Prepared by: Laura Abbey   Checked by: Chantelle Hewett   Date: 31 July 2024

Consultant – Design Research   职位：顾问 – 设计研究

Reports to:	Principal – Research	汇报上级：	首席-研究
Location:	Shanghai	工作地点：	上海

Purpose:
简述：

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.

理解客户面临的商业挑战，推动企业产品、服务、体验、品牌提升，为目标受众群体提出引人入胜、新颖的主张及意见。

Work closely with other members of the human sciences team to research, analyse, and translate consumer needs into insights that translate into new opportunities and innovative design solutions to drive growth and revenue for our clients.

与人类科学团队紧密合作，包括研究、分析、消费者需求洞察转化为新产品机会和创新设计解决方案，帮助客户带来商业利益以及稳健发展。

Help drive and build the Design Research service and actively secure new and repeat business.

建立与推动设计研究服务，积极为客户带来新颖的可持续的商业机会。

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Responsibilities:
工作职责：

- 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.
  与直属上级与首席研究紧密合作发展，演示与销售令人信服的人类科学与研究服务，向客户提出服务差异化的关键点。

- 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.
  协同PDD业务发展团队及其他成员与客户建立持久的合作关系。通过框架性合作提案赢得新客户：包括了解市场和竞争力，妥善运用创新方法推动企业成长发展。

- Be an active participant in global project activities, maintain client relationships throughout project delivery, help identify and resolve potential issues, participate on project planning, fieldwork, data analysis, reporting and presentations as appropriate.

积极参与全球项目活动，在项目执行中持续维护客户关系，定义并解决潜在难题。参与项目规划、招募、数据分析、汇报及演示等相关工作。

Requirements:
职位要求:

- Graduate-level qualifications in design research, anthropology, psychology, human factors, cultural studies or a related human/social sciences discipline.
具备设计研究/人类学/心理学/人因因素/文化学或人类学/社会学的相关学位。

- Full working proficiency in English (spoken and written).
精通英语（书面与口语表达能力）。

- With commercial experience, including internal or external consulting, participation and planning 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.
拥有内部或外部咨询的商业工作经历、参与和规划跨地域的大型国际用户/消费者研究项目，将消费者洞察转化且运用于商业战略或产品和服务的设计方向。

- 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.
有能力帮助设计研究/人文科学团队提供战略和方向，包括PDD其他核心服务。掌握多个领域的知识（如下所列）：

  Ethnographic techniques 人种学研究技巧

  Contextual research 情景观察研究

  Co-creation workshop design & facilitation techniques 共创工作坊设计与主持技巧

  Journey mapping 旅程地图

  Persona development 人物角色发展

  Insight development 洞察发展

  Human Factors/Ergonomics 人因因素/人类工程学

  Usability evaluation 可用性评估

- 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.
拥有良好的书写能力与口语交流能力。优先考虑擅长视觉信息设计能力的申请者。根据目标受众的需求和期望，以多种方式呈现复杂数据的跟踪记录。

- Solid theoretical and practical grounding in qualitative research techniques required and proven ability to read the literature and apply it to a commercial setting.
  要求在定性研究技术方面具备扎实理论与实践基础，有能力阅读文献并将其应用于商业情境。

- The ability to build strong client relationships.
  建立良好的客户关系。

- Real enthusiasm for design innovation and working closely with designers and engineers.
  对设计创新充满热情，与设计师和工程师密切合作。

- Experienced in Microsoft Office Suite and Adobe Creative Suite.
  擅长运用微软办公软件与Adobe 创意组件。

PDD

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, Shanghai and Hopkinton MA, and working in 6 continents, our experienced managers and talented researchers, designers and engineers help companies in the healthcare and consumer 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'.

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。并在和上海和霍普金顿马萨诸塞州设有子公司。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的医疗保健和消费品企业实现商业目标。

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。