

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – PRODUCT DESIGNER				
Sector	Infocomm Technology			
Track	Product Development			
Sub-track	Product Management			
Occupation	Product Designer			
Job Role	Product Designer			
Job Role Description	<p>The Product Designer is responsible for the design and development of the product line lifecycle, including the end-to-end iterative design process. He/She leads product development in the conceptualisation and design phase, including research performance, job stories creation, journey mapping, content modelling, wire-framing, prototyping, user testing, and high-fidelity visuals generation to achieve design solutions.</p> <p>He creates design concepts and drawings to determine the best product, and work with various teams to brainstorm product ideas and suggest iterations and improvements to product engineers on products based on market feedback. He is familiar with research methodology to review research outputs on product technologies and frameworks to implement them into design concepts, is well-versed in product development lifecycles and stays abreast of the latest emerging industry trends in terms of product design.</p> <p>The Product Designer analyses market insights, emerging industry trends and feedback from teams, synthesising this information and applying them to product design. He visualises how this sits within the product development lifecycle. He is articulate and is a strong communicator with internal and external stakeholders.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions		Key Tasks	
	Formulate ideas through various iterative processes		Plan cross functional product strategy workshops to facilitate ideations and creations of UX related artefacts to help product scoping and delivery planning	
			Partner with product researchers for the design team develop empathy for customers and apply these skills into design sprints	
			Lead brainstorming sessions with the team to focus on usability, interaction design and human centred design thinking to create polished, production level, world class visual design	
			Guide teams to prototype design solutions using various designing tools	
	Conceptualise the design strategy		Develop an improvement plan for customer experience of products that have been launched	
			Lead various UX in users' problems, content mapping, sketching, wireframing, low and high-fidelity prototyping	
			Define the full scope of a typical user-centred design process to solve customer pain points	
			Conceptualise creative solutions to bring innovative ideas to a market	
	Perform data analysis		Analyse the compiled data on user behaviour and customer pain points to make informed decisions on design	
			Analyse insights consolidated on industry UX/UI trends and from competitors' sites	
			Review user flow charts, storyboards, wire frames, and related elements to provide clear data visualisation to aid the planning phase of a product	
	Collaborate with various functions to run the design sprint for a product		Plan the areas of work for collaboration with engineers, product managers, product researchers, and front-end developers to explore, build and ship product designs	
			Articulate the value design can bring to a product to other functions in the organisation	
			Conduct meetings and discussion with stakeholders to obtain buy-in from various cross-functional stakeholders within and beyond the organisation	
Skills and Competencies	Technical Skills and Competencies		Critical Core Skills	
	Customer Experience Management*	Level 3	Collaboration	Intermediate
	Design Concepts Generation*	Level 4	Communication	Intermediate
	Design Thinking Practice*	Level 4	Creative Thinking	Intermediate
	Narrative Design in Product Development*	Level 3	Customer Orientation	Intermediate

	Partnership Management*	Level 3	Problem Solving	Intermediate
	Process Improvement and Optimisation*	Level 4		
	Stakeholder Management*	Level 3		
	User Experience Design*	Level 4		
	User Interface Design*	Level 4		
	Artificial Intelligence Application in Product Development	Level 3		
	Automation Management in Product Development	Level 2		
	Brand Management	Level 4		
	Business Development	Level 4		
	Business Environment Analysis	Level 3		
	Business Innovation	Level 4		
	Business Needs Analysis	Level 3		
	Business Requirements Mapping	Level 4		
	Data Analytics	Level 3		
	Data Visualisation and Storyboarding	Level 4		
	Demand Analysis	Level 4		
	Emerging Technology Synthesis	Level 3		
	Market Research	Level 3		
	Networking	Level 3		
	Product Management	Level 4		
	Project Management	Level 3		
	Quality Standards	Level 4		
	Test Planning	Level 4		
	User Testing and Usability Testing	Level 4		
Programme Listing	For a list of Training Programmes available for the ICT sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/ict">www.skillsfuture.sg/skills-framework/ict</a>			

The information contained in this document serves as a guide.

\*Note: Technical Skills and Competencies (TSCs) with an asterisk (\*) refer to Priority Skills (i.e., TSCs to be prioritised for this role).