**Zuliandi Azli**Nationality: Singaporean

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I define problems, spot opportunities, and communicate compelling solutions.

A cross-disciplinary researcher and designer with over 7 years of experience in the fields of built environment and digital design across industry and academic institutions. In my past roles, I led and executed design research, through an array of UX and design thinking techniques to fulfill the potential of each brief. Well adept at ambiguity, my roles require me to be able to ask the right questions and translate insights into meaningful design decisions that unlock value for both users and stakeholders. Relentlessly curious across various scales, my strengths lie in big-picture thinking, with an eye for detail.

Currently, I am a Design Lead at TUM Asia. I lead a cross-functional consortium of designers, researchers and engineers, towards the re-design of pick-up drop-off points and processes for Autonomous Vehicles in Singapore as part of the Urban Mobility Grand Challenge Research Grant by LTA.

**Professional Experience

TUM Asia**https://tum-asia.edu.sg/

Design Lead

Singapore
November 2021 – Current
- Work closely with Principal Investigator (PI) and Co- PIs to plan, implement and ensure the smooth running of overall project timeline and delivery of work packages
- Champion design thinking and UX-driven approaches within a multi-disciplinary consortium
- Oversee qualitative field study, quantitative surveys, desk research, design collaterals
- Oversee user testing methods such as simulated walkthroughs, usability testing and Wizard of Oz testing
- Led and facilitated co-design workshops with stakeholders, users and collaborators
- Management of buy-in processes from stakeholders and agencies **Life as a Service (LAAS)**https://lifeasaservice.org/

Senior Designer & Researcher

Singapore
October 2019 – November 2021

- Worked closely with senior management and clients to achieve brief deliverables whilst providing guiding directions to junior colleagues
- Frame research questions, curate content, and scope opportunities in research reports for clients. These reports include actionable insights in a variety of communication techniques from infographics, system maps and narrative diagrams. Topics include the Future of Mobility, Work, Construction and Education.

- Facilitate design workshops in-house and for our client across different projects both physically and remotely, using workshopping techniques such as scenario building and insight collection to achieve alignment of design agenda across stakeholders.

- Strategy and execution of multiple commissioned design collaterals including an experimental exhibition for Venice Biennale 2021, and AR Instagram filter accompanying the exhibition, a gaming app educating users of the potential of trees to offset carbon emissions.

- Champion the development of digital presences through design of website UI and social media templates both in-house for LAAS, and our clients.

**Gambar**https://gambar.studio
Head of Design
Singapore
January 2017 – January 2020

- Spearheaded design consultancy and visualisation work for a variety of clients.

- Design lead and user advocate representing operator side, Strand Hotel.

- Conducted workshops with multiple service providers and contractors consolidating gaps and areas of potential to improve the hotel user experience, usability and operator’s value.

**National University of Singapore**

https://www.sde.nus.edu.sg/arch/
Graduate Researcher & Architectural Designer
Singapore
October 2016 – June 2019

- Scoped research brief and led delivery of first stage research study on with a team of 4 researchers on a new additive manufacturing method for construction.

- Pitching and secured second stage funding from JTC for research program.

- Worked iteratively with options for design outcomes and conducted field studies for testing structure of the new manufacturing methods.

- Facilitated collaboration workshops and implemented feedback chains between the team and JTC.

- Co-designed new School of Design and Environment 3 building with a team of architecture students in NUS

- Exhibition Curator for NUS Department of Architecture Open House Exhibition

**MVRDV**https://www.mvrdv.nl/
Assistant Designer
Rotterdam, Netherlands
February 2016 – August 2016

- Co-designed an adaptive reuse project for Tainan Government in Taiwan

- Led concept design and user research for masterplan development in Nanjing, China

- Conducted research and archiving work for Grand Paris development plan

**ETH Zurich Future Cities Laboratory**
https://fcl.ethz.ch/
Research Assistant
Singapore
February 2015 – November 2015

- Co-developed centralised cooling solution for backlanes of Boat Quay to free up public space for patrons and business owners
- Developed architectural scenarios for Boat Quay backlanes

- Conducted qualitative and quantitative research that informed design decisions

- Communicated and built a relationship with relevant authorities to map constraints for design briefs

- Facilitated a series of interviews and collaborative engagement sessions with stakeholders & users

- Co-edited research publications for purpose of future collaborator engagement

**Academic Qualifications**

**National University of Singapore**

Master of Architecture
Singapore
September 2016 – June 2019

- Master of Architecture Thesis, GPA 4.4

- Awarded Graduate Bursary for Academic achievement
- Awarded Travel Scholarship Award for Thesis Proposal

- Thesis Studio Representative

**University of Western Australia**
Bachelor of Design
Perth, Australia
February 2012 – February 2014

- Bachelor of Design, Distinction Award

- Higher Distinction for Final Year Project in Architecture
- Awarded Excellence in Design Award for Product Design Module

**Skills**
**Proficiency**
Design Research, Qualitative Research, Conceptual Ideation, Project Management, Publication Layout, User Centric Design, Design Insights, Design Leadership, User Experience Research

**Digital Proficiency**
Figma, Monday, Notion, Asana, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, AutoCAD 2D, Rhinoceros 3D, Enscape 3D, Vray, Lightworks, Miro

**Analog Proficiency**
Model Making, Carpentry, 3D Printing, CNC, Laser Cutting, Prototyping, Foam Cutting

**Languages**

English, Malay

**Courses & Certifications

IBM**
2020
Enterprise Design Thinking Practitioner

**SuperHI**2020Webpage & UX/UI Course

**ETH Zurich X, EDX**2014Future Cities Module on EDX

**Harvard X, EDX**2014Leaders of Learning Module on EDX

**Publications**

**NEXPLORE**
2020
Contributor
Life as a Service
Research Programme Report for NEXPLORE

**Singapore Architect**
2019
Contributor
Article: Perfect Perfection
Publication: Issue 17, Beauty vs Buildability | Singapore Architect

**Singapore Architect**
2019
Featured Work
Article: Agility in Education
Publication: Issue 16, Be Agile | Singapore Architect

**NUS Graduate Work**
2019
Featured Work
Publication: NUS Architecture Graduate Work 2019

**Printing Architecture**
2017
Co- Editor
Publication: Printing Architecture
Publisher: ORO Editions

**Additive Manufacturing of Tropical Envelope**
2016
Co-Editor
Paper: Additive Manufacturing of Tropical Envelope
Conference: S.Arch Conference Paper

**Future Cities Laboratory Magazine**

2015
Contributing Writer
Article: Reimagining Backlanes
Publication: FCL Magazine
Publisher: D.Arch ETH Zurich

**Reclaiming Backlanes**
2015
Co- Editor
Publication: Reclaiming Backlanes
Publisher: World Scientific Publishing

**Exhibitions**

**Archiving Equatorialism**
2019
Lead Curator
The Substation

**Reclaiming Backlanes**
2015
Contributor
International Architecture Biennale Rotterdam (IABR) 2015

**Referees**

**Ms. Sonal Tavkar**
Head of Research, LAAS (Life as a Service)
tavkar@spacecouncil.com

**Mr. Florian Schaetz**
Principal Investigator, Department of Architecture, National University of Singapore (NUS)
florian@schaetz.biz

**Professor Erik G. L’heureux**
Vice Dean, Department of Architecture, National University of Singapore (NUS)
elheureux@nus.edu.sg

**Dr. Marcel Bruelisauer**Post Doctoral Researcher, ETH Zurich Future Cities Laboratory
m.bruelisauer@gmail.com