

Strategic Design Management

Full Time Faculty

Academic Year 2021–2022
Bachelor of Design BDes



DIDI is seeking **full-time faculty** who will contribute to **rethinking** the way strategic design management is traditionally taught.

The Dubai Institute of Design and Innovation (DIDI) is a world-class design university located in the Dubai Design District. Interdisciplinary design education is at the core of DIDI's mission, with an innovative curriculum developed in collaboration with the MIT School of Architecture and Urban Planning and Parsons the New School. Each DIDI student pairs two of DIDI's design disciplines—Product, Multimedia, Fashion, and Strategy—to create their own cross-concentration.

At DIDI's **Strategic Design Management** program we apply design principles, tools, and methods as a catalyst for systemic and organizational transformation. Shaping strategic decision-making and branding, we promote design-driven entrepreneurship and responsible innovation. Successful candidates will be forward looking and responsible for delivering engaging and transdisciplinary course content. Teaching involves engaged, hands-on studios, applied workshops, and lectures in strategic design that intersect with fields such as design thinking, human-computer interaction, and social innovation.

DIDI is interested in subject specialists, especially individuals who defy categorization because of their ability to work across different disciplines. A good understanding of how design bridges between rapid technological advances and disruptive strategic forces is a must.

REQUIREMENTS

The teaching load is estimated at twelve credits per semester, including teaching studio, workshop, and lecture. The role also includes advising and mentoring students, research, and supporting the university in building the program.

In addition, DIDI seeks the following proficiencies, professionalism, and passion.

Proficiencies

- **Challenging**→ Ability to critically explore social design, economic, and developmental consequences, including the decolonization of strategic design, and thinking beyond design.
- **Core**→ Apply basic design principles and research methodologies, entre- and Intrapreneurship skills, systemic change management and thinking, and responsible social innovation.
- **Conventional**→ Teach the basics of storytelling, design management and leadership, strategic practice and craft, multimodal communication, user-centered engagement, and participation and service design, innovation and sustainability, design thinking frameworks.

Professionalism

- A PhD in a field of design, innovation management, brand development, interaction design, or design sociology
- A minimum of five years teaching experience in higher education, supported by a portfolio of high-quality student work.
- A minimum of three years professional experience in design practice and research, supported by a portfolio of design projects.
- Experience with conceptual design methods involving critical theory, such as critical or speculative design.
- Knowledge of Innovation leadership practice and communication skills.

Passion

- Passion and drive for teaching and a willingness to contribute to a nourishing academic



- environment, to create a more caring, inclusive, and sustainable future—by design.
- Ability to stimulate and inspire students with engaging, critical, and empowering pedagogic approaches.
- Keen interest to work in a collaborative environment, build a team at a relatively new university, and ability to be flexible and adaptive and see opportunity in challenge.

Start date is July 2021. Remuneration is commensurate with degree and experience. Applications for Associate Professor, Assistant Professor, or Lecturer will be reviewed on a rolling basis until vacancies are filled. Please submit a CV, cover letter, three referees, and a single PDF portfolio showing professional and academic work to employment@didi.ae.