SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY
SKILLS MAP – ASSOCIATE UX DESIGNER

Sector	Infocomm Technology
Track	Strategy and Governance
Sub-track	Product Strategy
Occupation	UX Designer
Job Role	**Associate UX Designer**

Job Role Description	The Associate User Experience Designer assists in the design of user journeys and development of wireframes, ensuring design work is consistent with design and brand standards, analytics insights and customer feedback. He/She coordinates consultation sessions with stakeholders to gather requirements and needs, conducts research on user needs and behaviours, market and industry trends, as well as comparable experiences to support development of user experience (UX). He assists in usability assessments and tests, and analyses the pros and cons of refinements and iterations. He works under supervision to effectively deal with unfamiliar issues. He is knowledgeable of user experience design methodologies and familiar with relevant design tools and software. The Associate UX Designer is analytical in the evaluation of user feedback and offers new and fresh perspectives and suggestions to optimise the user experience. He is articulate and comfortable with brainstorming and putting forth his ideas to team members and other stakeholders to co-create an ideal user experience.

	Critical Work Functions	Key Tasks
Critical Work Functions and Key Tasks	Gather and evaluate user requirements	Coordinate consultation sessions with stakeholders to gather requirements and needs
		Conduct research on market, industry trends, competitors, and comparable experiences
		Conduct research on user needs and behaviour
		Support the identification of verbal and non-verbal challenges
		Support the development of personas and usage scenarios
	Design user experience (UX) architecture and strategy	Assist in the design of user journeys and development of wireframes to enable effortless navigation
		Ensure design work is consistent with design and brand standards, analytics insights and customer feedback
		Document design standards, design wireframes, mock-ups, specifications and patterns across channels and products
		Implement interaction models, user task flows, and user interface specifications
	Conduct usability testing	Assist in usability assessments and tests
		Analyse the pros and cons of refinements and iterations based on usability assessments and tests
		Identify and troubleshoot issues during usability assessments and tests
	Optimise user experience	Collect user feedback on user experience with application sites
		Implement application site improvements to functionalities, design and navigation to enhance user experience

	Technical Skills and Competencies		Generic Skills and Competencies	
Skills and Competencies	Brand Management	Level 3	Communication	Advanced
	Budgeting	Level 3	Computational Thinking	Advanced
	Business Needs Analysis	Level 2, Level 3	Creative Thinking	Advanced
	Business Performance Management	Level 3	Global Mindset	Intermediate

	Business Requirements Mapping	Level 3	Sense Making	Intermediate
	Customer Experience Management	Level 2		
	Design Thinking Practice	Level 3		
	Market Research	Level 2		
	Process Improvement and Optimisation	Level 3		
	Product Management	Level 3		
	Stakeholder Management	Level 2, Level 3		
	Test Planning	Level 2, Level 3		
	User Experience Design	Level 2		
	User Testing and Usability Testing	Level 3		
Programme Listing	For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict			

The information contained in this document serves as a guide.