



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

JOB DESCRIPTION

Job Title:	Senior User Centred Designer
Location:	Alexander House, Excelsior Road, Cardiff
Department:	PDR
Hours:	37 hours per week
Tenure:	Permanent
Grade:	6AB
Salary:	£34,804 - £39,739
Accountable to:	Associate Director Design

This job description is indicative, not prescriptive, and the balance of duties will be in accordance with the contract of employment.

Role Summary:

PDR is a leading European design consultancy and research centre. With over 50 major International Design awards and ranked in the top 25 globally and no 1 in the UK in 2021.

User Centred Design lies at the heart of PDR's activities, central to many of its commercial and research based activities. The role is focussed leading and managing key consultancy activities within PDR.

Projects are broad in scope based on solid user insight research and design thinking principles. Outcomes encompassing product, service, digital and broader strategy level projects across both private and public sector clients are common.

Examples are available on PDRs online portfolio: <https://www.pdr-consultancy.com/work> with particular reference to Service Design, User Centred Design and User Research categories

Principal Duties and Responsibilities:

1. Undertake full project management responsibility for UCD projects from user, market and technical research through to planning, design, prototype, test and iteration of projects into design solutions as directed by the Senior User Centred Design Consultant and Associate Design Director.
2. Deputise for the Senior User Centred Design Consultant in reporting and oversight of UCD activity to the Associate Design Director.
3. Contribute and partake in client liaison and business development of UCD commercial activity including marketing and promotional work within locations in the UK and offshore. This may include presenting research and design process outcomes externally, to clients and/or at industry events incl; exhibitions, public speaking and seminar / conference presentation, and, workshop facilitation as required.
4. Lead technical and project research activities in areas including visual language and semantics exploration, user insight and interpretation, sector and design trends and the presentation and support of such work to the design team and commercial clients as appropriate.
5. Lead the review and selection of appropriate research methods (including qualitative and quantitative UCD related research methods) and tailoring these to project needs.
6. Meeting clients, typically at senior management level to identify commercial project needs and to construct costed commercially viable and client ready work proposals and quotations.
7. To develop a strong working relationship with current and prospective future commercial clients at a senior level and ensure effective client liaison, budget management, and, the completion of project deliverables to agreed timescales is continually adhered to.
8. Ability to oversee and manage subcontractors and suppliers as required within a projects development, including the placement of major orders with third parties and the subsequent management of chosen suppliers to ensure delivery and quality levels are maintained.
9. Manage multiple industrial design projects at any one time and manage time and management of resources effectively with support from the Senior User Centred Design Consultant and Associate Design Director including individual consultancy project budget management.
10. Maintain and adhere to ISO 9001 procedures within PDR.
11. Other duties that may be reasonably assigned.

Additional Information:

PDR – International Centre for Design & Research

Overview

PDR is a stand-alone research institute within Cardiff Metropolitan that works alongside 5 academic schools. With 40 staff and 16 PhD students PDR undertakes research, enterprise and knowledge exchange across a number of research and practice groups that encompass the policy, management and practice of product and service design in both the private and public sectors.

PDR maintains a research-led and industry-facing culture and operates from a building that is a unique mix of offices, workshops, prototyping technologies, design studio and a user-centric design lab that enable staff to undertake a progressive programme of work and offer services at the leading edge of current design practice.

Whether it's the more than dozen international design awards from Red Dot, iF and Core 77, the 500 bespoke medical devices designed and produced each year for hospitals to aid surgery, the European-wide networks that are influencing future innovation policy across Europe or how our approach to service design is changing public services PDR is undertaking exciting work that is having real impact.

Building a sustainable and flexible capability.

The activities of PDR can be divided into a number of Research & Practice Groups.

Current Research & Practice Groups within PDR are:

- 1. New product development** – working on enterprise projects with 250 businesses a year from key industry sectors both at home and abroad the industrial design team has won 15 international design awards in the past 8 years.
- 2. User-centric design** – commercialising ground-breaking research into the rapid and accurate development of the digital and physical interface between products and their users.
- 3. Service design and innovation** – delivering a unique knowledge transfer programme for the Welsh public sector to leading key European networks that address societal issues and undertaking enterprise projects with international partners has taken just three years.
- 4. Design Management** – in addition to providing a business support programme for Welsh industry PDR are currently Chair of the Board for the Design Management Europe Award and host the Design Wales Forum; connecting with over 400 Welsh designers.

5. **Advanced manufacturing** – the PDR workshop offers an intelligent bureau service for prototyping and batch manufacture, solving production issues for organisations such as GE and providing a batch manufacturing capability for several medical product companies.
6. **Medical Applications Group** – working closely with clinicians and organisations such as Renishaw this group produce 450 medical models, implants and operating theatre devices a year for NHS hospitals.
7. **Design & innovation policy** – playing a key role in the development of design and innovation policies across Europe this group also provided the material that saw the first unanimous vote of support for an amendment to a debate in the Senedd by Welsh Assembly Members.
8. **EcoDesign Centre** – Established in 2006 this centre of EcoDesign expertise works closely with industry and governments at home and abroad in the development and delivery of sustainability projects.

Standard Notification

These guidelines are provided to assist you in the performance of your contract. The university is a dynamic organisation; therefore changes may be required from time to time. Any changes will be made in consultation with the post-holder. The Summary of Duties and Responsibilities is not intended to be an exhaustive list of tasks performed. Other associated technical tasks are likely to be performed as directed by the line manager.

It is accepted that individual staff will have a specialist skills and knowledge base in relation to the role they have been appointed to. In addition to this, Cardiff Metropolitan University expects that all staff will contribute to the vision and ethos of the university and conduct themselves in a professional, courteous and student/customer focused manner at all times. All staff should have particular regard for their responsibilities under Cardiff Metropolitan University's Equalities, Financial, Environmental and Sustainability, Human Resources and Health and Safety policies and procedures.



PERSON SPECIFICATION

Job Title: Senior User Centred Designer

School/Unit: PDR

*Key
A - Application form
I - Interview
T/P - Test/Presentation

FACTORS	ESSENTIAL AND DESIRABLE CRITERIA	ASSESSED BY		
		A*	I*	T/P*
Education and Qualifications (Essential)	<ul style="list-style-type: none"> Degree in Product / Industrial Design, Usability Engineering, Interaction Design or related subject 	X		
Education and Qualifications (Desirable)				
Knowledge (Essential)	<ul style="list-style-type: none"> Knowledge and experience of designing and moderating usability tests for products or interfaces. Knowledge and experience in industrial / product design in a commercial environment Knowledge of 3D CAD Modelling Systems 	X X	X X	
Knowledge (Desirable)	<ul style="list-style-type: none"> Knowledge of manufacturing processes and assembly An interest in medical device development, including knowledge of relevant human factors standards and usability 		X X	
Skills and Abilities (Essential)	<ul style="list-style-type: none"> Excellent organisational & interpersonal skills Ability to prioritise tasks, meet deadlines Highly self-motivated Ability to write and present complex subject matter Flexible work ethic with the ability to work both independently and as part of a team. Well-developed communication skills High level user, market and technical research Ability to plan, design, prototype, test and iterate projects into design solutions 	X	X X X X X	

	<ul style="list-style-type: none"> • visual language and semantics exploration, user insight and interpretation, sector and design trends • Excellent team working skills. 		X	
			X	
Skills and Abilities (Desirable)	<ul style="list-style-type: none"> • Ability to oversee and manage subcontractors and suppliers as required within a projects development, including the placement of major orders with third parties. 		X	
Experience Paid/Unpaid (Essential)	<ul style="list-style-type: none"> • Experience in planning and executing usability studies and related user insight research • Experience of writing and presenting complex technical and design based issues at a senior level • Experience of running and facilitating design exploration and problem solving workshops involving a broad stakeholder base • Experience working in a commercial design environment • Experience working on commercial design research projects • Experience in visual language and semantics exploration, user insight and interpretation, sector and design trends. • Experience working alongside other disciplines including product design, interaction design, and service design. • Experience in direct client communication and presentation of user centred designs. • Experience in planning and executing design projects. • Experience in planning and writing commercially viable and client ready work proposals and quotations. 	X	X	
		X	X	
			X	
		X	X	
			X	
		X		
		X		
		X		
			X	
		X		
Experience Paid/Unpaid (Desirable)	<ul style="list-style-type: none"> • Experience of working on medical device usability related projects. 		X	
Other Requirements (Essential)	<ul style="list-style-type: none"> • Flexible in working hours. 		X	
Other Requirements (Desirable)	<ul style="list-style-type: none"> • Full UK driving license. • Ability to speak Welsh. 	X		
		X		