



Senior Consultant - People-Centred Research

Reports to: Principal - level

Location: London

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.

This position will involve regular international travel for client meetings and project work.

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.
-

About PDD

PDD is a global innovation consultancy that creates products and experiences that help businesses thrive and improve people's lives.

A human-centred approach

With a unique multi-disciplinary approach rooted in human-centred design, PDD helps customers in the healthcare and consumer sectors achieve commercial and creative success. Our global teams of researchers, designers, and engineers work together to uncover opportunities, manage risks, and deliver solutions that are appealing, feasible, and sustainable.

Our people and culture

At PDD, we succeed because of the skill, curiosity, and dedication of our people. We are a diverse team of inquisitive, collaborative, and highly motivated individuals who apply creativity and insight to develop solutions that improve people's lives.

We are committed to promoting diversity across all our studios. This commitment applies to the talent we hire, the customers we work with, and the people we engage with on our projects.

A global presence

With studios in London, Shanghai, and Hopkinton MA, we partner with some of the world's leading companies and ambitious startups to deliver meaningful innovation.

Why Join Us?

At PDD, you'll have the opportunity to take your career to the next level. We are looking for senior leaders who bring expertise, vision, and ambition to shape impactful work and drive innovation forward.

- **Lead on impactful projects:** Collaborate with global brands and pioneering startups to design products and experiences that create tangible value for businesses and people.
- **Shape the future of innovation:** play a key role in guiding multi-disciplinary teams, influencing strategy, and delivering solutions that are commercially successful, sustainable, and human-centred.
- **Expand your global perspective:** with studios in London, Shanghai, and Hopkinton MA, you'll work across cultures and markets, gaining international exposure while building connections with diverse teams and clients.
- **Accelerate your leadership journey:** through tailored professional development, mentorship, and opportunities to take ownership of key projects and initiatives.
- **Join a culture of collaboration and excellence:** be part of a team that values inclusion, creativity, and innovation, where your expertise will be recognised, your ideas will shape outcomes, and you'll work alongside some of the best in the industry.

We offer a competitive salary, excellent benefits, and opportunities for international travel as part of a globally connected organisation committed to delivering meaningful innovation.

To apply for this position, please email careers@pddinnovation.com with a cover letter and your CV.

We look forward to hearing from you.

Find out more at www.pddinnovation.com.