Experience

### **ERPs Solution Consultant**

Mar. 2008 – Jun. 2009

Several 3<sup>rd</sup> parties' subcontracts | Toronto, Canada

- Facilitated internal and external client engagement ensuring adequate talent and resource utilization.
- Assisted in service design, business blueprints and business process reengineering to accommodate new functional and technical requirements.
- Advised fellow team members on best practices in resolving implementation, and customization issues.
- Advised on best-suited professional solutions to complement current and planned systems.

### **General Manager/ERP Leader**

Jan. 2006 – Jun. 2009

ADAMS | Toronto, Canada

- Implemented a new ERP system to support core business activities and planned growth.
- Co-created a new value proposition based on participatory growth allowing sales to capture 45% of market share, 20% above expectations during the first 24 months.
- Established and registered several new trademarks, brands, and visual identities to support new segments.
- Created new alliances up and down the supply chain delivering successfully on time and on budget with facilitated payment agreements signed with several suppliers on 90 days terms.

### **Webmaster, Design Advisor**

Oct. 2000 – Oct. 2001

| Riyadh Bank | Saudi Arabia

- Championed the development of a new corporate electronic presence for the number one bank in Saudi Arabia, successfully managing the design of a new brand image, vendor participation, internal and external client engagement, and coordinating technical and functional integration with the online bank end.
- Proven output excellence in usability, accessibility, product exposure, and overall user experience enhancement for external and internal clients (increased satisfaction by 20%, team building capabilities by 16%, and product exposure by 30%) within the first six months.



- Assisted VP Marketing and product owners within the bank within the standardization of products and service information packs to enhance internal and external communication and campaign effectiveness.
- Provided other e-marketing, graphics & animation design/consultation to VP Marketing and assigned vendors handling campaign materials.

**Art Director/Sr. Graphic Designer**

Jul. 1997 – Oct. 2000

Jibal Advertising & Publicity | Saudi Arabia

- Led a graphic design unit to deliver BTL materials commissioned for top 50 clients in KSA.
- Established a new unit for Web Graphics and Multimedia services to facilitate group convergence into the digital services domain.
- Drafted a group of web services as solutions for a new service line
- Maintained a master list of domain names and web service registrations provided for several hundred clients in the country as part of the first GCC electronic business directory.

**Pottery Designer**

Aug. 1995 – Jun. 1997

Oriental Pottery | Jordan

Designed and crafted masterpieces of pottery executed as vases, wall hangings and sculptured artifacts with a focus on Middle Eastern design cultural identity flavored with rich historical traditions traced back to prehistoric paintings found in the caves of Jericho, Petra, and other historic cities and sites in Jordan.

**:: Professional Training and Certificates:**

Attended a workshop on " Active learning", the Institute of Leadership in Higher Education (ILHE), April 22nd, 2018

Attended a Workshop on " Integrating research in Undergraduate Courses", Institute of Leadership in Higher Education (ILHE), April 23rd, 2018

Attended a Workshop on " Assessment: Principles, Marking, and Feedback", Institute of Leadership in Higher Education (ILHE), April 24th, 2018

Attending the UoS Educational Forum and participating with early insights of the organizing committee and the audience from an ongoing case study on the deployment of the discussed pedagogic methodologies. Office of VC of Academic Affairs. April 25th, 2018

Attended UoS Workshop on bylaws and promotions guidelines, 2015.  
Attended the training program on Teaching in the New Era, Institute of Leadership in Higher Education, UoS, 2015.  
Attended the Microsoft Faculty Development Workshop, HCT – 2013.

SAP® Certificate Basis Administrator, 2005.  
SAP® Certificate E-Portals Consultant, 2005.  
SAP® Certificate Business Process Management, 2005.  
CIW® Master Web Development, 2001.