

## Career Sheet: Industrial Product Designer



### Marko Pavlović, Industrial Product Designer, Marko Pavlović

Marko Pavlović is a former student of the University of Zagreb, Faculty of Architecture, and School of Design. Working as an independent product designer, Marko collaborates with domestic and foreign companies on creating unique design solutions. His works can be found in various product categories, but with a special focus on toys and puzzles.

His latest invention is a 3D puzzle called Logiq Tower™. With more than 22,000 possible solutions, this could very well be one of the most challenging brainteasers on the market. Marko's projects in the toy category won numerous awards throughout Europe and the USA.



### OVERVIEW OF THE JOB

Designers are often both technical workers and engineers who take plans and ideas and make them into real things. Designers often use specialized computer software, and they must often be highly trained to do their jobs successfully. Designers generally work in office settings, but their work environment can vary depending on current projects – visiting factory in order to oversee manufacturing processes. I currently work on transport packaging for lighting fixtures. My job is to find the best possible solution for securing the products inside cardboard boxes while rationally using materials from an economic and environmental point of view.



### WHAT INSPIRED YOU

I did not have a specific person or experience that helped me find and follow this career path. From an early age, I liked to construct different things, solve puzzles and I drew a lot. I was certain that I wanted to do something creative, something in arts and design field but it took some pinpointing in later stages of my studies. Hands-on approach helped a lot.



### TYPICAL WORKING DAY

Typical working day includes working in studio on computer in different programs. I often go through various steps in order to get the project done. From sketching and drawing to making models and trying out different possible solutions in order to find the best one.

Other activities can include finding ideas and inspiration, researching possible solutions and materials, communication with clients (video calls or in person), visiting factories and prototyping.



## STUDY & CAREER PATH

Going all the way back to elementary school, I remember that I liked to draw a lot. I was a member of the school art group and attended extra drawing classes. After finishing Applied Arts and Design high school, I was interested in graphic design but was unsuccessful in applying to the School of design. Instead, I studied and got degree in fashion design. I worked shortly as a graphic designer and decided to apply again to School of design. I was successful and ended studying product design. I graduated in 2009. During my study on School of design, I designed toys that won several international and domestic awards. This in turn put me into contact with the client with whom I collaborate for more than 10 years. I would say that other colleagues had similar study paths but slightly different career choices.



## KEY SKILLS

Key skills needed are:

- 1 critical thinking and problem solving
- 2 business and project management, negotiation with clients
- 3 active listening, collaboration, and presentation of your work
- 4 hardware and software literacy, knowledge of materials and production technologies
- 5 creativity, curiosity, initiative, openness towards feedback and criticism, productivity, self-discipline, responsibility

Critical thinking and problem-solving helps designers in evaluating what is important for a certain project, it like the peeling process. You start with a lot of data and factors and your job is to keep what is most important and find the right balance. Business and project management are very important when working with short deadlines, as part of a larger team, or as a team leader.

Designers working alone also need good management skills. Skills like active listening, collaboration, and presentation of your work and negotiation with clients is important when communicating with your team members or your clients to get your ideas across and meet the expectations of your clients.

In order to transform ideas into finished products, designers often have to use different hardware and software while knowledge of materials and production technologies grows with each new project. Other skills are in a way self-explanatory considering career type and oftentimes critical in solving project-related issues and delivering work on time.

### COORDINATOR



### PREMIUM PARTNERS



### GENERAL PARTNERS





## CAREER PROSPECT

Industrial/ product designer can be a part of in-house research and development (R&D) team of various companies – mainly operating in productions/manufacturing sectors, like furniture, automotive, appliances, etc.

Designers in this field can also be very successful freelancers, working for different clients and in various product categories. They often explore and work on self-initiated projects with some of them becoming successful products and companies. Product designers have unique ability to recognize problem or certain need and offer innovative solution.



## CHALLENGES

When creating products, industrial designers think about a lot of different factors like technical performance, environmental concerns, human comfort, and aesthetics. The challenge lies in aligning and meeting all those factors in order to design a better final product.



## YOUR ADVICE TO STUDENTS

Start by asking yourself - do I want to change the world for the better? Do I want to change how people live, work, play, commute, collaborate, and much more? As a product designer you might get the chance to do just that, one product at the time.

You can find a lot of different resources online in terms of what is needed in order to become (successful) industrial product designer. Now is the best time to invest in yourself. For me personally working as a product designer is extremely gratifying and gives me a sense of higher purpose.



## YOUR ADVICE TO TEACHERS AND PARENTS

Please offer your help and support to students looking to pursue this highly sought-after profession. I would highly encourage a hands-on approach to learning. Instead of listening to a teacher about a given subject, the student engages with the subject matter to solve a problem or create something.

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## LEARN MORE

- Industrial design, from Wikipedia encyclopaedia:  
[https://en.wikipedia.org/wiki/Industrial\\_design](https://en.wikipedia.org/wiki/Industrial_design)
- Industrial Design Defined:  
<https://www.idsa.org/news/dblog/what-id>
- “Design for Growth” YouTube video from Design Council:  
<https://youtu.be/AoPbuzopngc>
- “A career in design ... BarberOsgerby” YouTube video from Design Council:  
<https://youtu.be/-jX2XNnhbol>
- YouTube page of Design Council:  
[https://www.youtube.com/channel/UCfteq0Zl\\_sBValHlzCysxnA](https://www.youtube.com/channel/UCfteq0Zl_sBValHlzCysxnA)



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