

A seminar by  
The Hong Kong Ergonomics Society

# Designing for the Happy User: Affective Design of Personal Gadgets

**Speaker: Professor Rosemary R. Seva**



**Date: 18<sup>th</sup> May 2013 (Saturday)**

**Time: 5-6 pm**

**Venue: Room ST523, The Hong Kong Polytechnic University, Hunghom,  
Hong Kong**

Rosemary R. Seva, PhD, is the current Dean of the Gokongwei College of Engineering (GCOE) and Director of the Human Factors and Ergonomics Center of De La Salle University. She is the immediate past President of the Southeast Asian Network of Ergonomics Societies (SEANES) and its current secretary. She is also the President of the Human Factors and Ergonomics Society of the Philippines (HFESP). She is a full professor at the Industrial Engineering Department of De La Salle University (Philippines). She has been in the area of teaching and training for 16 years and a consultant of several multinational companies. She obtained her doctorate degree at the Nanyang Technological University (Singapore). She has a master's degree in Ergonomics from the University of New South Wales (Australia) and another master's degree in Industrial Engineering from De La Salle University. She has written a number of papers that dealt on affective design, usability, product design, cognitive task analysis, and physical ergonomics in local and international journals. She is a Professional Industrial Engineer and the managing editor of the Journal of Philippine Institute of Industrial Engineers.

**Enquiries and Registration:**

Dr. Calvin Or

The Hong Kong Ergonomics Society

Email: [klor@hku.hk](mailto:klor@hku.hk)