BIOGRAPHY



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Dr. Ahmad Rafi is a Professor in the Faculty of Creative Multimedia at Multimedia University (MMU), Malaysia. He is currently the Vice President (Academic), MMU. He is also the Deputy Chairman 2, Creative Content Industry Guild (CCIG), Malaysia and certified Multimedia Professional by CCIG. He was the Dean of Institute for Postgraduate Studies, MMU (2013 - 2014). He was the Deputy Rector of Academic Affairs at the National Academy of Arts, Culture and Heritage (ASWARA), a university under the Ministry of Information, Communication and Culture, Malaysia (2010 – 2012). He obtained a Bachelor degree in Architecture (BArch., Honours), Master of Science in Computer-Aided Building Design (MSc. in CABD) and Ph.D. in the area of architectural animation and virtual reality from the University of Strathclyde, Glasgow, Scotland, UK in 1998. He was the Dean of Faculty of Creative Multimedia, Chairman of Centre for Interpretation and Expression (CIE) (2000 – 2006) and Director of Research and Development (R&D) Collaborations (2008 - 2009), MMU. He is also the chairman of Creative Content Industry Recognition Framework (CCIRF), CCIG. His research includes virtual reality, virtual heritage, 3D animation, architectural visualisation, educational technology, and multimedia. He has published more than 100 internationally multidisciplinary refereed conference papers, journal articles and books.