

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – LEAD PRODUCT DESIGNER		
Sector	Infocomm Technology	
Track	Product Development	
Sub-track	Product Management	
Occupation	Product Designer	
Job Role	Lead Product Designer	
Job Role Description	<p>The Lead Product Designer drives the design and development of the product line lifecycle, including the end-to-end iterative design process. He/She empowers the team to drive product development in the conceptualisation and design phase, including formulation of design strategies and achieving design solutions based on insights researched by the team.</p> <p>He evaluates design concepts and drawings to determine the best product. 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 Lead Product Designer translates market insights, emerging industry trends and feedback from teams, 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 with internal and external stakeholders and manages stakeholders' expectations as well as coach the team to build their competencies in product design.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Formulate ideas through various iterative processes	Oversee cross functional product strategy workshops to facilitate ideations and creations of UX related artefacts to help product scoping and delivery planning
		Guide design teams to develop empathy in understanding customers' pain points for product design improvement
		Guide teams to focus on usability, interaction design and human centred design thinking to create polished, production level, world class visual design
		Review prototypes created by the team to discern areas for improvement
	Conceptualise the design strategy	Drive the strategy for improvement plans for customer experience of products that have been launched
		Guide 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
		Guide teams to possess a design thinking mindset to create creative solutions to bring innovative ideas to a market
	Perform data analysis	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
		Evaluate user flow charts, storyboards, wire frames, and related elements to provide clear data visualisation to strategise the planning phase of a product
	Collaborate with various functions to run the design sprint for a product	Drive collaboration with engineers, product managers, product researchers, and front-end developers to explore, build and ship product designs
		Empower the team to evangelise the value design can bring to a product to other functions in the organisation
		Manage expectations of stakeholders and set clear vision to obtain buy-in from various cross-functional stakeholders within and beyond the organisation

	Manage people and organisation	Manage the budget expenditure and allocation across teams and projects		
		Track the achievement of the team's achievements and key performance indicators		
		Propose new operational plans, including targeted budgets, work allocations and staff forecasts		
		Optimise the use of and allocation of resources		
		Develop learning roadmaps to support the professional development of the team		
		Manage the performance and development process, including providing coaching and development opportunities to maximise the potential of each individual		
Skills and Competencies	Technical Skills and Competencies		Critical Core Skills	
	Budgeting*	Level 4	Creative Thinking	Advanced
	Business Agility*	Level 4	Customer Orientation	Advanced
	Business Innovation*	Level 5	Decision Making	Advanced
	Customer Experience Management*	Level 4	Problem Solving	Advanced
	Design Concepts Generation*	Level 5	Transdisciplinary Thinking	Advanced
	Design Thinking Practice*	Level 4		
	Learning and Development*	Level 5		
	Narrative Design in Product Development*	Level 4		
	Partnership Management*	Level 4		
	People and Performance Management*	Level 3		
	Process Improvement and Optimisation*	Level 5		
	Stakeholder Management*	Level 4		
	User Experience Design*	Level 5		
	User Interface Design*	Level 5		
	Artificial Intelligence Application in Product Development	Level 3		
	Automation Management in Product Development	Level 2		
	Brand Management	Level 5		
	Business Development	Level 5		
	Business Environment Analysis	Level 4		
	Business Needs Analysis	Level 4		
	Business Requirements Mapping	Level 5		
	Data Analytics	Level 4		
	Data Visualisation and Storyboarding	Level 5		
	Demand Analysis	Level 5		
	Emerging Technology Synthesis	Level 3		
	Manpower Planning	Level 3		
	Market Research	Level 5		

	Networking	Level 4	
	Product Management	Level 5	
	Project Management	Level 4	
	Quality Standards	Level 4	
	Solution Architecture	Level 4	
	Strategy Planning	Level 4	
	Test Planning	Level 5	
	User Testing and Usability Testing	Level 5	
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.

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