



## Intern - Industrial Design

Reports to: Senior Consultant - Industrial Design  
Location: London

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### Summary

This key role involves working as an integral part of the industrial design team providing creative responses to a variety of design briefs, insight and research projects and innovation workshops across a range of sectors. 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 usable and visually compelling solutions.

### Key Responsibilities & Accountabilities

- Part of the industrial design team.
- Understand and interpret design briefs, research projects and innovation programmes.
- Research: Conducting desk-based design research.
- Participate and assist in creative workshops.
- Compile visual stimulus: mood boards, visual language mapping etc.
- Produce high quality sketching to capture and communicate thoughts and ideas.
- Use digital tools to enhance sketches and create renderings.
- Storyboarding: both hand-drawn and digital, to communicate a variety of scenarios.
- Generate 2D layouts and illustrations.
- Develop concepts and design schemes using 2D techniques, sketch models and 3D CAD tools.
- Produce conceptual 3D CAD surface models to generate high quality renderings.
- Evaluate & Articulate: providing rationale for idea selection and synthesis.
- Design refinement: developing form, detail, CMF and branding.
- 3D Development for evaluation: creating spatial/handling/form models in the workshop.

### Requirements

- Undergraduate studying for a first degree in Industrial/Product Design.
- Versatile creative problem solver.
- Natural, sensitive visual flair.
- Appreciation for other fields of design.
- An understanding of wider societal and global mega trends.
- Able to manage personal workload, responsibilities and time effectively.
- Excellent communication skills to liaise with teams, clients and suppliers.
- Basic Adobe Creative Suite & ideally a 3D CAD package.

### 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, Hong Kong, Shanghai and Boston, 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'.

We are committed to a workplace environment that promotes diversity across all our studios and this applies to the talent we hire, the customers we work with and the people we interact with on our projects. We offer competitive pay, a range of excellent benefits and opportunities for international travel. Working with us also opens up new networking opportunities and a chance to engage with colleagues at social events.

To apply for this position, please email [careers@pddinnovation.com](mailto:careers@pddinnovation.com) with a cover letter and your CV.

We look forward to hearing from you.

PDD Talent Management