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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – ASSOCIATE UX DESIGNER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Strategy and Governance | | | | | |
| **Sub-track** | Product Strategy | | | | | |
| **Occupation** | UX Designer | | | | | |
| **Job Role** | **Associate UX Designer** | | | | | |
| **Job Role Description** | The Associate User Experience Designer assists in the design of user journeys and development of wireframes, ensuring design work is consistent with design and brand standards, analytics insights and customer feedback. He/She coordinates consultation sessions with stakeholders to gather requirements and needs, conducts research on user needs and behaviours, market and industry trends, as well as comparable experiences to support development of user experience (UX). He assists in usability assessments and tests, and analyses the pros and cons of refinements and iterations.  He works under supervision to effectively deal with unfamiliar issues. He is knowledgeable of user experience design methodologies and familiar with relevant design tools and software.  The Associate UX Designer is analytical in the evaluation of user feedback and offers new and fresh perspectives and suggestions to optimise the user experience. He is articulate and comfortable with brainstorming and putting forth his ideas to team members and other stakeholders to co-create an ideal user experience. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | **Key Tasks** | | | | |
| Gather and evaluate user requirements | Coordinate consultation sessions with stakeholders to gather requirements and needs | | | | |
| Conduct research on market, industry trends, competitors, and comparable experiences | | | | |
| Conduct research on user needs and behaviour | | | | |
| Support the identification of verbal and non-verbal challenges | | | | |
| Support the development of personas and usage scenarios | | | | |
| Design user experience (UX) architecture and strategy | Assist in the design of user journeys and development of wireframes to enable effortless navigation | | | | |
| Ensure design work is consistent with design and brand standards, analytics insights and customer feedback | | | | |
| Document design standards, design wireframes, mock-ups, specifications and patterns across channels and products | | | | |
| Implement interaction models, user task flows, and user interface specifications | | | | |
| Conduct usability testing | Assist in usability assessments and tests | | | | |
| Analyse the pros and cons of refinements and iterations based on usability assessments and tests | | | | |
| Identify and troubleshoot issues during usability assessments and tests | | | | |
| Optimise user experience | Collect user feedback on user experience with application sites | | | | |
| Implement application site improvements to functionalities, design and navigation to enhance user experience | | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| Brand Management | | Level 3 | Communication | | Advanced |
| Budgeting | | Level 3 | Computational Thinking | | Advanced |
| Business Needs Analysis | | Level 2, Level 3 | Creative Thinking | | Advanced |
| Business Performance Management | | Level 3 | Global Mindset | | Intermediate |
| Business Requirements Mapping | | Level 3 | Sense Making | | Intermediate |
| Customer Experience Management | | Level 2 |  | | |
| Design Thinking Practice | | Level 3 |
| Market Research | | Level 2 |
| Process Improvement and Optimisation | | Level 3 |
| Product Management | | Level 3 |
| Stakeholder Management | | Level 2, Level 3 |
| Test Planning | | Level 2, Level 3 |
| User Experience Design | | Level 2 |
| 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 | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |