

## JOB DESCRIPTION HSIL LIMITED

**JOB TITLE: Product Designer**

**LOCATION: Gurgaon Corp Office**

**EXPERIENCE: 0-4 yrs**

### Company Profile

HSIL Limited (Brand Hindware, AGI & EVOK) is the flagship company of the Somany Group established in 1960. We are the largest Indian manufacturer of sanitaryware products with a dominant market share of 40%.

For the financial year (FY 2011-12) the group revenues grossed over **Rs 1500 cr.**

Professional staff of about 1300 employees across India working out of 7 manufacturing plants, 20 regional offices and 16 retail stores.

The organization has ambitious plans to continuously expand the basket of product offerings for the consumers by introducing new product mix within the extended umbrella of Bathrooms, Kitchens & Beyond and become an Rs 4500 cr. company by 2015.

HSIL has earned various accolades over the years like:

- Business Superbrand in 2010 for the third time in a row
- Chosen twice as amongst **"The 100 Most Valuable Brands** in India" by the 4P's journal
- Received the Platinum **"Trusted Brand"** award from Reader's Digest in 2009
- Golden Peacock National Quality Award 2010

### 1. JOB PURPOSE

Explain briefly (in one or two sentences) the primary purpose and overall objectives of this job.

**The person would be responsible for product design from concept, prototype, concept finalization, project detailing, drawings with technical specifications for project realization.**

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### 2. DESIRED CANDIDATE PROFILE

- A. Professional with 0-4 year experience in Product Design/ Ceramic Design
  - B. Good hold of hand sketching and /or rendering to communicate ideas
  - C. Excellent knowledge of computer design tools – AutoCAD, Solidworks, Photoshop, Corel draw/ Illustrator, Microsoft office,
  - D. Fluid with prototyping (model making, computer render) and presentation skills
  - E. Ability to carry out multiple projects simultaneously
  - F. Multidisciplinary approach and enthusiasm for new challenges
  - G. Attention to detail and outstanding work ethic
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### 3. KNOWLEDGE / EXPERIENCE / SKILLS

#### A) Educational Qualifications

Bachelor of Design in Industrial/ Product Design/ Ceramic design or Master of Design in Industrial/ Product Design/ Ceramic design with Engineering or Architecture background.

Exposure to

2D-Adobe Illustrator, Photoshop, InDesign, Corel Draw & AutoCAD

3D-SketchUp, Vray, Rhinoceros

MS Office (Word, Powerpoint, Excel)

### 4. JOB DESCRIPTION

- Product development, Market Research and Analysis
- Work with cross functional teams for various projects in product development, branding, packaging and marketing, retail and exhibitions
- Concept generation b) Concept Selection c) Review of prototype and concept finalization d) Project detailing and drawings with technical specifications
- Form prototype realization of final design through a viable material/ mode
- Coordinate and oversee product development through various stages of research, conceptualization, prototyping, testing and production.
- Possess and apply extensive knowledge of materials and construction techniques. Important to have basic knowledge of working with Ceramics, Metal and Plastics.
- Develop knowledge and expertise of new methods to enhance design and development capabilities.
- Proactively develop and present innovative and interesting product design concepts.
- Design Innovation/ Value Addition to existing product ranges