

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – LEAD UX DESIGNER		
Sector	Infocomm Technology	
Track	Strategy and Governance	
Sub-track	Product Strategy	
Occupation	UX Designer	
Job Role	Lead UX Designer	
Job Role Description	<p>The Lead User Experience Designer defines the user experience (UX) vision and roadmap, as well as standards for user-centric design, information architecture and usability for consistency. He/She engages stakeholders and users to determine their goals, needs and requirements, defining interaction models, user task flows, and user experience (UX) specifications. He oversees all phases of usability testing, determines refinements and iterations, and recommends alternative approaches to ensure product flows are logical. He also oversees improvements to functionality, design and navigation of application sites</p> <p>He works in a team setting and is proficient in the application of user experience design methodologies, as well as relevant design tools and software.</p> <p>The Lead UX Designer has a broad, global mindset and integrates varying perspectives to envision the optimal user experience and develop new, innovative, high-level design strategies. He is also persuasive and compelling when communicating his ideas and vision to stakeholders.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Gather and evaluate user requirements	Develop consultation process to engage stakeholders and users to determine their goals, needs and requirements
		Communicate insights to shape long-term product strategy
		Develop guidelines for researching of market, industry trends, competitors, and comparable experiences
		Evaluate user research findings
		Define interaction models, user task flows, and user interface specifications
		Review data to analyse user behaviour and interaction
	Design user experience (UX) architecture and strategy	Define the UX vision and roadmap
		Define standards for user-centric design, information architecture and usability
		Communicate scenarios, end-to-end experiences, interaction models, and screen designs to stakeholders to get buy-in
		Ensure consistency with design and brand standards, analytics insight and customer feedback
		Deliver appropriate level of specification needed to ensure high quality development
		Approve design standards, design wireframes, mock-ups, specifications and patterns across channels and products
	Conduct usability testing	Oversee all phases of usability testing
		Determine refinements and iterations based on usability testing results to create the 'optimum' user experience
		Recommend alternative approaches to resolving user problems and ensure that product flows are logical
	Optimise user experience	Oversee improvements to functionality, design and navigation of application sites
		Drive the focus on customer loyalty and satisfaction when optimising user experience
	Manage people and organisation	Manage the budget expenditure and allocation across teams and projects
		Monitor and track the achievement of 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 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		Generic Skills and Competencies (Top 5)	
	Brand Management	Level 5	Communication	Advanced
	Budgeting	Level 4	Computational Thinking	Advanced
	Business Innovation	Level 5	Creative Thinking	Advanced
	Business Needs Analysis	Level 4	Global Mindset	Advanced
	Business Performance Management	Level 4	Sense Making	Advanced
	Business Requirements Mapping	Level 5		
	Customer Experience Management	Level 4		
	Design Thinking Practice	Level 4		
	Learning and Development	Level 4		
	Manpower Planning	Level 3		
	Market Research	Level 4		
	Networking	Level 4		
	People and Performance Management	Level 3		
	Process Improvement and Optimisation	Level 5		
	Product Management	Level 5		
	Project Management	Level 5		
	Solution Architecture	Level 4		
	Stakeholder Management	Level 5		
	Strategy Implementation	Level 3		
	Strategy Planning	Level 4		
	Test Planning	Level 5		
	User Experience Design	Level 4		
	User Interface Design	Level 4		
	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.