SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY
SKILLS MAP – ASSOCIATE UI DESIGNER

Sector	Infocomm Technology
Track	Software and Applications
Sub-track	User Interface Design
Occupation	User Interface Designer
Job Role	**Associate UI Designer**
Job Role Description	The Associate User Interface Designer performs requirements analysis for the design of user interfaces (UIs) and drafts technical specifications for the design of UIs. He/She assists in the development and programming of intuitive and responsive UIs for each screen or page with which a user interacts. He assists in developing prototypes for UIs, conducts usability testing for validation, and supports the evaluation of the effectiveness of the UI. He prepares reports on UI design performance indicators, proposes, modifications in the design of user interface based on user feedback, as well as solutions to address design issues. He works in a team and is familiar with programming languages used by the organisation to design and develop UIs. He is familiar with graphic designing tools, and is also knowledgeable of Universal Principles of Design as well as commonly used design methods. The Associate UI Designer adopts a broad perspective to user interface design concepts, and is open to exploring new possibilities in the development of user interface of software products. He is adept at interpreting data and using it to propose recommendations that may enhance the user experience.

Critical Work Functions and Key Tasks	**Critical Work Functions**	**Key Tasks**
	Gather and evaluate user requirements	Assist with identifying business needs and user requirements for user interface (UI) design
		Perform requirements analysis for the design of UIs
		Conduct research to identify new and/or innovative user interface design concepts based on requirements
		Draft technical specifications for design of UI
	Design UI architecture and Strategy	Assist in the development of intuitive and responsive UIs
		Identify branding elements, standards and guidelines in the design of UIs
		Assist in the design of each screen or page with which a user interacts
		Assist in the programming of UIs
		Develop a cohesive style guide to ensure that a consistent design language is applied across the product
		Identify emerging technologies or methodologies to design UIs
	Conduct usability testing on UIs	Assist in developing prototypes for UIs
		Conduct usability testing to validate the UI prototype
		Assist in the implementation of UIs
		Support the evaluation of user interface effectiveness to visually guide the user through a product's interface across all platforms
		Propose modifications in the design of user interface based on usability test findings
	Optimise UI designs	Prepare reports on UI design performance indicators
		Propose solutions to address UI design issues
		Support the conduct of quantitative analysis
		Measure outcomes of UI design improvements using metrics and benchmarking criteria
	Technical Skills and Competencies	**Generic Skills and Competencies**

Skills and Competencies				
	Brand Management	Level 3	Computational Thinking	Basic
	Business Environment Analysis	Level 2	Creative Thinking	Intermediate
	Business Innovation	Level 4	Lifelong Learning	Intermediate
	Business Needs Analysis	Level 2	Communication	Basic
	Business Requirements Mapping	Level 3	Service Orientation	Basic
	Customer Experience Management	Level 2		
	Data Analytics	Level 2		
	Design Thinking Practice	Level 3		
	Emerging Technology Synthesis	Level 3		
	Process Improvement and Optimisation	Level 3		
	Product Management	Level 3		
	Project Management	Level 3		
	Research	Level 3		
	Software Design	Level 3		
	Software Testing	Level 2		
	Stakeholder Management	Level 2, Level 3		
	User Experience Design	Level 2		
	User Interface Design	Level 3		
	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.