

WEBINAR TALK ON

INDUSTRY SHARING:

RE IMAGING ENGINEERING THE

DYSON WAY

BEM Approved CPD: 2

Ref No: IEM23/HQ/073/T (w)

Organised by:

Engineering Education Technical Division, IEM



Presented by:

MS AZALEA SHEZDIANA BINTI BADRULSHAH

21 MARCH 2023, TUESDAY
3.00PM - 5.00PM

REGISTRATION FEE :

IEM STUDENT : FOC

IEM MEMBERS: RM15

NON IEM MEMBERS: RM70

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SYNOPSIS

Design engineering at Dyson is all about solving problems other people ignore. Not bound by the rules of conventional thinking, Dyson's Research, Design and Development (RDD) people are dedicated to inventing and improving Dyson machines, and are relentlessly obsessed by performance and excited by the new. We are growing fast, and our ambition is huge. Dyson is all about better ideas and new technologies. So, join us to hear first-hand about what inventing the future is like at Dyson, and opportunities created by the James Dyson Foundation for bright minds like you!

SPEAKER'S PROFILE

Azalea is a Senior Design Engineer at Dyson Malaysia. She has joined Dyson as a Graduate Design Engineer in 2012 and was actively involved in the development of components for vacuum cleaners' handle assembly. Currently, her portfolio has diversified into product design, sustainability, value engineering and design management.

An active volunteer with the James Dyson Foundation, Azalea is passionate about inspiring the younger generation to find excitement in engineering. Azalea enjoys conducting DIY projects at home and hopes to encourage more young people to be curious about their surroundings.