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| **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** | 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.  He works in a team setting and is familiar with user experience design methodologies, as well as relevant design tools and software.  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. | | | | | |
| **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 | | | | |
| Work with creative directors and visual designers to incorporate a visual or brand identity for the user experience | | | | |
| 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 | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |