



Example of Principal Designer Job Description

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Our innovative and growing company is looking to fill the role of principal designer. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for principal designer

- Maintain ID standards such as cosmetic and color specifications using CIELab measuring system
- Perform customer/user research to help define
- The passion and ability to divert between tactical and strategic efforts
- Test and Production support
- Use your innate curiosity to constantly learn, challenge assumptions and uncover new insights
- Participate in all aspects of the design process by creating compelling visions, framing problems, defining insights, and making concepts and prototypes
- Perform service design research and create service design artifacts, such as journey maps and service blueprints
- Bring your ideas to life, creating flows, sketches, wireframes, prototypes and other design artifacts to define and communicate end-to-end user experiences
- Sweat the details, focusing on quality of craft within your work
- Tell compelling stories to share your work with designers and stakeholders

Qualifications for principal designer

- Demonstrated drive and confidence
- Mechanically inclined with strong aesthetic sensitivity
- Advanced sketching, vector, and raster artwork
- Advanced 3D-CAD development and rendering

