

# Design Research Director

Holland, MI

SpinDance Labs is looking for a Design Research Director to lead the design of new smart connected products. This creative minded leader will be responsible for managing the desirability of new product concepts. This is an opportunity to be part of a small team that is launching the SpinDance Labs venture.

SpinDance Labs is a product incubation venture associated with SpinDance Inc., a software consultancy with a focus on Internet of Things (IoT). SpinDance Labs will incubate and commercialize products by leveraging the experience in IoT and human-centered design (HCD) to determine what products deserve to be built. SpinDance Labs will leverage the talent of the SpinDance consulting team to know how to build the best products. You'll work with an experienced team of software engineers, architects, and program managers to build a smarter connected world.

## What You'll Do

In this role, you will conduct market research and support the Business Director with new markets or/ product gaps in identifying new product opportunities. You will lead the design of new products, including both the physical and virtual product features. You will also lead the definition of the product user experience (UX). You will assist in the rapid development of proof of concepts. As products mature along the innovation process, this role will also lead the development of marketing collateral, sales literature, presentations and planned sales distribution channels.

## What We're Looking For

A person that wants to be part of a small team with BIG DREAMS. Some things we are seeking:

- The ideal candidate is both experienced with market research, being part of an innovation team, and experienced in product design.
- The ideal person has an entrepreneurial mindset and eight or more years' experience in market research, human-centered design, and innovation. Experience in either a highly effective corporate innovation team or being part of a startup business is a plus.
- A track record for working independently and taking initiative.
- Someone with an entrepreneurial spirit who likes to take calculated risks.
- Experience with developing IoT or physical products will be a plus.
- A desire to learn and share what you learn.
- Strong verbal skills (you'll be talking to people a lot) and strong written skills (you'll be writing a lot).
- Someone who enjoys being in a small company.

## Why SpinDance Labs?

SpinDance Labs is an IoT product venture incubator. It is associated with SpinDance, a 20-year old, profitable software company focused on craftsmanship and pragmatic solutions. Our extended team (SpinDance and Spindance Labs) consists of around 50 people of all ages and walks of life, and who love waking up every day to solve all sorts of interesting problems.

Here's what we offer:

- A competitive salary.
- A fun, caring team who holds ourselves accountable for results, and values a healthy work/life balance.
- Flexible hours and locations. As knowledge workers, we understand the need for balancing community and collaboration with deep focus. We use Scrum to stay connected, but we trust our team to work where they want, when they want. We work hard on creating an office environment you want to come to.
- Standard 40-hour work weeks. We understand the best work comes from reasonable schedules sustained over months and years, not death marches. There are times where more work is expected but in general, we aim for 40-hour weeks.
- Great healthcare and dental insurance.
- 2 to 4 weeks of paid vacation and time off.
- A matching contribution of 100% on the first 3% of your eligible earnings and an additional 50% on the next 2% of your eligible earnings that you defer in the 401K plan.
- Regular snacks and lunches. We bring in breakfast food on Monday and have catered lunches twice a month.

## Interested? Let's Talk.

If you want to learn more, drop us an email at [careers@spindance.com](mailto:careers@spindance.com). Make sure to include the following:

1. Your resume.
2. Contact info, including your name, email address, and a daytime phone number

We'll get back to you within a week to continue the process.