



Dr. Salman Asghar

(Assistant Professor, Department of Design,
College of Architecture & Design, Effat University, Jeddah, KSA)

Address: CoAD 212A, College of Architecture & Design, Effat University, Jeddah, KSA.

Phone: +966 122137745

Cell: +966 54 394 0063

Email: saasghar@effatuniversity.edu.sa

EDUCATION

2017 — 2020 **PhD in Design, School of Design and Creative Arts (SDCA),
Loughborough University, UK**
Results: Passed
Project Title: Cross-cultural Product Semantics: A comparative investigation between the UK and Pakistan into the socio-cultural meanings ascribed to digital images (a case study of manual wheelchair design)

2015 — 2017 **MFA (Graphic Design), University of the Punjab, Lahore Pakistan**
Results: CGPA 3.44 / 4.0
Modules studied include: advertisement design (studio practice), advanced communication design, interactive design, international dimensions of consumer behaviour, advertising and promotional management.

2007 — 2011 **Product and Industrial Design (PID), University of Engineering and
Technology (UET), Lahore, Pakistan.**
Results: CGPA 3.677 / 4.0
Modules studied include: Fundamentals of design (studio practice), product design (I to V), graphic design, packaging design, visual communication, aesthetics, professional practice, thesis design.

TEACHING EXPERIENCE

Assistant Professor, Department of Design, College of Architecture & Design, Effat University, Jeddah, KSA. **September 2024 - Present**

Visiting Fellow, Visiting Fellow (Design and Semiotics), School of Design and Creative Arts (SDCA), Loughborough University, UK. **January 2024 - Present**

Assistant Professor, Department of Product and Industrial Design (PID), University of Engineering and Technology (UET), Lahore, Pakistan **January 2021 - 2024**

Lecturer, Department of Product and Industrial Design (PID), University of Engineering and Technology (UET), Lahore, Pakistan **2011 - December 2020**

COURSES TAUGHT

Product Design (1st to 5th Year) | Fundamentals of Design | Visual Communication | Packaging Design | Advanced Communication Design | Interactive Design | Advertising and Promotional

Management | International Dimensions of Consumer Behaviour | Design Psychology | Integrated Product Design and Development | Design Thesis Supervision | Professional Practice in Design | Graphic Design Studio Practice

RESEARCH EXPERIENCE

Visiting Fellow (Design and Semiotics)

School of Design and Creative Arts (SDCA), Loughborough University, UK
January 2024 – Present

- Conduct research on cross-cultural product semantics, focusing on the socio-cultural meanings of design elements, particularly in assistive technologies.
- Collaborate with the Design by Psychology Research Group, contributing to studies on cultural biases and human-centered design.

PhD Researcher (Cross-cultural Product Semantics)

School of Design and Creative Arts (SDCA), Loughborough University, UK
2017 – 2020

- Investigated cultural influences on design perception through a comparative study of manual wheelchair design in the UK and Pakistan.
- Published research in international journals and presented findings at global conferences.

Lecturer and Researcher

Department of Product and Industrial Design (PID), University of Engineering and Technology (UET), Lahore, Pakistan
2011 – December 2020

- Led research on cross-cultural product design, ergonomics, and sustainability.
- Supervised student theses on cultural differences in design preferences and published papers in peer-reviewed journals.

Research Collaborator

Design by Psychology Research Group, Loughborough University, UK
2017 – 2020

- Contributed to research on human-centered design, focusing on the psychological and cultural factors shaping product preferences.

Researcher

Institute of Materials, Minerals and Mining (IOM3) and Packaging Society, UK
2018 – 2020

- Conducted research on packaging design innovation and sustainability, winning awards for contributions to packaging design education.



Researcher Interest:

- Design by psychology
- Design Thinking
- Product Semantics
- User Centered Design
- Design for Social Acceptance
- Visual Communication

PUBLICATIONS

Peer-Reviewed Journal Publications

Citation: 227 | h-index: 07

Google Scholar: <https://shorturl.at/wjdZn>

List of Publications:

1. Asghar, S., Torrens, G., & Harland, R. (2019). Cultural influences on perception of disability and disabled people: A comparison of opinions from students in the United Kingdom (UK) Pakistan (PAK) about a generic wheelchair using a semantic. *Disability and Rehabilitation: Assistive Technology*, 1–13. <https://doi.org/10.1080/17483107.2019.1568595> **Journal Category:** (Q2)
2. Asghar, S., Torrens, G., Iftikhar, H., Welsh, R., & Harland, R. (2019). The influence of social context on the perception of assistive technology: using a semantic differential scale to compare young adults' views from the United Kingdom and Pakistan. *Disability and Rehabilitation: Assistive Technology*, 1–14. <https://doi.org/10.1080/17483107.2019.1646819> **Journal Category:** (Q2)
3. Iftikhar, H., Asghar, S., & Yan, L. (2020). The efficacy of campus wayfinding signage: A comparative study from Hong Kong and Pakistan. *Facilities*, 1–28. <https://doi.org/https://doi.org/10.1108/F-04-2020-0035> **Journal Category:** (Q2)
4. Iftikhar, H., Asghar, S., & Luximon, Y. (2021). A cross-cultural investigation of design and visual preference of signage information from Hong Kong and Pakistan. *Journal of Navigation*, 74(2), 360–378. <https://doi.org/10.1017/S0373463320000521> **Journal Category:** (Q1)
5. Asghar, S., Torrens, G. E., Iqbal, M., Iftikhar, H., & Mujtaba, M. A. (2022). Cultural bias: a comparison of semantic responses by 126 students from Pakistan and the United Kingdom to a wheelchair when viewed against a congruent and incongruent background. *Disability and Rehabilitation: Assistive Technology*, 1–13. <https://doi.org/10.1080/17483107.2022.2126903> **Journal Category:** (Q2)
6. Torrens, G. E., & Asghar, S. (2022). 20years of the Loughborough User Centered Assistive Technology design process: has it made a difference? *Assistive Technology*, 1(1). <https://doi.org/10.1080/10400435.2022.2113477> **Journal Category:** (Q2)
7. Mushtaq, M. H., Noor, F., Mujtaba, M. A., Asghar, S., Yusuf, A. A., Soudagar, M. E. M., Hussain, A., Badran, M. F., & Shahapurkar, K. (2022). Environmental

- Performance of Alternative Hospital Waste Management Strategies Using Life Cycle Assessment (LCA) Approach. *Sustainability (Switzerland)*, 14(22).
<https://doi.org/10.3390/su142214942> **Journal Category: (Q2)**
8. Razzaq, L., Abbas, M. M., Miran, S., Asghar, S., Nawaz, S., Soudagar, M. E. M., Shaukat, N., Veza, I., Khalil, S., Abdelrahman, A., & Kalam, M. A. (2022). Response Surface Methodology and Artificial Neural Networks-Based Yield Optimization of Biodiesel Sourced from Mixture of Palm and Cotton Seed Oil. *Sustainability (Switzerland)*, 14(10). <https://doi.org/10.3390/su14106130> **Journal Category: (Q2)**
9. Iqbal, M., Awan, U., & Asghar, S. (2023). Learning Approaches in the Architectural Education and the Role of Students' Habitus: Case Study Pakistan. *International Journal of Art and Design Education*, 42(2), 327–346.
<https://doi.org/10.1111/jade.12456> **Journal Category: (Q1)**
10. Irfan, S. A., Khan, F. U., Asghar, S., Nishtar, Z., Lodhi, K., & Ahmed, N. (2023). Transcending Borders Digitally: How Regional Policies Supporting Social Entrepreneurship Mediate Export Resilience? *Bulletin of Business and Economics (BBE)*, 12(2), 396–403. <https://doi.org/10.61506/01.00020> **Journal Category: (Q2)**
11. Khaleel Almadhoun, M., Asghar, S., Billoo, A., Saeed, S., Rizwan, U., & Hajra Batool, R. (2023). Health information mining: a ranking of analytical methods for determining which factors influence the efficacy of cosmetic surgery. *European Chemical Bulletin*, 2023(9), 1413–1423.
<https://doi.org/10.48047/ecb/2023.12.9.236> **Journal Category: (Q3)**
12. Iqbal, S., Shafait, M., Asghar, S., & Ali, A. (2022). Assessing the Influence of Authoritative Leadership on Project Success through the Mediating Role of Goal Clarity in the Construction Industry. **Journal Category: (Q3)**
13. Bashir, M., Asghar, S., Ashfaq, M., Raza, S. S., & Zahoor, S. (2024). Digitalizing Tourism and Interactive Navigation: A Case Study of Pakistan. *Journal of Asian Development Studies*, 13(1), 547-566. <https://doi.org/10.62345/jads.2024.13.1.46> **Journal Category: (Q4)**
14. Saleem, A., Asghar, S., Gulzar, M., Shamshad, A., & Tauqir, S. (2024). Esports In Higher Education: Investigating Faculty And Students' Preferences Towards Career-Oriented Collegiate Esports (A Case Of Universities In Pakistan). *Educational Administration: Theory and Practice*, 30(6), 1675-1688.
<https://doi.org/10.53555/kuvey.v30i6.5571> **Journal Category: (Q3)**
15. Awan, U., Iqbal, M., Asghar, S., & Awan, M. (2024). A Strategic Usage Of Thermal Mass to Control Temperature Profiles and Energy Consumption in UK Dwellings. *Remittances Review*, 9(2), 4581-4597. <https://doi.org/10.33282/rr.vx9i2.241> **Journal Category: (Q4)**
16. Karkkulainen, A. B. a. G. G. S. P. S. a. M. a. H. a. G. M. S. D. M. O. E. A. (2024). The Implementation of Artificial Intelligence in Education: Systematic analysis. *healthinformaticsjournal.com*. <https://doi.org/10.52783/fhi.1715> **Journal Category: (Q4)**
17. Memon, G. N. S. P. B. S. O. I. S. a. M. K. a. Q. (2024). Behavioral Change Interventions for diabetes management through IOT Platforms: A study on Real-



A full list of publications can be accessed at: https://www.researchgate.net/profile/Salman_Asgar3

PRESENTATIONS

“Cross-cultural Product Semantics: A Comparative Study of Manual Wheelchair Design in the UK and Pakistan”

International Conference on Design and Ergonomics, 2020

Presented research on cultural differences in product semantics, exploring how socio-cultural contexts influence user perceptions of design.

“Cultural Bias in Design: A Cross-cultural Study of Wheelchair Perception”

Disability and Rehabilitation Conference, 2019

Discussed the impact of cultural background on product perception and user preferences, with a focus on assistive devices.

“Packaging Design for Sustainability: Education and Industry Collaboration”

Institute of Materials, Minerals and Mining (IOM3) Annual Conference, 2019

Presented findings on innovative packaging design and its integration into design education, highlighting industry-education partnerships.

“The Role of Semiotics in Product Design”

Loughborough University, UK, Design Symposium, 2023

Delivered a seminar on applying semiotic theory to product design, emphasizing cross-cultural interpretation and design communication.

AWARDS AND HONORS

Best Paper Award by Chartered Institute of Ergonomics and Human Factors (CIEHF) at the International conference of Ergonomics & Human Factors (EHF) 2019, held in April, at the Crowne Plaza in Stratford-upon-Avon, London, United Kingdom.

Three Erick Dickens Memorial Awards (2018,2019,2020) given by the Institute of Materials, Minerals and Mining (IOM3) and Packaging Society, UK, being a member of team of tutors, for outstanding contribution to the promotion of packaging design in education.

Faculty Development Program (FDP) Scholarship to pursue PhD, issued by the University of Engineering and Technology (UET), Lahore, and Higher Education Commission (HEC), Government of Pakistan.

THESIS SUPERVISIONS

- Supervised **48+ Undergraduate Theses** and **6 MS Theses** on a variety of topics related to Product Design and Graphic Design, including areas such as:
 - Cross-cultural design influences and product semantics.



- Packaging design and sustainability.
- User-centered design and ergonomics in product development.
- Interactive design and digital media.
- Design for accessibility and assistive technologies.
- Provided guidance on research methodologies, design development, and the integration of theory and practice in design projects.
- Mentored students in conceptualization, prototyping, and final presentations, leading to successful thesis defenses and industry-recognized design projects.

PROFESSIONAL MEMBERSHIPS

- **Industrial Designers Society of America (IDSA)** – In the process of obtaining membership
- Member of the BOS, PGRC BOF at the Department of PID, UET, Lahore, Pakistan.
- Member of the Special Task Force on SMOG, EPA, Government of the Punjab, Pakistan.
- Journal peer reviewer for Disability & Rehabilitation: Assistive Technology, Alexandria Engineering Journal, Plos One, Qeios.

RELEVANT SKILLS

- **Design Research:** Expertise in cross-cultural semantics and human-centered design.
- **Curriculum Development:** Experience in designing and updating design curricula.
- **Teaching & Mentoring:** Supervising and guiding students in design and research.
- **Product Design:** Proficient in CAD and product prototyping.
- **Communication:** Fluent in English, Urdu, and Punjabi; skilled in writing and presentations.
- **Team Collaboration:** Experience in cross-disciplinary teamwork and industry partnerships.

REFERENCES

(References will be provided on request)



كلية عفت للعمارة والتصميم
Effat College of Architecture and Design

