

## Product Designer

You are a builder. You talk for hours about product details, debating materials, colors, form and features, and manufacturing techniques. You love to solve problems and are excited about creating solutions to urban transportation challenges. You want to get as many people traveling efficiently, sustainably, and enjoyably through cities by making the best possible products for them. You will bring the PUBLIC product to life and follow the product lifecycle from concept through production. You are driven and organized and are looking for an entrepreneurial role where you can own the design process.

Day to day, you will:

- Manage creative and technical development of product; efficiently develop relevant, innovative design concepts for bikes and accessories
- Work with overseas manufacturing partners to prototype, commercialize, and manufacture across all PUBLIC product categories (hard and softgoods)
- Maintain knowledge of current trends, color, materials, technology, and other bike related products through travel, research, and product usage experience; create trend reports and show clear diagnostics of global trends in the bike and urban mobility industry
- Identify new categories, products, and features to explore and test
- Build and manage vendor relationships; execute sourcing strategy, including costing negotiations to hit category margin goals
- Manage and execute product presentations to cross-functional teams, retail stores, strategic accounts, and PUBLIC dealers
- Partner with marketing and merchandising to develop key product stories by season

Ideal Background and Qualifications:

- BA or BS in Design, Industrial Design, Mechanical Engineering, or related field, or relevant product design and development experience
- Proficient in Adobe Illustrator with working knowledge of Photoshop and InDesign
- Ability to apply, perform and manage design skills such as drawing/sketching, concept ideation, visual presentation development and layout
- Extreme attention to detail required and a proven ability to establish and maintain schedules and deadlines
- Understanding of line planning and product costing is a plus
- Comfortable with team-based work structure; ability to remain flexible to change within the work environment and scope of responsibility; willing and excited to step outside traditional job requirements to help with the company's most urgent projects
- Excellent understanding of the PUBLIC customer and aesthetic
- Passion for entrepreneurship and risk taking