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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – ASSOCIATE UI DESIGNER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Software and Applications | | | | | |
| **Sub-track** | User Interface Design | | | | | |
| **Occupation** | User Interface Designer | | | | | |
| **Job Role** | **Associate UI Designer** | | | | | |
| **Job Role Description** | The Associate User Interface Designer performs requirements analysis for the design of user interfaces (UIs) and drafts technical specifications for the design of UIs. He/She assists in the development and programming of intuitive and responsive UIs for each screen or page with which a user interacts. He assists in developing prototypes for UIs, conducts usability testing for validation, and supports the evaluation of the effectiveness of the UI. He prepares reports on UI design performance indicators, proposes, modifications in the design of user interface based on user feedback, as well as solutions to address design issues.  He works in a team and is familiar with programming languages used by the organisation to design and develop UIs. He is familiar with graphic designing tools, and is also knowledgeable of Universal Principles of Design as well as commonly used design methods.  The Associate UI Designer adopts a broad perspective to user interface design concepts, and is open to exploring new possibilities in the development of user interface of software products. He is adept at interpreting data and using it to propose recommendations that may enhance the user experience. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | **Key Tasks** | | | | |
| **Gather and evaluate user requirements** | Assist with identifying business needs and user requirements for user interface (UI) design | | | | |
| Perform requirements analysis for the design of UIs | | | | |
| Conduct research to identify new and/or innovative user interface design concepts based on requirements | | | | |
| Draft technical specifications for design of UI | | | | |
| **Design UI architecture and**  **Strategy** | Assist in the development of intuitive and responsive UIs | | | | |
| Identify branding elements, standards and guidelines in the design of UIs | | | | |
| Assist in the design of each screen or page with which a user interacts | | | | |
| Assist in the programming of UIs | | | | |
| Develop a cohesive style guide to ensure that a consistent design language is applied across the product | | | | |
| Identify emerging technologies or methodologies to design UIs | | | | |
| **Conduct usability testing on UIs** | Assist in developing prototypes for UIs | | | | |
| Conduct usability testing to validate the UI prototype | | | | |
| Assist in the implementation of UIs | | | | |
| Support the evaluation of user interface effectiveness to visually guide the user through a product’s interface across all platforms | | | | |
| Propose modifications in the design of user interface based on usability test findings | | | | |
| **Optimise UI designs** | Prepare reports on UI design performance indicators | | | | |
| Propose solutions to address UI design issues | | | | |
| Support the conduct of quantitative analysis | | | | |
| Measure outcomes of UI design improvements using metrics and benchmarking criteria | | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| Brand Management | | Level 3 | Computational Thinking | | Basic |
| Business Environment Analysis | | Level 2 | Creative Thinking | | Intermediate |
| Business Innovation | | Level 4 | Lifelong Learning | | Intermediate |
| Business Needs Analysis | | Level 2 | Communication | | Basic |
| Business Requirements Mapping | | Level 3 | Service Orientation | | Basic |
| Customer Experience Management | | Level 2 |  | | |
| Data Analytics | | Level 2 |
| Design Thinking Practice | | Level 3 |
| Emerging Technology Synthesis | | Level 3 |
| Process Improvement and Optimisation | | Level 3 |
| Product Management | | Level 3 |
| Project Management | | Level 3 |
| Research | | Level 3 |
| Software Design | | Level 3 |
| Software Testing | | Level 2 |
| Stakeholder Management | | Level 2, Level 3 |
| User Experience Design | | Level 2 |
| User Interface Design | | 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 | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |