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| **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** | 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  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.  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. | | | | | |
| **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 | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |