

Lead 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.

As a Lead Strategic Designer you will join a dedicated multidisciplinary team developing a digital business for a client, working directly with their senior leadership team. Projects will have elements of digital innovation, product design, product development, and commercialization.

JOB RESPONSIBILITIES:

- Conduct qualitative and quantitative 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
- Identify insights from customer research and market analysis
- Bring your research to life through personas, customer journeys, insight-opportunity frameworks, system maps, stories and scenarios

- Design and facilitate workshops and immersion sessions with multi-disciplinary client teams
- Use divergent design thinking techniques for the conceptual development of products, services and/or physical connected form-factors
- Communicate design ideas using techniques, including product concepts, service models, customer journeys, industrial designs, system maps and/or infographics
- Converge innovative ideas to a set of digital and tangible products, services and/or physical connected form-factors in partnership with Experience Designers, Venture Architects, Product Managers and Engineers
- Iteratively design, test and refine disruptive products and services
- Collaborate with multidisciplinary teams to ensure that product development and delivery is consistent with strategic and consumer insights
- Align with technologists and business stakeholders to understand business and operating models, as well as the systems and capabilities needed to deliver products and services
- Contribute to the sizing of value opportunities and the creation of value cases
- Partner with venture architects and product managers to ensure that new ventures and business builds are set up to deliver strategic value in line with design intent
- Contribute to the shaping and growth of a localized strategic design team through referrals and participating in external events where strategic candidates may be sourced by BCGDV recruiting
- Contribute to business development, as well as the planning and scoping of innovation and incubation projects
- Communicate insights, concepts and design rationales to internal and external audiences

BASIC JOB REQUIREMENTS:

- Undergraduate degree in Design, Business, Psychology, Strategy, Marketing or equivalent qualification; Master graduates preferred
- Min. 6+ years of relevant experience in ethnographic research and building products; experience in a startup, tech company and/or agile environment is a plus
- Experience in waterfall and agile/SCRUM methodologies alike
- 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 German or English; 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 and free German language courses

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