Product Designer

**Industry Demand of Product Designer**

The typical employers of product designers are:

* Commercial manufacturers
* Industrial manufacturers
* Domestic product manufacturers
* Design consultancies
* Retailers
* Point-of-sale designer

Another option is to work freelance.

The demand for product designers is increasing with each passing day but there is a huge shortage for a skilful product designer in the market. The overall job growth rate for product designers is about 4%, through the year 2022.

**Salary (Range)**

* Entry Level Salary in the United States: $50,000/year
* Mid Level Salary in the United States: $120,000/year
* Entry Level Salary in Indonesia: Rp 60,000,000/year
* Mid Level Salary in Indonesia: Rp 130,000,000/year

**Core Tasks**

* Create design concepts and drawings to determine the best product
* Present product ideas to relevant team members for brainstorming
* Suggest improvements to design and performance to product engineers
* Employ design concepts into functional prototypes
* Perform research on product technologies and structures to implement into design concepts
* Maintain up to date on current industry trends and market conditions
* Coordinate with designers to ensure accurate communication and efficiency in the design phase
* Modify and revise existing designs to meet customer expectations

**Working Conditions**

* They are usually based in studios, offices and workshops responsible for drawings, prototypes and testing, but may also spend time in the factories where products are made
* Freelance designers, or those working for design companies, may visit clients at their own sites to consult about the products

**Skills Required**

* A good eye for detail
* Visual and spatial awareness
* Commercial awareness
* Computer literacy including three-dimensional conceptual ability and CAD (AutoCAD, SolidWorks, CATIA, etc.)
* Creativity and design skills (Figma, Illustrator, Photoshop, Sketch, etc.)
* Knowledge of industrial processes, techniques and standards
* Communication and interpersonal skills

**Career progression data**

* Earn a bachelor’s degree in a related field (Product/Industrial Design, Engineering, Architecture)
* Gain pre-entry experience through industrial placements, freelance work, design competitions, exhibitions or specific projects while in the university (strong portfolio is expected)
* Consider becoming a student member of relevant professional organisations, such as the Chartered Society of Designers (CSD), to help expand your contacts and keep up to date with developments in the industry.
* Start out as an entry level product designer and progress into a senior product designer and finally, into a product design manager

**Possible University Major**

* Product Design
* Industrial Design
* Engineering
* Architecture

**School subjects required**

* Art
* Computer