

# Associate – Design Research (Level 2)

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## What is Bridgeable?

We are an award-winning strategic design firm whose mission is to bridge the gap between what organizations know and what they do, delivering shared value to our clients and their customers. We strive to increase our profile as service design leaders in order to have the greatest social impact possible.

Bridgeable is a multi-disciplinary team – people who, in a different context, might be known as designers, scientists, futurists or strategy consultants. But at the end of the day, we are all translators. We translate knowledge into action, insight into strategy, and strategy into tactics.

## What are we looking for?

Our team is currently seeking an **Associate, Design Researcher (Level 2)**. You will be part of a diverse team including experts in strategy, research, and design disciplines. Your core competency is your ability to convert data into insights that inspire design. Working mainly on client-facing projects, your research will contribute to redesigning services and experiences that create shared value for our clients and those that they serve. You will bring a positive, fearless attitude to your work, with a drive to be relentlessly useful, and a thirst for professional and personal development.

### The high-level scope of your role will include:

- Bridging business and users needs to come up with creative win-win solutions, often in response to an ambiguous client challenge, rather than a traditional 'brief'
- Understanding the client's business model and internal dynamics as you use the tools of research to help solve their problems
- Collaborating with a multidisciplinary team focused on creating better experiences for users across different services and industries, including financial services, telco, pharma, and public sector
- Working primarily out of our office in Toronto day-to-day, with potential for infrequent travel across Canada and the US for project work

### Specifically, your responsibilities will include:

- Planning, scoping and conducting both qualitative and quantitative research studies that elicit candid feedback from stakeholders and inspire participation
- Using the wide range of research approaches in your toolkit, including but not limited to: ethnographic studies, observation, focus groups, in-depth interviews, diaries/probes, co-creation, validation, usability/task analysis, desk research, trend scanning, etc.
- Planning and facilitating generative workshops and co-creation sessions, with both end-users/customers and client participants
- Analyzing qualitative and quantitative data from primary research – and existing/secondary sources – and identifying patterns of strategic significance
- Identify themes and coding research for data analysis and synthesis

- Analyzing and synthesizing “on the spot” with clients watching and participating
- Synthesizing multiple data sources and insights into concise communication artefacts that tell a clear story about the biggest implications for the client (for example PowerPoint decks, including audio and video files)
- Presenting directly to client stakeholders, often up to the VP and Executive level, to change mindsets and build alignment around the implications of research
- Coaching other Bridgeable team members through research processes, and managing team contributions for specific project phases and deliverables
- Sharing your research expertise – and emerging tools and methods you’re seeing in the market – with your immediate teammates and your colleagues across Bridgeable, and the wider service design community
- Supporting new business development at Bridgeable, primarily through contributing to scoping projects and building proposals

## What are the Key Qualifications?

You have:

- An undergraduate degree or higher in a pertinent field
- 5-8 years of relevant work experience (consulting/agency experience working directly with clients considered an asset)
- Proven on-the-job experience with:
  - research design and planning
  - leading and conducting ethnographic, qualitative or design research
  - analyzing and synthesizing diverse data into actionable findings with a clear ‘so what’
  - helping translate both primary and secondary research findings into artefacts that support ideation and concrete solutions (e.g. experience maps, data visualizations, conceptual frameworks, etc)
  - directing work of more junior colleagues
  - managing direct client interaction and communication through email, phone and in person
  - confidence in presenting, discussing and sharing work

You are:

- An excellent storyteller and communicator (written, verbal, and visual)
- A team player with the EQ to appreciate your colleagues’ motivations and consciously elevate their practice
- A student of human behaviour that can find patterns and understand the why
- Computer savvy and advanced in Microsoft Word, Excel, and PowerPoint. Proficiency in Adobe suite considered an asset.

You love:

- Contributing to a fast-paced, entrepreneurial environment and working on big, complex challenges
- Understanding client’s internal processes and systems, and identifying where the leverage points are
- Discovering new, emerging research and design methods and adapting them to meet client project goals

- The opportunity to grow your knowledge of business design, service design, or interaction design

## Why work at Bridgeable?

### **Great Work Culture:**

We understand that you spend a lot of time at work and we invest a lot into making that time enjoyable and energizing. We have created a great space to enable you to comfortably focus your creative energy on your work.

We have built a great team that values initiative, integrity, empathy, adaptability, and transparency, that thrives on working collaboratively to deliver impactful solutions. Our Employee Experience team is dedicated to creating enriching activities, like mindfulness meditation, improv, and summer camp, designed to relax, invigorate and strengthen the Bridgeable team.

Our entrepreneurial environment gives you freedom to drive your success in this position. We offer you the opportunity to work on groundbreaking initiatives with some of the most innovative organizations in the world. We are constantly investing in ways to improve the impact of design.

As a diverse and growing organization, we value your growth and offer you the space, resources and autonomy to take your career to the next level. Along with providing an incredible amount of on-the-job learning we invest in personal and professional development opportunities. We know that if you are learning, we are learning!

### **Great Benefits:**

In addition to the opportunity to participate in impactful work with an awesome team, we also offer a competitive compensation package and share our success across the team. Our benefits package includes health and dental coverage, and we provide all of our employees with an optional gym membership. In addition to coffee and an impressive array of teas, we have a weekly delivery of organic fruit and yogurt to keep you fuelled up!

We are located in the Liberty Village neighbourhood of downtown Toronto, a vibrant centre for professionals in media, tech and design.

If you are as excited about this opportunity as we are, then we look forward to hearing from you!

Apply with cover letter, resume, and portfolio of past work to [careers@bridgeable.com](mailto:careers@bridgeable.com).

We thank all applicants for their interest; however, we will only contact those we feel qualify.