



Prepared by: Laura Abbey

Checked by: Chantelle Hewett

Date: 13 January 25

## Intern - Industrial Design

Reports to: Senior Consultant - level

Location: London

This placement lasts twelve months and usually starts during the summer. It is suitable for design students looking for practical work experience in addition to academic study.

---

### Summary

The 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

- Understand and interpret design briefs, research projects and innovation programmes
- 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 and animations
- Evaluate & Articulate: providing rationale for idea selection and synthesis
- Design refinement: developing form, detail, CMF and branding
- Model making / 3D Development for evaluation: creating spatial/handling/form models in the workshop

### Preferrable Skills

- Passion for design and a desire to create meaningful, innovative solutions  
Basic understanding of materials & manufacturing techniques
- Excellent communication (visual, verbal, and written) and teamwork skills
- Ability to work independently and manage multiple tasks simultaneously.
- Physical model making and workshop experience (desirable)
- Wider design skillset: Design Research / Sustainability / Packaging / Branding / UI Design / AI

---

## About PDD

**PDD is a leading product and experience innovation consultancy. We create solutions that enhance businesses and improve people's lives.**

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

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.

At PDD, our culture is defined by diversity, inclusion, and curiosity. We are a team of inquisitive, collaborative, and highly motivated individuals who apply creativity to everything we do. We promote diversity across our studios – in the talent we hire, the clients we serve, and the people involved in our projects.

We offer competitive pay, excellent benefits, opportunities for international travel, and a chance to engage with colleagues at professional and social events.

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