



Senior Stylist – Job Description

(Job Code and Level: EDESSTY003.1)

Definition:

Styling is defined as: Development of the appearance, aesthetics and to some extent the ergonomics of motor vehicles and components. It is also involved in the creation of the product concept, the vehicle aesthetics value and will correspond to ergonomic functionality and utility features as well as incorporation of emerging vehicular gadgetry as defined by the research team.

Overall Purpose of the Role:

The Stylist works independently in developing new designs for automotive products utilizing electronic tools. Create a design concept from sketch form to the final release of the model focussing on the combination of form and function, including overall vehicle package, looks for the exterior, interior and colour / trim look and feel of the vehicle. Decisions are made based on established standards and specifications. Work without continual supervision, but is frequently instructed by others.

Key Responsibilities:

General and Task Management

- Creates original design ideas utilising electronic tools
- Makes perspective sketches and renderings in scale and full size sufficient to communicate new design ideas
- Develops two and three dimensional mock-ups of proposed design solutions
- Works with studio engineers, modellers, other designers and fabrication personnel in the development of new design ideas in both two and three dimensional form to required finish
- Exceptional design intuition
- Stays current with design trends
- Ability to think three dimensionally with a strong emphasis on proportions and a refined sense of form
- Understands program timelines and is proactive regarding task completion
- Ability to create and communicate new design ideas

- Contribute to continuous improvement activities
- Quality control of work by appropriate reviews
- Support and participate in process improvement activities
- Achieve goals within budget
- Plan projects or subtasks so they may be tracked and presented
- Undertake continuous training and development

People Management

- Lead groups of Stylists and Modellers if required
- Provides guidance to other team members
- Train both team and broader organisation members as required

Relationship Management

- Liaise and communicate with other departments

Self Management

- Comply with the Health, Safety and Environmental Policies
- Balanced and confident
- Applies experience and logic
- Achievement Focussed
- Makes productive contributions
- Team player with a positive effect on the mood
- Consistently manages the task
- Is resilient, optimistic, open to change and has a collaborative approach when dealing with others
- Is self aware, shows moral courage, openness and honesty in all dealings
- Excellent interpersonal skills

Skills and Attributes:

- Proficient knowledge and use of CAD, CATIA, ALIAS-Studio. Siemens Nx Design and other engineering drawing software's
- Demonstrated creative proficiency with supporting portfolio
- Outstanding creativity, a feel for trends and a love of detail combined with well developed conceptual thinking.
- Demonstrated aesthetic understanding of line and form
- Good drawing and graphic skills
- Superior ability to visually communicate through sketches and renderings
- Ability to successfully incorporate engineering criteria into a design theme
- Ability to lead the way with ingenious solutions that transfer into attainable products.
- Ability to create perspective sketches and renderings in scale and full size
- Demonstrated ability to work independently and with others
- Good oral and written communication skills
- Contributes to creative and aesthetic design solutions
- Familiarity with presentation and visualisation technologies
- Strong interpersonal skills to work effectively with others
- Good analytical skills with the ability to solve complex problems

- Ability to analyse and interpret complex technical data
- Independent and goal orientated work attitude
- Good understanding of customer expectations and deliverables with an awareness of the impact of failure/cost of poor quality

Qualifications and Experience Levels:

- Degree with specialisation in transport or industrial design, HNC, BTec Professional Level 4 Award or equivalent NVQ Level 4 qualifications.
- Knowledge of standard 2D and 3D computer programs
- Pronounced aesthetic sensibility as well as technical awareness
- Professional accreditation with an industry related body would be advantageous
- Previous professional experience in an automotive industry
- Ability to read technical drawings and interpret technical data
- Understanding of design, customer expectations and deliverables from a design perspective

Example roles this job description may cover:

- Senior Designer
- Senior Industrial Designer
- Senior Concept Designer