

Design Associate key skills

We welcome individuals with a wide and diverse background of design and leadership skills. While your experience may include many of the skills below, you're not expected to have them all.



Organisation consulting skills

- Understanding of organisation structures, politics, common challenges, etc.
- Explain design, its value and impact to senior stakeholders in both business and public sector environments
- Facilitation of multidisciplinary teams
- Manage and engage a room
- Understands key business consulting principles and frameworks
- Influencing and negotiation
- Comfortable with challenge from senior audiences
- Can coach or mentor one to one senior stakeholders
- Trends and key forces impacting organisations
- Mapping systems
- Helping teams build relationships and see themselves as part of a wider ecosystem and connect the dots to other organisations working to a common goal

People skills

- Good first impression
- Confident
- Reliable
- Analytical
- Empathetic
- Sensitive
- Open to peer review from colleagues
- Inclusive and fair
- Cheekily provocative
- Constructive
- Honest
- Motivated
- Credible
- Inquisitive
- Success oriented
- Comfortable leading or supporting
- Team player
- Hands on
- Articulate and clear

Design & design management skills

- Qualified designer
- Significant experience
- Can evidence the delivery of design that has had impact – professional success
- Thinks like a design strategist, manager or facilitator - can see outside their specialism and apply design skills to wider challenges
- Can judge good vs poor agency design work
- Understands and communicate the design process and a wide range of methods
- Ability to:
 - explore and reframe problems in different ways to get to the root cause of an issue and to see opportunities rather than problems
 - get to the root cause of problems including the invisible values and mindsets that constrain current thinking
 - prototype – either to spot an error or show what an alternative might be

Relevant types of design background:

- Product
- Service
- Systemic
- Place-based
- Digital
- UX/interaction
- Fashion/interior /textile
- Brand & Communications
- Sustainability
- Speculative/futures
- Community design
- Participatory /deliberative design
- Ethics
- Data, AI and information