

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – UI DESIGNER		
Sector	Infocomm Technology	
Track	Software and Applications	
Sub-track	User Interface Design	
Occupation	User Interface Designer	
Job Role	UI Designer	
Job Role Description	<p>The User Interface Designer determines business needs and user requirements for user interface (UI) design and formulates technical specifications and delivery platform requirements for UI. He/She translates content and layout into an intuitive and responsive experience for users, and manages the design of UI elements for projects to ensure consistency and alignment to overall concept. He ensures that the UI visually communicates the path that a user experience designer has laid out. He oversees the conduct of usability testing to validate UIs, implementation of UIs, and analyses design audits for improvements.</p> <p>He works in a team and is proficient in programming languages required by the organisation to design and develop UIs. He is familiar with various graphic designing tools, as well as Universal Principles of Design and commonly used Design Methods.</p> <p>The UI Designer is imaginative and innovative in designing new and improved user interfaces. He adopts a structured approach when managing projects and performing testing. He keeps an open mind and leverages varying sources of information and data analytics to derive trends and identify potential design improvements. He is able to communicate his ideas to team members and other stakeholders in a clear and compelling manner.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Gather and evaluate user requirements	Determine business needs and user requirements for user interface (UI) design
		Synthesise findings from requirements analysis for the design of UIs
		Ensure that specification requirements for UI design are aligned with business needs and user requirements
		Evaluate user research to identify potential UI design enhancements
		Formulate technical specifications and delivery platform requirements for UI
	Design UI architecture and strategy	Manage the design of UI elements for projects to ensure consistency and alignment to overall concept
		Develop processes to incorporate industry standards and best practices for design of UIs
		Translate content and layout into intuitive and responsive interface experience for users
		Develop designs of interface layers, adhering to branding elements, standards and guidelines
		Program UIs to accomplish specific tasks
		Ensure that the UI visually communicates the path that a user experience designer has laid out
		Review style guides and make enhancements to ensure that a consistent design language is applied across products
		Propose emerging technologies or methodologies to design UIs
	Conduct usability testing on UIs	Develop prototypes for UIs
		Oversee the conduct of usability testing to validate UIs
		Oversee the implementation of UIs
		Prepare documentations for UI design implementation and compliance
		Evaluate the effectiveness of UIs in meeting business and user needs and requirements

		Recommend modifications in the design of UI based on usability test findings			
	Optimise UI designs	Analyse the performance of UI designs based on performance indicators and propose recommendations			
		Oversee UI design audits			
		Develop solutions to solve UI design issues			
		Design frameworks for quantitative analysis			
		Analyse outcomes of UI design audits for improvements			
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies		
	Brand Management	Level 4	Computational Thinking	Basic	
	Budgeting	Level 3	Creative Thinking	Intermediate	
	Business Environment Analysis	Level 3	Lifelong Learning	Intermediate	
	Business Innovation	Level 5	Teamwork	Intermediate	
	Business Needs Analysis	Level 3	Service Orientation	Basic	
	Business Performance Management	Level 3			
	Business Requirements Mapping	Level 4			
	Customer Experience Management	Level 3			
	Data Analytics	Level 3			
	Design Thinking Practice	Level 4			
	Emerging Technology Synthesis	Level 4			
	Process Improvement and Optimisation	Level 4			
	Product Management	Level 4			
	Project Management	Level 4			
	Research	Level 3			
	Software Design	Level 4			
	Software Testing	Level 3			
	Solution Architecture	Level 4			
	Stakeholder Management	Level 4			
	User Experience Design	Level 3			
	User Interface Design	Level 4			
	User Testing and Usability Testing	Level 4			
	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.