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**PDD** is a design and innovation consultancy creating physical and digital products and experiences that drive our client businesses and delight their customers and users. We have been winning awards and serving our long-standing clients since 1980.

With studios in London, Hong Kong and Shanghai, and working in 6 continents, our experienced managers and talented researchers, designers and engineers help companies in the Medical & Healthcare, Consumer and Industrial & Commercial sectors to grow their businesses through innovation.

We ensure that product and experience solutions are successful by ensuring they are appealing to customers, are feasible and viable for clients to make and are responsible given regulation, society and the environment. Such success creates our future- and its this sustainable 'win-all-round' business model that excites us- we call it 'Meaningful Innovation'.

**PDD** 是一家拥有超过近 40 年经验的设计咨询公司。我们以设计的力量打动人心，推动企业成长和价值创造。

PDD 总部设于伦敦。并在香港和上海设有子公司。我们能力卓越且经验丰富的管理者、设计研究专家、设计师和工程师们以创新的思维和科学的方法帮助全球各地消费品、医疗制药、工业设备及服务领域的企业实现商业目标。

在创新的同时我们兼顾风险管理。从犀利的机会洞察到以人为本的体贴设计，我们致力于带来打动人心并耐人寻味的产品体验。与此同时，PDD 资深的工程技术团队以其发明性的创造力为产品带来不可复制的竞争优势。我们的工程设计和生产服务流程经 ISO 9001 & 13485 质量管理体系认证，团队以严格的标准执行护航设计，在不牺牲企业利润的前提下确保产品满足大批量生产的繁复要求。

PDD 致力于以服务体验建立与客户稳固的合作关系，同时希望双方通力合作所带来商业成功可以继续推动企业的可持续创新。

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**Role:** Consultant - Industrial Design

**职位:** 顾问-工业设计

**Location:** Shanghai

**工作地点:** 上海

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**Reporting line:** Principal - Design Innovation

**汇报上级:** 首席-设计创新

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**Purpose:**

**简述:**

This key role involves working as an integral part of the front end design team providing creative responses to a variety of design briefs, insight and research projects and innovation workshops across a range of sectors (including Consumer, Medical, Industrial and Service).

作为贯穿于设计开发全阶段的关键角色，将为不同行业（包括消费品，医疗，工业，服务业）提供多样化的创新服务：设计提案、设计创意、研究项目、创新工作坊。

Working both as an individual and as part of multi-disciplinary project teams, you will be involved with hands-on problem solving, using your abilities and experience to develop new and enriched experiences and products.

无论是作为个人或是多学科项目团队成员，有能力处理项目和相关问题，运用自身专业能力与经验开发新颖和丰富的产品体验。

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**Responsibilities:**

**工作职责:**

- Understand and interpret design briefs, research projects and innovation programmes.  
理解与诠释设计提案、研究项目以及创新方案
- Research: Conduct desk-based design research.  
研究：进行桌面研究
- Participate and assist in Innovation Workshops.  
参与并协助创新工作坊
- Compile visual stimulus: orientation and mood boards, visual language mapping, analogy inspiration.  
编译收集视觉刺激：导向和情绪板、视觉化语言绘图、类比启发
- Storyboarding: both hand-drawn and digital, to communicate a variety of scenarios.  
Storyboarding:同时具备手绘和数字化呈现能力，表现多样化情景需求
- Produce high quality sketching to capture and communicate thoughts and ideas.  
绘制高质量草图，捕捉和交流创意与思路

- Use digital tools to enhance sketches, create renderings and communicate ideas. Provide early fireframes of graphic assets for digital interfaces.  
运用数字化工具增强草图、创建渲染和交流想法，为数字接口提供图形资源的早期 Fireframes
- Generate 2D layouts and illustrations.  
生成二维布局与插图
- Develop concepts and design schemes using 2D techniques, sketch models and 3D CAD tools.  
使用二维技术、草图模型和 3D CAD 工具开发概念和设计方案
- Produce conceptual 3D CAD surface models to generate high quality renderings.  
通过概念开发和 3D CAD 曲面建模生成高质量的渲染
- Evaluate & Articulate: providing rationale for idea selection and synthesis.  
评估与阐明：为创意选择和整合提供理论依据
- Concept creation: synthesise ideas into compelling propositions, create clear narrative and rationale  
概念创新：将想法整合成为令人信服的提案，提出清晰的叙述和理由
- Design refinement: developing form, detail, CMF and branding.  
设计改进：开发形式、细节、CMF 和品牌
- 3D Development for evaluation: creating spatial/handling/form models in the workshop.  
用于评估的 3D 开发：在工作坊中创建空间/处理/形成模型
- Creative assessment and Appraisal of UI and Ergonomic issues.  
创新评估 UI 用户界面与人机工程学问题
- Appraise manufacturing and cost implications of creative approaches.  
评估创新方法的制造与成本影响
- Work with technical specialists to ensure compatibility with downstream requirements.  
与技术专家合作确保符合下游用户要求
- Define visual specifications and produce necessary artworks.  
定义视觉规范并生成需要的图片文件
- Graphic design of presentation material for issue to clients.  
向客户提供演示材料的图形设计
- Project management skills  
项目管理

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## Requirements:

### 职位要求:

- A degree in Industrial/Product Design.  
拥有工业设计或产品设计相关学位

- English language ability, written & spoken  
用英语进行书写及口语表达能力
- Versatile creative problem solver.  
具有创新性解决问题的能力
- Natural, sensitive visual flair.  
自然、灵敏的视觉才华
- Appreciation for other fields of design.  
对于其他设计领域拥有欣赏能力
- An understanding of wider societal and global mega trends.  
了解关注广泛的社会和全球趋势
- Able to manage personal workload, responsibilities and time effectively.  
有效管理个人工作量、职责和时间
- Excellent communication skills to liaise with teams, clients and suppliers.  
具备出色的沟通能力, 与团队、客户和供应商合作交流
- Advanced Adobe Creative Suites, 3D CAD (Rhino / Solidworks / ProE).  
熟练操作 Adobe Creative Suites, 3D CAD (Rhino / Solidworks / ProE) 软件
- Occasional travel will be required.  
需要不定期出差