

Senior Strategic Designer (m/f)

About Voith Innovation Lab

The Voith Innovation Lab is a joint venture between BCG Digital Ventures and Voith, a technology leader in industrial markets.

We employ a user-centric approach to invent, launch and scale innovative ventures that build on the assets and domain know-how of the Voith organization. Being a technology leader, Voith sets standards in the markets of energy, oil & gas, paper, raw materials and transport & automotive. We rethink our product and services portfolio to take a new perspective on these markets.

Take a look at MerQbiz to get a sense of what innovation means for us.

Join us now and become part of a high-caliber team of entrepreneurs, design thinkers and operators to invent, launch and scale the industrial goods ventures of the future.

Introducing our Venture Teams

We have entered a decade of disruption of large corporate business models, driven by a step change in the power of technology and the audacity and speed of start-ups. To be fit for the future, visionary companies like Voith are re-imagine themselves by injecting or attacking established models with new ideas fueled by technology.

Our Venture Teams consist of world-class business leaders, designers, engineers, product specialists and technology experts. Together, we are helping Voith own the next horizon of innovation.

JOB RESPONSIBILITIES:

- Conduct primary qualitative research investigations that help strategically frame, validate or challenge other forms of research
- Develop ethnographic research and contextual design investigations to understand customer behaviors, pain points, needs and aspirations
- Conduct deep trend analysis and research interesting exemplars in the marketplace
- Identify behavioral patterns and opportunity areas
- Proof empathy, listening and observation skills
- Analyze research results and develop actionable insights
- Bring your research to life through personas, customer journeys, insight-opportunity frameworks, system maps, stories, scenarios, infographics and service models
- Design and facilitate internal workshops (e.g. ideation sessions) and external workshops with multi-disciplinary teams and the Voith Divisions
- Proof presentation and storytelling skills, including board presentation

- Converge innovative ideas to a set of digital and physical products or services in collaboration with Experience Designers, Venture Architects, Product Managers and Engineers
- Iteratively design, test and refine disruptive products and services
- Translate and show your understanding what research means for business ideas, this is key to us
- Collaborate with multi-disciplinary teams as well as corporate partners and lead other Strategic Designers to ensure that product development is consistent with consumer insights and strategy
- Drive the design strategy and make sure the customer perspective is the guiding principle along the whole process
- Copywriting, branding or visual implementation skills are a plus

BASIC JOB REQUIREMENTS:

- Undergraduate degree in Design, Business, Psychology, Strategy, Marketing or equivalent qualification; Master graduates preferred
- Min. 3+ years of relevant experience in ethnographic research and building products, experience in a startup, tech company and/or agile industrial environment is a plus
- An outstanding portfolio of work demonstrating strong human-centered design capabilities across a diverse range of projects
- Experience in waterfall and agile/SCRUM methodologies alike
- Experience with ethnographic research, divergent exploration, conceptual development
- Positive attitude and an intrinsic motivation to deliver highest quality work
- Strong interpersonal and teaming skills, empathy and willingness to work in interdisciplinary teams
- General understanding of business models and economics
- Business fluent in English and German; an additional language is a plus

What we offer:

- International and interdisciplinary teams working on ventures for Voith worldwide
- Opportunity to gain relevant experiences in building companies across different B2B industries
- Regular office and team events as well as constant exchange in the Berlin startup scene
- Individual learning opportunities and a tailored training program
- Modern office in the vibrant heart of Berlin
- Relocation assistance for internationals

Does this match your profile? If so, we look forward to receiving your application in German or English at recruitment.berlin@bcgdv.com

Voith Innovation Lab is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, age, religion, sex, national origin, disability, protected veteran status, or any other characteristic protected under federal, state or local law.