Mohammad Lataifeh, PhD.

Department of Computer Science
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:: Highlights of Competencies

Design Management:

A design thinking catalyst with two decades of academic and practitioner expertise in different domains including but not limited to User Experience (UX), Human Computer Interactions (HCI), Service Design, Innovation systems and Participatory design, transcending business and educational contexts in a wide range of project types from basic Web development to highly complex system implementations. Facilitating and leading by example with a confident repertoire of design research methodologies deployed with exceptional cultural and contextual awareness, and beyond disciplinary limits.

Graphics & Multimedia:

A practicing designer with proven competencies working with materials from mud to pixels. Well versed in a wide range of traditional and contemporary digital toolsets in Graphics, Photography, Drawing, Painting and Sculpting, Prototyping and Interactive multimedia. My expertise is backed with over a decade of experience ranging from pottery and artisan work, through graphic design, art directions, multimedia and interactivity, to latest trends in digital painting and 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 from world leader solution provider (SAP AG ©), with several solution lifecycle engagement as a certified solution consultant in large ERP implementations, excelling at both functional and technical levels, and pushing design to the core of IT service to drive innovation using design thinking methodologies to address wicked ERP problems, adding practical value at a transdisciplinary level for large enterprises and government agencies undergoing radical system innovations.

E-Commerce and Web Developments:

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

:: 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.

:: Academic Experience

Assistant Professor   **Sep. 2017 – Present**
Department of Computer Science
University of Sharjah, UAE

Lecturer   **2010 – 2017**
Department of Computer Science
University of Sharjah, UAE

- 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, Character Design and Animation, HCI, Creative Applications, and university foundation courses in Information Technologies.

Additional duties included but not limited to:
- Ministry of Higher Education Accreditation Committee (2015-2016)
- 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 – 2017)
- Chair – Department Social Committee (2012 – 2017)
- Chair – Time Table Committee (2012 – 2015)
- Member of Publicity Committee (2014-2015)
- Member- Social Committee- College of Science (2014- 2015)
- Member of High Schools IT Competitions Committee (2012-2013)
- Member of several Ad-hoc committees at college and university levels (2011-2017)

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

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

Primary research area of 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.

:: Research and Sample Publications

As a researcher, I am pushing for a transdisciplinary research agenda at the intersection of design, technologies and organization behaviours to promote 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 and the invigoration of what ought to be, especially within complex system integrations at the scale of ERPs and the challenges faced during implementations.

User Experience and the complete lifecycles of services including design heuristics (design thinking, service design, creative problem solving, and innovation matrices) to frame and address highly contextual problems with high values placed on human-machine effective, transparent and highly responsive interactions. In terms of Graphics and Multimedia, and in addition to classical graphic design and new breads 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.

Sample publications:

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, trasdiciplinarity, 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, I helped student conduct tens of different events, and accompanied them to several organization within the country to have them exposed to new trends related to their domains. The list of destinations included but not limit to Almamzar Park, Two Four 54 Abu Dhabi, GITEX, Masdar City, and Sharjah Airport Traffic Control Centre.

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©, Elsavier reference management application (2011- 2017).
- External Reviewer for several senior courses at different universities in UAE (2013-2017).
- Global Service Design Jam – Member - London Service Design Group, 2011.
- Global Service Design Jam – Sole Organizer Sharjah Service Design UAE, 2017.
- Member of the evaluation committee for high school students' IT Contest projects at University of Sharjah, Science Festival 2011.
- Member of Evaluation committee of the 3rd Sharjah Science Festival, organized by College of Sciences in collaboration with Sharjah Education Council, 2013.
- Invited as a member of joint committee from UoS and Sharjah City for Humanitarian Services to investigate collaboration with Republic of Korea to study the Rehabilitation Engineering and the 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:

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 3rd parties' subcontracts |Toronto, Canada

- Facilitated internal and external client's engagement ensuring adequate talent and resources utilization.
- Assisted in service design, business blue prints and business process reengineering to accommodate new functional and technical requirements.
- Advised fellow team members on best practices in resolving implementation, 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 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
|Riyad Bank | Saudi Arabia

- Championed the development of a new corporate electronic presence for number one bank in Saudi Arabia, successfully managing the design of a new brand image, vendor's participation, internal and external client's engagement, coordinating technical and functional integration with 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 products exposure by 30%) within first six months.

- Assisted VP Marketing and product owners within bank within the standardization of products and service information pack to enhance internal and external communication and campaigns 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 digital services domain.
- Drafted a group of web services as solutions for new service line
- Maintained master list of domain names and web service registrations provided for several hundred clients in the country as part of first GCC electronic business directory.

Pottery Designer   Aug. 1995 – Jun. 1997
Oriental Pottery | Jordan

Designed and crafted master pieces of pottery executed as vases, wall hangings and sculptured artifacts with 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:

CIW® Master Web Development, 2001.
SAP® Certificate Basis Administrator, 2005.
SAP® Certificate E-Portals Consultant, 2005.
SAP® Certificate Business Process Management, 2005.
Attended the Microsoft Faculty Development Workshop, HCT – 2013.
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.