



## Senior Consultant - People Centred Research

Reports to: Principal-level  
Location: London

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### Summary

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

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.

Help drive and build the people centred research service and actively secure new and repeat business.

### Key Responsibilities & Accountabilities

- Lead global research projects - project scoping & planning, client and team management, budget control, full project facilitation, design, report and present as appropriate
- Collaborate with other PDD teams and projects to define research opportunities and directions
- Collaborate with PDD's sales and marketing team to build long-lasting client relationships and frame proposals to win new clients. This also includes understanding the market and competition and appropriately applying innovative methods.
- Work closely with Directors and Principals to develop, present and sell a compelling research service offering as a key point of differentiation to our clients

### Requirements

- Graduate-level qualifications in anthropology, psychology, human factors, cultural studies or a related human/social sciences discipline
- Extensive 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
- Expertise in many of the following areas and the ability to help contribute/define the strategy and direction for the 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

- Excellent written and oral communication skills. Information and visual design capabilities are 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 and secure repeat and new business
- Real enthusiasm for design innovation and working closely with designers and engineers
- This position will involve regular international travel for client meetings and project work

## 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, consumer and industrial 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