INTERACTION DESIGNER

Crown Equipment Corporation

JOB CODE: 8202 revised

**JOB PURPOSE AND OBJECTIVES**

* Responsible for researching, conceptualizing, developing and implementing a superior user experience for the company’s embedded [information technology](http://en.wikipedia.org/wiki/Information_technology), including lift truck interfaces, web applications and hosted applications. The incumbent will engage their human computer interaction, computer architecture and visual design skills to deliver innovative, class-leading product solutions. The position reports to the Director of Industrial Design - North America for strategic direction setting and oversight. This position will also support the research activities and priorities of the Crown Design Research Manager.

**PERCENTAGE**

**OF TIME KEY TASKS**

**30%** • ***Design Research and Analysis***

Support innovation and product definition by supporting primary and secondary research initiatives. Discover, analyze and synthesize insights that lead to innovative, differentiated software products and deliver new and unexpected value. Perform research and/or testing to include on-site data collection in customer facilities via a repertoire of immersive research techniques such as observing, interviewing, and videotaping. Expose alternative “prototypes” to customers and other stakeholders to identify and verify value. Help to define and then participate in systems, human factors and usability testing. Conduct and synthesize research and other project activities collaboratively with members of the project team and other stakeholders in concert with, or frequently being managed by, the Sr. Project Interaction Designer. Compile and formally or informally present results to stakeholders, project teams and all levels of Crown management.

**30%***•* ***Design Conceptualization***

Collaborate with internal and external stakeholders to create, Illustrate or prototype multiple alternative interaction design concepts that are consistently innovative, substantive, focused and timely. Understand the technology, systems and architecture issues that enable seamless integration with lift truck systems and customer systems. Work to develop a broad understanding of the materials handling and lift truck business to support focused concept development. Must possess proficiency, or have a high aptitude, for learning relevant software packages.

**25%***•* ***Design Development and Implementation***

Confer and collaborate with Crown employees and stakeholders as appropriate throughout the course of any project to formally and informally update and advise. Develop key relationships within the Design Department, outside the Design Department and with key customers, to influence and shape the product definition. Plan and manage meetings and presentations with a wide range of co-workers at all levels of the organization. Work collaboratively and within project schedules to provide effective and timely communications of project insights, goals and proposed solutions. Support and contribute to the development of product/interface-branding, logotype, layout, icon and symbol style guides.

**15%** • ***Miscellaneous***

Provide “ad hoc” Visual Design project support. Conduct or assist in any necessary research required to complete the job, i.e., field research, trade shows, etc. Stay current by design periodicals, attending skill enhancing seminars, etc. Perform other duties as assigned.

**MINIMUM QUALIFICATIONS**

* A Bachelors’ Degree in the field of Interaction Design and/or Visual Design is required. Must be able to demonstrate intuitive and highly creative thinking while possessing the ability to apply insights and concepts in practical product terms in their design work portfolio. Strong communication and interpersonal skills are necessary. Need to demonstrate an ability to plan project and research activities while applying the most contemporary design methods to conceptualization, prototyping and implementation, supported by a well-developed knowledge of technology. Be predisposed to collaborate at all levels inside and outside the company. Must be committed to developing insights about the product, the user and the customer into innovative product definitions of the utmost integrity and value.