

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – HEAD OF PRODUCT DESIGN		
<b>Sector</b>	Infocomm Technology	
<b>Track</b>	Product Development	
<b>Sub-track</b>	Product Management	
<b>Occupation</b>	Product Designer	
<b>Job Role</b>	<b>Head of Product Design</b>	
<b>Job Role Description</b>	<p>The Head of Design strategises the design and development of the product line lifecycle, including the end-to-end iterative design process. He/She establishes design policy principles to drive product development in the conceptualisation and design phase, including endorsement of design strategies, and achieving design solutions based on insights researched by the team</p> <p>He provides insightful directives based on the evaluation of design concepts and drawings by the team to determine the best product and ensure that it is aligned to the latest market trends. He has a strong understanding on how product technologies and frameworks can formulate impactful 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 Head of Design adopts a global mindset while distilling market trends to incorporate them into novel product design strategies, with a clear view of how this sits within the product development lifecycle. He is articulate and a strong communicator within internal and external stakeholders and manages stakeholders' expectations as well as coach the team to adopt innovative practices, mindset, and build their competencies in product design. He is an influential leader who inspires his team and stakeholders to achieve long-term strategic goals, and influence.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	<b>Formulate ideas through various iterative processes</b>	Drive cross-functional product strategy workshops to facilitate ideations and creations of UX related artefacts for product scoping and delivery planning
		Influence design teams to develop empathy in understanding customers' pain points for product design improvement
		Foster an innovative and broad-based mindset for teams to focus on usability, interaction design and human-centred design thinking to create polished, production level, world class visual design
		Drive improvements in prototypes created by the team
	<b>Conceptualise the design strategy</b>	Spearhead the strategy for improvement plans for customer experience of products that have been launched
		Establish long-term plans for teams to lead various UX initiatives including strategising design sprints to define merchant problems, content mapping, sketching, wireframing, low and high-fidelity prototyping, and managing stakeholder reviews
		Drive the holistic vision with strategy and creativity within a product to anticipate and solve real customer pain points
		Influence teams to possess a design thinking mindset to create creative solutions to bring innovative ideas to a market while ensuring alignment to overall business goals
	<b>Perform data analysis</b>	Strategise for future product designs based on analysis made from compiled user insights
		Drive the UX/UI strategy of the design team based on these insights
		Leverage user flow charts, storyboards, wireframes, and related elements for clear data visualisation to drive improvements in the strategising of the product planning phase
	<b>Collaborate with various functions to run the design sprint for a product</b>	Drive collaboration with engineers, product managers, product researchers, and front-end developers to build product designs
		Empower the team to evangelise the value design can bring to a product to other functions in the organisation
		Influence stakeholders to achieve strategic goals and initiatives through
		Forecast budget expenditure and allocation across teams and projects

	<b>Manage people and organisation</b>	Establish key performance indicators of the team		
		Review newly proposed operational strategies, policies and targets across teams and projects		
		Review the utilisation of resources		
		Drive the development of learning roadmaps for the team		
		Implement workforce planning initiatives for the team		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Critical Core Skills</b>	
	Budgeting*	Level 5	Customer Orientation	Advanced
	Business Agility*	Level 5	Decision Making	Advanced
	Business Innovation*	Level 6	Developing People	Advanced
	Customer Experience Management*	Level 5	Influence	Advanced
	Design Concepts Generation*	Level 5	Transdisciplinary Thinking	Advanced
	Design Thinking Practice*	Level 6		
	Learning and Development*	Level 6		
	Narrative Design in Product Development*	Level 5		
	Partnership Management*	Level 5		
	People and Performance Management*	Level 4		
	Process Improvement and Optimisation*	Level 5		
	Stakeholder Management*	Level 5		
	User Experience Design*	Level 5		
	User Interface Design*	Level 5		
	Artificial Intelligence Application in Product Development	Level 4		
	Automation Management in Product Development	Level 2		
	Brand Management	Level 5		
	Business Development	Level 5		
	Business Environment Analysis	Level 5		
	Business Needs Analysis	Level 5		
	Business Requirements Mapping	Level 5		
	Data Analytics	Level 5		
	Data Visualisation and Storyboarding	Level 5		
	Demand Analysis	Level 5		
	Emerging Technology Synthesis	Level 4		
	Manpower Planning	Level 4		
	Market Research	Level 5		
	Networking	Level 5		

	Product Management	Level 6	
	Project Management	Level 5	
	Quality Standards	Level 5	
	Solution Architecture	Level 4	
	Strategy Planning	Level 5	
	Test Planning	Level 5	
	User Testing and Usability Testing	Level 5	
<b>Programme Listing</b>	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).