SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY
SKILLS MAP – LEAD UI DESIGNER

Sector	Infocomm Technology
Track	Software and Applications
Sub-track	User Interface Design
Occupation	User Interface Designer
Job Role	**Lead UI Designer**
Job Role Description	The Lead User Interface Designer reviews requirements for user interfaces (UIs) and provides advice on design aspects. He/She evaluates overall user experience concept and design specifications, and advises stakeholders on feasibility of UI solutions and recommend alternatives. He oversees the direction of UI designs to ensure alignment with branding elements, standards and guidelines. He also provides technical inputs for the transfer of content and layout into an intuitive and responsive interface for users, as well as synthesises findings and insights from research and feedback to develop design iterations. He develops UI design performance indicators, reviews frameworks and reporting standards and oversees enhancements of UIs. He leads a team and is an expert in UI and programming languages. He also explores new graphic designing tools, and is consulted as a subject matter expert in the Universal Principles of Design and commonly used Design Methods. The Lead User Interface Designer draws on a broad range of knowledge and perspectives to drive user-centric ideas for an interface, and translates these ideas into technical systems and components that yield the optimal user experience. He is a persuasive communicator and is able to gain others' agreement and support for his creative and innovative designs.

	Critical Work Functions	**Key Tasks**
Critical Work Functions and Key Tasks	**Gather and evaluate user requirements**	Review requirements for user interfaces (UIs) and provide advice on design aspects
		Evaluate overall user experience concept and design specifications to inform UI design
		Advise stakeholders on feasibility of UI solutions and recommend alternatives
		Oversee the preparation of UI design specifications
		Advice on the application of new and/or innovative UI concepts
	Design UI architecture and strategy	Oversee the direction of UI design to ensure alignment with branding elements, standards and guidelines
		Develop strategies for UI design and development to ensure business and user needs and requirements are met
		Advise on the design of user interfaces for varied platforms or applications
		Provide technical inputs for the transfer of content and layout into an intuitive and responsive interface experience for users
		Explore and drive the adoption of new technologies or methodologies to design UIs
		Formulate organisational UI design guidelines, best practices and standards
		Synthesise findings and insights from research and feedback to develop design iterations
		Establish a user testing lab for the design and testing of UIs
	Conduct usability testing on UIs	Determine modifications in UI designs based on usability test findings
		Approve UI designs
	Optimise UI designs	Develop UI design performance indicators, review frameworks and reporting standards
		Explore the enhancement of UI designs based on new and innovative technologies
		Oversee enhancements to UI designs based on user feedback and design audits

		Oversee the design and execution of quantitative analysis
		Develop methods and procedures for process control, process improvement, sampling, testing, inspection and training
	Manage people and organisation	Manage the budget expenditure and allocation across teams and projects
		Monitor and track the team's achievements and key performance indicators
		Propose new operational plans, including targeted budgets, work allocations and staff forecasts
		Acquire, allocate and optimise the use 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

	Technical Skills and Competencies		**Generic Skills and Competencies**	
Skills and Competencies	Brand Management	Level 5	Resource Management	Intermediate
	Budgeting	Level 4	Decision Making	Advanced
	Business Innovation	Level 6	Developing People	Advanced
	Business Needs Analysis	Level 4	Interpersonal Skills	Intermediate
	Business Performance Management	Level 4	Teamwork	Advanced
	Business Requirements Mapping	Level 5		
	Customer Experience Management	Level 4		
	Data Analytics	Level 4		
	Design Thinking Practice	Level 4		
	Emerging Technology Synthesis	Level 5		
	Learning and Development	Level 4		
	Manpower Planning	Level 3		
	Networking	Level 4		
	Organisational Analysis	Level 4		
	People and Performance Management	Level 3		
	Process Improvement and Optimisation	Level 5		
	Product Management	Level 5		
	Project Management	Level 5		
	Research	Level 4		
	Software Design	Level 5		
	Software Testing	Level 4		
	Solution Architecture	Level 4		
	Stakeholder Management	Level 5		
	Strategy Implementation	Level 3		
	Strategy Planning	Level 4		

	User Experience Design	Level 4	
	User Interface Design	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.