



## What skills can graduates gain

Through studying a degree in Industrial Product Design, graduates develop a valuable set of skills and competencies that can include:

- Product design and business skills – from idea generation, product and user need justification to product commercialisation
- User centred design, research and new product design identification
- Innovation and design thinking
- Critical thinking through rigorous prototyping, testing and evaluation of product concepts
- Creativity and problem solving
- Sketching and computer-aided design (CAD), ADOBE and other visualisation and idea communication software
- Technical competence of both material science and manufacturing methods
- Knowledge of aesthetics, ergonomics, style, function, formion, Tne ergonomicssi-1222 PrfTjaics 50 and D,

## What jobs and activities might graduates do

Industrial Product Design studies may lead to a career in Product Design or more broadly into any industry that employs graduates with a creative and technical background – see some job examples below.

Note: This list is not exhaustive, and some jobs may require further study, training or experience. It is recommended to start with the section 'How can I gain a sense of career direction?'

### Research and development

- Research a client's brief, an organisational or social need, or a gap in the market
- Prepare drawings, models and proposals for new products or product improvements
- Design and produce a prototype
- Test the prototype and investigate patents

### Product design

- Design concepts utilising sketches and digital models
- Collaborate with specialists, identify sustainable material and create prototypes

### Design

- Gather and analyse user behaviours and needs through research to guide design decisions
- Collaborate with teams to refine designs based on user feedback and goals

### Product development

- Design user-centred experiences within complex systems
- Optimise processes, collaborate with teams, and iterate using data

### Product management

- Design user-friendly digital experiences through research, intuitive UX design, and engaging visual elements
- Work closely with diverse teams, test designs with users, and enhance products
- Manage a specific product or line of products that are already in the market
- Coordinate the production of a finished prototype
- Oversee operations and logistics
- Handle product enquiries, complaints and orders

- Conduct market research into product usage and audience preferences
- Analyse performance of existing products or identify new requirements
- Communicate intelligence to designers and managers to inform product changes
- Market the products, develop new business opportunities and increase sales

### Business development

- Lead business initiatives on new products, and manage budgets
- Manage technical design staff
- Lead the product design process

### Engineering and technical design

- Design specialist / consultant
- Design technician
- Architectural technician
- CAD designer
- Graphic designer
- Product owner
- Research assistant
- Product development engineer
- Technical design engineer
- Technical writer
- Design researcher
- Service and system designer.

## Further study options

UC offers a range of higher qualifications through the School of Product Design.

Further study may facilitate career benefits such as specialist skills, entry into a specific occupation, higher starting salary, faster progression rate, and advanced research capability.

It is important to determine which, if any, further study options align with future career aspirations.

For further UC study options visit:

[www.canterbury.ac.nz/study/academic-study](http://www.canterbury.ac.nz/study/academic-study)

## How can I gain a sense of career direction

Understanding yourself and others is important to gain a sense of direction. This grows with experience; therefore, trying new things and reflecting on an ongoing basis is important.

### Consider your values

Define your values:

- Your values, interests, strengths, abilities, and aspirations
- Your connection to whānau, people, and places
- Lifestyle preferences and location
- The skills you want to gain, use, or enhance

Examine your values:

- How you want to contribute to society, the environment, and global challenges
- The tasks, responsibilities and work environments you prefer
- Your work values, priorities and interests

### Consider your interests

(refer to page one of this resource)

- Speak with people working in careers that interest you; check the realities of a job/career
- Gather information from various sources

### Consider your skills

- Talking to a career consultant can help you to identify your next steps. Visit: [www.canterbury.ac.nz/life/jobs-and-careers](http://www.canterbury.ac.nz/life/jobs-and-careers)



