



Ts. Dr.

MOHD AMIRUL HELMI BIN HJ. ISMAIL

SENIOR LECTURER | PROFESSIONAL TECHNOLOGIST | CREATIVE AI & DIGITAL
TECHNOLOGY RESEARCHER | CONSULTANT

 Jabatan Rekabentuk dan Komunikasi Visual
Politeknik Tuanku Syed Sirajuddin, 02600 Arau, Perlis, Malaysia

 TELEFON
019-412 2009

 E-MEL
amirul@polycc.edu.my

 GOOGLE SCHOLAR
8v8K-QUAAAAAJ

 LOKASI
Changlun / Arau,
Malaysia

PROFIL PROFESIONAL

Pensyarah Kanan dan Professional Technologist (Ts.) dengan kepakaran merentas industri kreatif, multimedia, komunikasi visual, teknologi digital, Artificial Intelligence (AI) kreatif, pembangunan web dan platform, video/dokumentari, cloud administration, e-pembelajaran, NFT dan digital assets.

Aktif sebagai penyelidik, pembangun inovasi, penulis, penyunting, perunding serta fasilitator dalam projek pendidikan, industri kreatif dan transformasi digital.

Penyelidikan semasa memberi tumpuan kepada visual communication, mobilegraphy, user engagement, AI-generated visual content, authenticity and trust, NFT, smart contracts, IoT, smart cities serta teknologi pendidikan TVET.

JAWATAN SEMASA & PERANAN PROFESIONAL

- **Pensyarah Kanan** - Jabatan Rekabentuk dan Komunikasi Visual, Politeknik Tuanku Syed Sirajuddin (PTSS).
- **Professional Technologist (Ts.)** - Malaysia Board of Technologists (MBOT), bidang Art Design & Creative Multimedia Technology.
- **Ahli Jawatankuasa** - Persatuan Kreatif AI Malaysia (PéKA), organisasi kebangsaan yang memfokuskan Creative AI.
- **Ahli Berdaftar** - Persatuan Pekerja Profesional Filem Malaysia (PROFIMA Malaysia).
- **Co-Founder** - Ematra Solution.
- **Google Administrator** - domain polycc.edu.my.

KELAYAKAN AKADEMIK

- **2025** Doctor of Philosophy (PhD), Management of Creative Arts and Cultural Industries, Universiti Utara Malaysia (UUM).
Tesis: "Model Konseptual Persepsi Nilai Pembelian Non-Fungible Token (NFT) Terhadap Karya Seni Visual Kontemporari".
Dianugerahkan oleh Senat UUM pada 25 September 2025.
Graduate On Time (GOT).
- **2009** Master of Science (M.Sc.) in Technopreneurship, Universiti Utara Malaysia.
- **2006** Bachelor of Multimedia (Hons.), Universiti Utara Malaysia.

BIDANG KEPAKARAN

-  Creative Industry & Creative AI
-  Multimedia Technology
-  Video Production & Documentary
-  Web Design & Development
-  Google Workspace for Education
-  User Experience & Digital Engagement
-  Branding, SEO & Content Strategy

-  Visual Communication & Graphic Design
-  Creative Digital Technology
-  Motion Graphics & Mobilegraphy
-  Cloud Administration & Domain Management
-  Digital Product Development
-  IoT, Smart Cities & Digital Systems
-  Innovation, TVET & Work-Based Learning (WBL)

-  Artificial Intelligence (AI) Kreatif
-  NFT, Blockchain & Digital Art
-  E-Learning & Digital Pedagogy
-  Emerging Technologies & Smart Systems
-  Education Technology & Digital Transformation
-  Content Creation & Digital Strategy



PELANTIKAN PAKAR, KONSULTANSI & FASILITASI

- 2026** Panel Pakar Fuzzy Delphi Method (FDM), UiTM Cawangan Perak
 dilantik bagi kajian pembangunan Modul Pembelajaran e-Smart K-Fiqh. Kepakaran yang dirujuk secara rasmi: ICT dan Pembelajaran Digital.
- 2026** Urusetia dan Fasilitator, Bengkel AI Kreatif Pelancongan, UUM Solution Sdn. Bhd.
 kontrak perkhidmatan 18 Jun hingga 31 Disember 2026; skop merangkumi fasilitasi bengkel, sokongan kepada ketua perunding/perunding dan penyempurnaan output program.
- 2025** Perunding, Bengkel Media Creative Pelancongan Bumiputera Pulau Pinang 2.0, UUM Solution Sdn. Bhd.
 tempoh 1 November hingga 31 Disember 2025; mengendalikan dan menjalankan aktiviti pengajaran sepanjang bengkel.



KEAHLIAN PROFESIONAL & KEPIMPINAN



Persatuan Kreatif AI Malaysia (PéKA)

Ahli Jawatankuasa, Persatuan Kreatif AI Malaysia (PéKA) fokus pada Creative AI, education, media, digital content dan creative innovation.



Persatuan Pekerja Profesional Filem Malaysia (PROFIMA Malaysia)

Ahli Berdaftar.



Malaysia Board of Technologists (MBOT)

Professional Technologist (Ts.), Malaysia Board of Technologists (MBOT), bidang Art Design & Creative Multimedia Technology.



FOKUS PENYELIDIKAN

- ✓ NFT, digital ownership, perceived value, consumer decision-making, blockchain, provenance dan smart contracts.
- ✓ AI-generated visual content, algorithmic aesthetics, authenticity, trust dan user engagement.
- ✓ Mobilegraphy, smartphone photography, visual culture, journalism dan multimedia production.
- ✓ ICT, digital learning, WBL, e-learning, AI-supported education dan TVET innovation.
- ✓ IoT, smart cities, wireless mobility, smart solar harvesting dan interdisciplinary digital technology.



PENERBITAN JURNAL & ARTIKEL TERPILIH

- 2025** Ismail, A. I., Ismail, M. A. H., & Hassan, N. F. A.
 The Mobilegraphy Era: Ethics, Innovation, and the Transformation of Visual Culture and Journalism. *PaperASIA*, 41(4b), 243-253.
 DOI: [10.59953/paperasia.v41i4b.515](https://doi.org/10.59953/paperasia.v41i4b.515).

- 2025** Ismail, A. I., Ismail, M. A. H., & Johari, S.
 Smart cities implementing IoT applications for security technologies and future recommendations. *International Journal of Innovative Research and Scientific Studies*, 8(3), 1376-1387.
 DOI: [10.53894/ijirss.v8i3.6802](https://doi.org/10.53894/ijirss.v8i3.6802).

- 2025** Ismail, A. I. bin, Ismail, M. A. H., & Ismail, I.
 Towards mobility



Bridging creativity, technology and culture for a sustainable future.

**KARYA / PENERBITAN TERDAHULU TERPILIH**

Perkasaan Sistem E-Tauliaah Bagi Semakan Kelayakan Guru Takmir Masjid, Premis Pengajian dan Surau di Negeri Perak (2020).

Pembangunan dan Pelaksanaan Sistem Rakaman Pengajaran di Politeknik Ungku Omar (2020).

Sistem Pemantauan Kualiti Air Berasaskan IoT - penerima Best Paper Award (2020).

**BUKU, EBOOK & PENERBITAN PENDIDIKAN**

2026 Garis Panduan ChatGPT WBL JRKV PTSS. Penulis dan penyunting bersama: Nor Fa'alina binti Abu Hassan, Rohayu binti Zulkapli & Mohd Amirul Helmi bin Ismail. Diterbitkan oleh Politeknik Tuanku Syed Sirajuddin. eISBN 978-629-7514-97-0; direkodkan melalui Data Pengkatalogan-dalam-Penerbitan Perpustakaan Negara Malaysia.

**INOVASI & PEMBANGUNAN PRODUK DIGITAL**

2026 Portal Sistem Konvo POLYCC - sistem digital pengurusan konvokesyen; penerima Gold Award INVIDE 2026.

2026 ChatGPT WBL JRKV PTSS - sistem sokongan AI untuk Work-Based Learning yang menyediakan rujukan WBL, bantuan dokumentasi, panduan untuk pelajar/penyarah/mentor industri, serta elemen etika, integriti akademik dan tabdir urus penggunaan AI.

– Pembangunan platform digital POLYCC, laman web, cloud education, domain management dan penyelesaian digital untuk pendidikan.

**ANUGERAH & PENGIKTIRAFAN**

2026 Gold Award - International Virtual Expo of Innovation and System Design (INVIDE 2026), inovasi Portal Sistem Konvo POLYCC, 20 Mei 2026.

2026 Bronze Award - International Innovation & Exhibition Fair (IIEF) 2026, inovasi ChatGPT WBL JRKV PTSS, Kolej MARA Kulim, 7-9 April 2026.

2025 Graduate On Time (GOT) - Doctor of Philosophy, Awang Had Salleh Graduate School of Arts and Sciences, Universiti Utara Malaysia.

2025 Gold Award - Ekspo Rekacipta UniMAP.

2025 Pingat Perak - Hari Inovasi @ KPT.

2020 Best Paper Award - Sistem Pemantauan Kualiti Air Berasaskan IoT.

2018/2019 Anugerah Perkhidmatan Cemerlang.

**KEMAHIRAN PROFESIONAL & TEKNIKAL**

Creative & Media
Video production, documentary, motion graphics, mobilegraphy, visual communication, branding, creative content.



Digital & Web
Web development, platform development, cloud administration, domain management, SEO, digital product development.



AI & Emerging Tech
Generative AI, Creative AI, AI-assisted visual content, NFT, blockchain-related digital assets, IoT, smart systems.



Education & Training
Google Workspace for Education, WBL, e-learning, digital pedagogy, workshop facilitation, TVET innovation.



Research
Qualitative & mixed-method research, interview design, literature review, academic writing, Fuzzy Delphi expert evaluation.



Project & Consultancy
Digital project coordination, consultancy, workshop facilitation, academia-industry collaboration, innovation development.

DOMAIN KEMAHIRAN UTAMA

Creative Industry & Creative AI



Visual Communication & Graphic Design



Video Production & Documentary



Motion Graphics & Mobilegraphy



Web Design & Development



Cloud Administration & Domain Management



Google Workspace for Education



Digital Product Development



IoT, Smart Cities & Digital Systems



Artificial Intelligence (AI) Kreatif



NFT, Blockchain & Digital Art



E-Learning & Digital Pedagogy



User Experience & Digital Engagement



Branding, SEO & Content Strategy



Innovation, TVET & Work-Based Learning (WBL)



BAHASA

Bahasa Melayu
(Native)English
(Professional)

PROFIL AKADEMIK & ID

MyRA Researcher ID
M9S398Scopus Author ID
57212332123Google Scholar ID
8v8K-QUAAAAAJORCID ID
0000-0002-8854-2745Research Fields
Creative Industry, Digital Media,
Heritage Communication,
Educational Technology

RUJUKAN PROFESIONAL

01



Dr. Shamsuri bin Abdullah

02



Dato' Ts. Dr. Mohammad Naim Bin Yaakub

03



Prof. Dato' Seri Dr. Noor Inayah binti Ya'akub

04



Prof. Dato' Dr. Wan Kamal Bin Mujani

05



Puan Noor Fa'alina binti Abu Hassan



KEKUATAN UTAMA

Inovasi &
Kecerdasan BuatanKreativiti &
Reka BentukMultimedia &
Produksi VideoTeknologi Digital &
TransformasiKepimpinan &
KolaborasiPendidikan &
Pembelajaran DigitalPenyelidikan &
Penulisan AkademikSistem &
Pembangunan WebPengurusan Projek &
PerundinganKomunikasi &
Hubungan Industri

IMPAK & SUMBANGAN



3+

Buku &
eBook
diterbitkan

3+

Artikel
jurnal
berindeks
(2025)

8+

Anugerah &
pengiktirafan
peringkat
kebangsaan &
antarabangsa

10+

Projek inovasi
& pembangunan
produk digital

15+

Latihan, bengkel
& konsultasi
dilaksanakan

“
Menghubungkan
kreativiti, teknologi
dan budaya
untuk membentuk
inovasi digital yang
berimpak dan
mampan.

