

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – UX DESIGNER				
Sector	Infocomm Technology			
Track	Strategy and Governance			
Sub-track	Product Strategy			
Occupation	UX Designer			
Job Role	UX Designer			
Job Role Description	<p>The User Experience Designer creates user stories, personas and storyboards, and develops wireframes and task flows based on user needs to develop the user experience (UX). He/She gathers stakeholders' requirements and needs, and provides recommendations for user experience solutions. He conducts usability assessments and tests of prototypes and interactive systems, recommend refinements and iterations to achieve the 'optimum' user experience, and explores alternative approaches to ensure logical product flows. He analyses user feedback to propose improvements to the quality of interaction between the customer and product, as well as the overall user experience.</p> <p>He works in a team setting and is familiar with user experience design methodologies, as well as relevant design tools and software.</p> <p>The UX Designer is open-minded to multiple perspectives and methodical in the translation of user and business needs into critical functionalities that optimise user experience. He is creative and is able to present innovative design strategies and ideas to co-workers and stakeholders in a clear and engaging manner.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
	Gather and evaluate user requirements	Facilitate consultation sessions to gather stakeholders' requirements and needs		
		Provide recommendations for user experience solutions		
		Design and execute studies into user behaviour and attitudes		
		Generate early stage ideas on user experiences		
		Plan and conduct interviews, user surveys, card sorting and usability tests		
	Design user experience (UX) architecture and strategy	Develop wireframes and task flows based on user needs		
		Create user stories, personas and storyboards		
		Design graphic user interface elements		
		Ensure optimisation of user journeys, development of site maps and construction of wireframes		
		Design appropriate level of specification needed to ensure high quality development		
	Conduct usability testing	Conduct usability assessments and tests of prototypes and interactive systems to gather feedback		
		Recommend refinements and iterations based on usability testing results to achieve the 'optimum' user experience		
		Explore alternative approaches to resolve user issues while ensuring logical product flows		
	Optimise user experience	Analyse user feedback to propose improvements to enhance user experience		
		Improve the quality of interaction between the customer and product through user experience		
		Develop metrics to measure customer satisfaction and loyalty		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies	
	Brand Management	Level 4	Communication	Advanced

	Budgeting	Level 4	Computational Thinking	Advanced
	Business Innovation	Level 4	Creative Thinking	Advanced
	Business Needs Analysis	Level 4	Global Mindset	Advanced
	Business Performance Management	Level 3	Sense Making	Advanced
	Business Requirements Mapping	Level 4		
	Customer Experience Management	Level 3		
	Design Thinking Practice	Level 3		
	Market Research	Level 3		
	Networking	Level 3		
	Process Improvement and Optimisation	Level 4		
	Product Management	Level 4		
	Project Management	Level 4		
	Stakeholder Management	Level 4		
	Test Planning	Level 4		
	User Experience Design	Level 3		
	User Interface Design	Level 3		
	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.