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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 it's this sustainable 'win-all-round' business model that excites us- we call it 'Meaningful Innovation'.

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Role: Senior Consultant - Design Research

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Location: Shanghai

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Reporting line: Principal

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Purpose:

To understand our clients' business challenges in order to propel their products, services, experiences and brands into the future and delivering new, relevant and engaging propositions to their target audiences.

Responsibilities:

- Lead global design projects, project plan, manage, research, design, report and present as appropriate.
- Collaborate with PDD new business team and other team members to build long lasting client relationships and frame proposals to win new clients. This also includes understanding the market and competition and appropriately applying and innovating methods.
- Work closely with Directors and Principals to develop, present and sell a compelling Human Sciences and Research service offering as a key point of differentiation to our clients.

Requirements:

- Graduate-level qualifications in design research, anthropology, psychology, human factors, cultural studies or a related human/social sciences discipline.
- Full working proficiency in English (spoken and written).
- With commercial experience, including internal or external consulting, planning and leading of large, multi-sited/national user/consumer research projects, and application and translation of consumer insights into business strategy or the design direction of products and services.
- Have knowledge in many of the following areas and the ability to help contribute the strategy and direction for the Design Research/Human Sciences offering in conjunction with PDD's other core services:
 - Ethnographic techniques
 - Contextual research
 - Co-creation workshop design & facilitation techniques
 - Journey mapping
 - Persona development
 - Insight development
 - Human Factors/Ergonomics
 - Usability evaluation
- Good written and oral communication skills. Information and visual design capabilities a definite plus. Track record of presenting complex information in a variety of formats, customised to the needs and expectations of particular audiences.
- Solid theoretical and practical grounding in qualitative research techniques required and proven ability to read the literature and apply it to a commercial setting.
- The ability to build strong client relationships.

- Real enthusiasm for design innovation and working closely with designers and engineers.
- Experienced in Microsoft Office Suite and Adobe Creative Suite.