

I am an Assistant Professor shaped by a journey across cultures—grounded in computer science, honed through leadership, and driven by a belief that technology should serve people in their own language and context, a conviction nurtured from a Jordanian computer lab to a Malaysian classroom, tested in a Saudi dean's office, matured during a New Zealand doctorate, and now guiding my future work.

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KEY SKILLS

Teaching & Curriculum Innovation

- Leading the design and evaluation of IS/IT courses, ensuring alignment with NZQA, industry standards, and learning outcomes.
- Employing student-centred approaches such as problem-based learning, flipped classrooms, and technology-enhanced teaching to create interactive and participatory learning environments.
- Applying modern teaching methods, including online and hybrid delivery, while managing large, culturally diverse cohorts.
- Coordinating multiple courses at both undergraduate and postgraduate levels, overseeing enrolments of up to 220 students and supervising teaching assistants.
- Developing comprehensive assessment tasks, conducting rigorous pre- and post-moderation processes, and ensuring timely feedback and reporting.

Leadership & Mentorship

- Acting as primary contact for Sector Reference Group (SRG) consultations, contributing to policy and guideline development for higher education.
- Mentoring staff and students, fostering academic integrity and leading professional development initiatives.
- Chairing and serving on academic and funding committees, contributing to institutional governance and decision-making.
- Fostering cross-departmental and inter-institutional collaborations to enhance research and educational outcomes.
- Designing and delivering online course content, particularly during COVID-19, to ensure continuity and quality of education.

Soft Skills

- Communicating effectively, both verbally and in writing, with diverse academic, industry, and community audiences.
- Collaborating successfully in multidisciplinary teams and engaging with diverse stakeholders.
- Applying strong analytical and critical thinking skills to address complex academic and administrative challenges.
- Engaging proactively with government bodies, industry partners, and academic peers.
- Continuously developing skills to meet evolving expectations and embracing innovative approaches in teaching and research.

EXPERIENCES

Senior Lecturer (Part-time) | ICL Graduate Business School, New Zealand || 2018 – 2021 AND May 2025 - Present

- Designed, delivered, and evaluated advanced postgraduate courses in Information Systems and Business, with a strong emphasis on enhancing student engagement and achieving rigorous learning outcomes.
- Employed innovative and student-centred pedagogical strategies, including interactive learning, real-world case studies, and technology-enhanced teaching methods, to foster a dynamic and intellectually stimulating academic environment.
- Supervised numerous postgraduate students (Level 9) in their Master's theses in Information Systems/Information Technology, providing comprehensive research mentoring, academic guidance, and critical feedback to support high-quality scholarly work.

Senior Research Advisor (Full-time) | Whitireia and WelTec (Te Pūkenga), New Zealand | April 2021 – Present

- Providing strategic leadership in research as the primary contact for Sector Reference Group (SRG) consultations, leading responses to papers, feedback summaries, and decision documents for Quality Evaluation 2026.
- Developing and executing institutional plans to prepare academic staff for the 2026 Performance-Based Research Fund (PBRF) evaluations, ensuring strategic readiness and effective participation.
- Evaluating and advising on internal and external funding proposals, aligning submissions with institutional priorities and enhancing research outcomes.
- Reviewing grant proposals prior to submission, delivering critical feedback to strengthen eligibility and competitiveness, directly contributing to successful funding acquisitions.
- Managing and administering the Research Outputs Management System (ROMs) for staff, streamlining submission, tracking, and reporting processes.
- Serving on the Research and Innovation Funding Committee, contributing to the strategic allocation of research funds.
- Initiating and leading the Whitireia WelTec Research Awards, promoting and recognising excellence in research across the institution.
- Teaching postgraduate IS/IT courses, including designing course content, developing teaching materials, collaborating with colleagues, and assessing student performance.
- Supervising Master's theses in IS/IT, supporting postgraduate research and guiding students to successful completion.
- Mentoring junior researchers through workshops and one-on-one sessions, providing essential tools, knowledge, and skills for research development.
- Delivering staff workshops and seminars to strengthen research capability across the faculty.
- Chairing and managing the 2021 National ITP Research Symposium, overseeing programme design, speaker coordination, and event delivery, creating a national platform for research dissemination.
- Preparing national reports for Rangahau Research, contributing key insights to the national research discourse.
- Ensuring full compliance with government policies and guidelines relating to higher degrees and research ethics.

IS Senior Lecturer | NorthTec, New Zealand | July 2017 - April 2021

Taught a range of undergraduate IS courses and provided comprehensive supervision for students' final-year projects, guiding them from conceptualisation to successful completion.

- Developed high-quality course materials and assessments, consistently reviewing the quality of taught classes to ensure their consistency with school expectations and national standards.

- Administered course assessment tasks strictly within established timelines, ensuring timely marking of students' work and reporting results within scheduled timeframes.
- Conducted thorough pre- and post-moderation for programs and courses, contributing to the maintenance of academic fairness.

Lecturer (Information Technology Department) Auckland University of Technology (AUT), New Zealand | March 2014 – November 2017 & July 2019 – December 2020

Held several contract roles, primarily focusing on teaching a wide array of undergraduate and postgraduate courses in Information Systems and Computer Science programs.

- Served as Paper Leader for INFS811 (Information Systems) and UCD805 (User-Centred Design) courses, demonstrating leadership in curriculum delivery and student support.
- Successfully managed large classes with up to 220 undergraduate students, effectively leading and coordinating teaching assistants to ensure effective learning experiences.
- Developed engaging course materials, including pioneering online content delivery during the challenging period of the COVID-19 pandemic, ensuring seamless transition to remote learning.
- Contributed to maintaining a safe and supportive work environment for both students and colleagues.

Assistant Dean for Student Affairs and IT Lecturer, Prince Sattam Bin Abdulaziz University, Saudi Arabia | September 2010 – September 2013

- Oversaw the efficient management of the student registration and enrollment department, implementing streamlined processes that significantly improved service delivery to over 5,000 students annually.
- Conducted regular advisement meetings with students, successfully resolving individual academic and personal problems, leading to improved student retention and satisfaction.
- Generated comprehensive reports and detailed analyses on enrollment trends, departmental productivity, and staffing needs, informing strategic planning and resource allocation.
- Managed the budget operations of the Student Affairs office, ensuring fiscal responsibility and optimal utilisation of resources.
- Mentored student success services, encompassing a wide range of support functions including counselling, enrollment, career guidance, transfer assistance, job placement, and new student orientation programs.
- Taught a variety of undergraduate IT courses and provided in-depth supervision for students' final projects, guiding them through research, development, and presentation.
- Developed comprehensive course materials and assessments, and meticulously maintained records to monitor student progress and provide targeted interventions.
- Actively participated in departmental and faculty seminars, facilitating the exchange of research outcomes and promoting interdisciplinary collaboration within and outside the department.

Courses I Have Taught

My teaching portfolio spans a wide range of subjects within Information Systems and Information Technology, delivered at both undergraduate and postgraduate levels.

Undergraduate	Postgraduate
IT Project Management	User-Centered Design
Human-Computer Interaction	Creative Computing and Innovation
User Interface Design and Development	Research Methods
Information System	AI in Design Thinking
Educational Technology	Special Topics
IT Project Management	Design and Innovation

Industry Experience

Research and Innovation Consultant (Part-time) / New Zealand Quality Research and Innovation (NZQRI), New Zealand | February 2018 – Present

- Provided expert consulting services to a diverse portfolio of clients, assisting them in developing innovative digital solutions for AI and educational platforms. This involved applying advanced user-centric design strategies to ensure high usability and effectiveness of digital products.
- Ensured that all digital solutions and research outputs met stringent quality standards and adhered to relevant regulatory requirements throughout the entire research and innovation lifecycle.

EDUCATION

Doctor of Philosophy in Computer Science (Ph.D. Cs) Auckland University of Technology (AUT), New Zealand | 2018

- Thesis Title: "User Interface Guidelines for Tablet PC Arabic Educational Applications"
- Key Contributions: Developed a novel conceptual framework for successful User-Centred Design (UCD) in Tablet PC applications, specifically for Arabic-speaking users. Conducted extensive empirical research to derive practical guidelines, significantly contributing to the field of cross-cultural HCI and educational technology. The research addressed critical usability challenges, enhancing learning experiences for a specific demographic.

Master's in Information Technology (MCIT) University Utara Malaysia, Malaysia | 2008

- Thesis title: Developing E-learning Web Based Using ADDIE Model in the Engineering Department for ACM
- Thesis Focus: Explored the use of the ADDIE model and Information Systems Management to develop an E-Learning Process Engineering Network (EPEN) prototype for Asian Composites Manufacturing Sdn Bhd (ACM). The project aimed to equip the engineering department with essential information and tools to help reduce and manage time more effectively using the ADDIE framework.

Bachelor of Computer Science (BCS) Irbid National University, Jordan | 2003

- Specialisation: Core computer science principles, programming, and database management.

Certificates:

New Zealand Certificate in Adult and Tertiary Teaching (Level 5) | Open Polytechnic (Te Pūkenga), New Zealand | 2021

- Modules included Introduction to Adult and Tertiary Teaching (ATT501) and subsequent courses such as Facilitation Skills and Assessment & Evaluation.

Using Standards to Assess Candidate Performance (OP4098, Level 4) | Open Polytechnic (Te Pūkenga), New Zealand | 2021

- Developed competencies in preparing and conducting standards-based assessments, making judgements, providing feedback, and managing assessment follow-up processes.

PROFESSIONAL DEVELOPMENT

- CPR & First Aid Certification: Completed in 2018 and 2023.
- Fire Warden Training: Completed 2019.
- Ongoing Professional Learning: Regularly attend workshops, seminars, and online courses to stay abreast of the latest advancements in Human-Computer Interaction, Artificial Intelligence, educational technologies, and pedagogical best practices. Specific areas of recent focus include ethical AI, data privacy in UX, and advanced qualitative research methods.

MEMBERS/ SERVICES

- Member of the Institute of IT Professionals New Zealand.
- Professional Member of Royal Society Te Apārangi.
- Reviewer for the International Journal of Human-Computer Interaction.

- Reviewer for the International Journal of computers in education.
- Reviewer for the International Journal of Personal and Ubiquitous Computing.
- Member of W & W Fund Committee.
- Technical Committee for 2024 IEEE 4th International Conference on Computer Systems (ICCS 2024)

PROFESSIONAL RESEARCH PROFILE:

- ORCID ID: 0000-0002-2828-2481
- Google Scholar: <https://scholar.google.com/citations?user=7D3i7SAAAJ&hl=en>
- Scopus Author ID: 562858222400

FUNDS

International

- 2017- University of Hail grant (SAR 56,000 (~ 25,000 NZ\$)) for Gender Differences in User Satisfaction of Mobile Touch Screen Interfaces: University Students' Service Sites Project.
- 2015- University of Hail grant (SAR 50,000 (~22,000 NZ\$)) for Guidelines Integrating Cultural Theories with Technology Acceptance Theories Project.

National Funds

- 2023- WelTec Grant (\$4,200) for AI in Education Project.
- 2022- WelTec Grant (\$6000) User-Centred Design Methods in Animal-Centred Design.
- 2021- WelTec Grant (5300) Disaster Management Mobile Applications.
- 2020- AGI educational limit Grant (\$2,000) for A formative assessment framework using a game-quiz educational approach project.
- 2018 - AUT Grant (\$ 6,000) for Usability of Arabic-language Tablet PC Project.
- 2016- AUT Grant (\$8,000) for Usability of Tablet PC in Clinical Consultation Project.
- 2014- AUT Summer Research Award (\$3,200) for Design Educational Tablet PC Application for Arabic Learner Project.
- 2013- AUT Summer Research Award (\$3,200) for Usability Testing: A Review of Situated Co-inquiry and Thinking Aloud Trade Me Property iPad app Case Study Project.

SELECTED PUBLICATION

My research outputs include a significant number of peer-reviewed journal articles and conference papers, reflecting a sustained contribution to the fields of Human-Computer Interaction, User-Centred Design, Educational Technology, and Information Systems.

Journal Articles

1. Al-Sa'di, A., & Al-Samarraie, H. (2022). A Delphi Evaluation of User Interface Design Guidelines: The Case of Arabic. *Advances in Human-Computer Interaction*, 2022, 1–8. [doi:10.1155/2022/5492230].
2. Yamjal, P., & Al-Sa'di, A. (2022). Strategies for retention and completion in vocational education: Faculty perspectives. *Journal of Management and Business Education*, 5(4), 247–265. [doi:10.35564/jmbe.2022.0015].
3. Al-sa'di, A., & Miller, D. (2023). Exploring the Impact of Artificial Intelligence Language Model ChatGPT on the User Experience. *International Journal on Technology, Innovation, and Management (IJTIM)*, 3(1), 1–8. [doi:10.54489/ijtim.v3i1.195].
4. Al-Sa'di, A., Yamjal, P., Ahmad, E., Panjabi, R., Allott McPhee, C., & Guler, O. (2023). Assessing Educators' Soft Skills: Developing a Self-Assessment Instrument. *Administrative Sciences*, 13(9), 208. [doi:10.3390/admsci13090208].
5. Sarsam, S. M., Al-Samarraie, H., & Al-Sadi, A. (2020). Disease discovery-based emotion lexicon: a heuristic approach to characterise sicknesses in microblogs. *Network Modelling Analysis in Health Informatics and Bioinformatics*, 9, 1–10. [doi:10.1007/s13721-020-00271-6].
6. Alkhalidi, A. N., & Al-Sa'di, A. (2018). Gender Differences in User Satisfaction of Mobile Touch Screen Interfaces: University Students' Service Sites. *International Journal of Innovation and Technology Management*, 2018. [doi:10.1142/S0219877019500032].
7. Al-Sa'di, A., Parry, D., & Carter, P. D. (2018). User interface preferences of young Jordanians using tablet devices. *Int. J. Technology Enhanced Learning*, 10(3), 202–217. [doi:10.1504/IJTEL.2018.092703].

8. Al-Sa'di, A., & Parry, D. (2017). Successful User-Centred Design for Tablet PC: A Conceptual Framework. *Human IT: Journal for Information Technology Studies as a Human Science*, 13(3), 89-114. <https://humanit.hb.se/article/view/496/628>.
9. Alsadi, A., & Alkhalidi Ayman. (2016). The Impact of Demographic Factors on Arabic Users' Adoption of M-Banking in Saudi Arabia: A Review. *International Journal of Knowledge and Research in Management and E-Commerce*, 5(4).
10. Alkhalidi, A. N., & Al-Sa'di, A. (2016). Guidelines integrating cultural theories with technology acceptance theories: A review. *NZJ Comput. Hum. Interact*, 1, 12.

Conference Proceedings

1. Al-Sa'di, A., & Khrypko, Y. (2024, May). User Experience for Online Course Strategies: EduFlex Framework. In *2024 9th International Conference on Business and Industrial Research (ICBIR)* (pp. 1587-1592). IEEE.
2. Litayem, N., & Al-Sa'di, A. (2023). Exploring the Programming Model, Security Vulnerabilities, and Usability of ESP8266 and ESP32 Platforms for IoT Development. In *2023 IEEE 3rd International Conference on Computer Systems (ICCS)* (pp. 150-157). IEEE. [doi:10.1109/ICCS59700.2023.10335558].
3. Al-Sa'di, A., & Litayem, N. (2023). User Frustration: Shaping the Experience of Automotive and Computing. In *2023 IEEE 3rd International Conference on Computer Systems (ICCS)* (pp. 56-61). IEEE. [doi:10.1109/ICCS59700.2023.10335584].
4. Al-Sa'di, A., Moses, T., & Altawabeyeh, S. (2022). iAWHINA: Towards Designing an Offline Disaster Mobile Application. In *Proceedings of the ISCRAM Asia Pacific Conference 2022*.
5. Al-sa'di, A. (2022). User Centred design Methods in Animal Centred Design: A systematic review. In *2022 International Conference on Theoretical and Applied Computer Science and Engineering (ICTASCE)*. <https://rb.gy/oyeh2o>.
6. Sarsam, S. M., Al-Samarraie, H., Bahar, N., Shibghatullah, A. S., Eldenfria, A., & Al-Sa'Di, A. (2021). Detecting real-time correlated simultaneous events in microblogs: The Case of Men's Olympic Football. In *International Conference on Human-Computer Interaction* (pp. 368-377). Springer International Publishing Cham. https://dl.acm.org/doi/abs/10.1007/978-3-030-77277-2_28.
7. Al-Sa'di, A., & McPhee, C. C. A. (2021). User-Centred Design in Educational Applications: A systematic literature review. In *2021 International Conference Engineering Technologies and Computer Science (EnT)* (pp. 105-111). IEEE. [doi:10.1109/EnT52731.2021.00025].
8. Chandran, S., Al-Sa'di, A., & Ahmad, E. (2020). Exploring user centered design in healthcare: a literature review. In *2020 4th International Symposium on Multidisciplinary Studies and Innovative Technologies (ISMSIT)* (pp. 1-8). IEEE. [doi:10.1109/ISMSIT50672.2020.9255313].
9. Ahmad, E., Al-Sa'di, A., & Beggs, K. (2020). A formative assessment framework using game-quiz educational approach. In *2020 IEEE International Conference on Teaching, Assessment, and Learning for Engineering (TALE)* (pp. 868-872). IEEE. [doi:10.1109/TALE48869.2020.9368479].
10. Al-Sa'di, A., Parry, D., & Carter, P. (2014). Usability considerations for educational tablet applications using an Arabic interface. In *2014 5th International Conference on Information and Communication Systems (ICICS)* (pp. 1-6). IEEE. [doi:10.1109/IACS.2014.6841969].

Technical Reports

1. Ahmed, A. L., & Ahmad, E. (2023). *The Future of New Zealand Tertiary Education: Generation Alpha*. nzqri.co.nz. <https://nzqri.co.nz/wp-content/uploads/2023/04/The-Future-of-Tertiary-Education-Embracing-Online-Courses-and-AI-Tools.pdf>

Theses

1. Al-Sa'di, A. (2018). *User interface guidelines for Tablet PC Arabic educational applications*. Auckland University of Technology. <https://hdl.handle.net/10292/11534>.