SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY
SKILLS MAP – ASSOCIATE PRODUCT DESIGNER

Sector	Infocomm Technology
Track	Product Development
Sub-track	Product Management
Occupation	Product Designer
Job Role	**Associate Product Designer**

Job Role Description	The Associate Product Designer assists in executing the design and development of the product line lifecycle, including the end-to-end iterative design process. He/She supports product development in the conceptualisation and design phase, including research performance, job stories creation, journey mapping, content modelling, wire-framing, prototyping, user testing, and high-fidelity visuals generation to achieve design solutions. He works on design concepts and drawings stipulated by the team to create the best product, and works with various teams to assist in brainstorming product ideas and suggest iterations and improvements to product engineers on products based on market feedback. He is familiar with research methodologies to perform research on product technologies and frameworks to apply to design concepts, is well-versed in product development lifecycles and stays abreast of the latest emerging industry trends in terms of product design. The Associate Product Designer keeps up to date with insights, emerging industry trends and feedback from teams, synthesising this information and applying them to product design. He is articulate, a strong communicator with internal and external stakeholders and can work well in a team environment.

	Critical Work Functions	**Key Tasks**
Critical Work Functions and Key Tasks	**Formulate ideas through various iterative processes**	Conduct cross functional product strategy workshops to facilitate ideation and creation of UX related artefacts for product scoping and delivery planning
		Interact with product researchers to develop empathy for customers in design sprints
		Brainstorm ideas as a team with a focus on usability, interaction design and human centred design thinking to create polished, production level, world class visual design
		Prototype design solutions using various designing tools
	Conceptualise the design strategy	Improve customer experience for products based on predetermined plans formulated by the Product Design team
		Execute various UX initiatives including running design sprints to resolve users' problems, content mapping, sketching, wireframing, low and high-fidelity prototyping
		Understand the full scope of a typical user-centred design process to solve consumers' pain points
		Iterate products based on creative solutions brainstormed as a team to bring innovative ideas to the market
	Perform data analysis	Compile data on user behaviour and consumers' pain points
		Research on industry UX/UI trends for insights and learning points from competitors' sites
		Build user flow charts, storyboards, wire frames, and related elements to provide clear data visualisation for the planning phase of a product
	Collaborate with various functions to run the design sprint for a product	Work closely with engineers, product managers, product researchers, and front-end developers to build product designs
		Assist other functions in the organisation to understand the value design can bring to a product
		Assist the Product Designer in stakeholder meetings and discussions

	Technical Skills and Competencies		**Critical Core Skills**	
Skills and Competencies	Customer Experience Management*	Level 2	Collaboration	Intermediate
	Design Concepts Generation*	Level 3	Communication	Intermediate

	Design Thinking Practice*	Level 3	Creative Thinking	Basic
	Narrative Design in Product Development*	Level 2	Customer Orientation	Basic
	Stakeholder Management*	Level 2	Problem Solving	Basic
	User Experience Design*	Level 4		
	User Interface Design*	Level 3		
	Artificial Intelligence Application in Product Development	Level 3		
	Automation Management in Product Development	Level 2		
	Brand Management	Level 3		
	Business Development	Level 3		
	Business Environment Analysis	Level 2		
	Business Needs Analysis	Level 2		
	Business Requirements Mapping	Level 3		
	Data Analytics	Level 2		
	Data Visualisation and Storyboarding	Level 3		
	Demand Analysis	Level 3		
	Emerging Technology Synthesis	Level 3		
	Market Research	Level 2		
	Partnership Management	Level 3		
	Process Improvement and Optimisation	Level 3		
	Product Management	Level 3		
	Project Management	Level 3		
	Quality Standards	Level 4		
	Test Planning	Level 3		
	User Testing and Usability Testing	Level 3		
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).