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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – LEAD UI DESIGNER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Software and Applications | | | | | |
| **Sub-track** | User Interface Design | | | | | |
| **Occupation** | User Interface Designer | | | | | |
| **Job Role** | **Lead UI Designer** | | | | | |
| **Job Role Description** | The Lead User Interface Designer reviews requirements for user interfaces (UIs) and provides advice on design aspects. He/She evaluates overall user experience concept and design specifications, and advises stakeholders on feasibility of UI solutions and recommend alternatives. He oversees the direction of UI designs to ensure alignment with branding elements, standards and guidelines. He also provides technical inputs for the transfer of content and layout into an intuitive and responsive interface for users, as well as synthesises findings and insights from research and feedback to develop design iterations. He develops UI design performance indicators, reviews frameworks and reporting standards and oversees enhancements of UIs.  He leads a team and is an expert in UI and programming languages. He also explores new graphic designing tools, and is consulted as a subject matter expert in the Universal Principles of Design and commonly used Design Methods.    The Lead User Interface Designer draws on a broad range of knowledge and perspectives to drive user-centric ideas for an interface, and translates these ideas into technical systems and components that yield the optimal user experience. He is a persuasive communicator and is able to gain others' agreement and support for his creative and innovative designs. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | **Key Tasks** | | | | |
| **Gather and evaluate user requirements** | Review requirements for user interfaces (UIs) and provide advice on design aspects | | | | |
| Evaluate overall user experience concept and design specifications to inform UI design | | | | |
| Advise stakeholders on feasibility of UI solutions and recommend alternatives | | | | |
| Oversee the preparation of UI design specifications | | | | |
| Advice on the application of new and/or innovative UI concepts | | | | |
| **Design UI architecture and**  **strategy** | Oversee the direction of UI design to ensure alignment with branding elements, standards and guidelines | | | | |
| Develop strategies for UI design and development to ensure business and user needs and requirements are met | | | | |
| Advise on the design of user interfaces for varied platforms or applications | | | | |
| Provide technical inputs for the transfer of content and layout into an intuitive and responsive interface experience for users | | | | |
| Explore and drive the adoption of new technologies or methodologies to design UIs | | | | |
| Formulate organisational UI design guidelines, best practices and standards | | | | |
| Synthesise findings and insights from research and feedback to develop design iterations | | | | |
| Establish a user testing lab for the design and testing of UIs | | | | |
| **Conduct usability testing on UIs** | Determine modifications in UI designs based on usability test findings | | | | |
| Approve UI designs | | | | |
| **Optimise UI designs** | Develop UI design performance indicators, review frameworks and reporting standards | | | | |
| Explore the enhancement of UI designs based on new and innovative technologies | | | | |
| Oversee enhancements to UI designs based on user feedback and design audits | | | | |
| Oversee the design and execution of quantitative analysis | | | | |
| Develop methods and procedures for process control, process improvement, sampling, testing, inspection and training | | | | |
| **Manage people and organisation** | Manage the budget expenditure and allocation across teams and projects | | | | |
| Monitor and track 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 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** | | |
| Brand Management | | Level 5 | Resource Management | | Intermediate |
| Budgeting | | Level 4 | Decision Making | | Advanced |
| Business Innovation | | Level 6 | Developing People | | Advanced |
| Business Needs Analysis | | Level 4 | Interpersonal Skills | | Intermediate |
| Business Performance Management | | Level 4 | Teamwork | | Advanced |
| Business Requirements Mapping | | Level 5 |  | | |
| Customer Experience Management | | Level 4 |
| Data Analytics | | Level 4 |
| Design Thinking Practice | | Level 4 |
| Emerging Technology Synthesis | | Level 5 |
| Learning and Development | | Level 4 |
| Manpower Planning | | Level 3 |
| Networking | | Level 4 |
| Organisational Analysis | | Level 4 |
| People and Performance Management | | Level 3 |
| Process Improvement and Optimisation | | Level 5 |
| Product Management | | Level 5 |
| Project Management | | Level 5 |
| Research | | Level 4 |
| Software Design | | Level 5 |
| Software Testing | | Level 4 |
| Solution Architecture | | Level 4 |
| Stakeholder Management | | Level 5 |
| Strategy Implementation | | Level 3 |
| Strategy Planning | | Level 4 |
| User Experience Design | | Level 4 |
| User Interface Design | | Level 5 |
| 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. | | | | | | |