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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – ASSOCIATE PRODUCT DESIGNER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Product Development | | | | | |
| **Sub-track** | Product Management | | | | | |
| **Occupation** | Product Designer | | | | | |
| **Job Role** | **Associate Product Designer** | | | | | |
| **Job Role Description** | The Associate Product Designer assists in executing the design and development of the product line lifecycle, including the end-to-end iterative design process. He/She supports product development in the conceptualisation and design phase, including research performance, job stories creation, journey mapping, content modelling, wire-framing, prototyping, user testing, and high-fidelity visuals generation to achieve design solutions.  He works on design concepts and drawings stipulated by the team to create the best product, and works with various teams to assist in brainstorming product ideas and suggest iterations and improvements to product engineers on products based on market feedback. He is familiar with research methodologies to perform research on product technologies and frameworks to apply to design concepts, is well-versed in product development lifecycles and stays abreast of the latest emerging industry trends in terms of product design.   The Associate Product Designer keeps up to date with insights, emerging industry trends and feedback from teams, synthesising this information and applying them to product design. He is articulate, a strong communicator with internal and external stakeholders and can work well in a team environment. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | **Key Tasks** | | | | |
| **Formulate ideas through various iterative processes** | Conduct cross functional product strategy workshops to facilitate ideation and creation of UX related artefacts for product scoping and delivery planning | | | | |
| Interact with product researchers to develop empathy for customers in design sprints | | | | |
| Brainstorm ideas as a team with a focus on usability, interaction design and human centred design thinking to create polished, production level, world class visual design | | | | |
| Prototype design solutions using various designing tools | | | | |
| **Conceptualise the design strategy** | Improve customer experience for products based on predetermined plans formulated by the Product Design team | | | | |
| Execute various UX initiatives including running design sprints to resolve users' problems, content mapping, sketching, wireframing, low and high-fidelity prototyping | | | | |
| Understand the full scope of a typical user-centred design process to solve consumers’ pain points | | | | |
| Iterate products based on creative solutions brainstormed as a team to bring innovative ideas to the market | | | | |
| **Perform data analysis** | Compile data on user behaviour and consumers’ pain points | | | | |
| Research on industry UX/UI trends for insights and learning points from competitors’ sites | | | | |
| Build user flow charts, storyboards, wire frames, and related elements to provide clear data visualisation for the planning phase of a product | | | | |
| **Collaborate with various functions to run the design sprint for a product** | Work closely with engineers, product managers, product researchers, and front-end developers to build product designs | | | | |
| Assist other functions in the organisation to understand the value design can bring to a product | | | | |
| Assist the Product Designer in stakeholder meetings and discussions | | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Critical Core Skills** | | |
| Customer Experience Management\* | | Level 2 | Collaboration | | Intermediate |
| Design Concepts Generation\* | | Level 3 | Communication | | Intermediate |
| Design Thinking Practice\* | | Level 3 | Creative Thinking | | Basic |
| Narrative Design in Product Development\* | | Level 2 | Customer Orientation | | Basic |
| Stakeholder Management\* | | Level 2 | Problem Solving | | Basic |
| User Experience Design\* | | Level 4 |  | | |
| User Interface Design\* | | Level 3 |
| Artificial Intelligence Application in Product Development | | Level 3 |
| Automation Management in Product Development | | Level 2 |
| Brand Management | | Level 3 |
| Business Development | | Level 3 |
| Business Environment Analysis | | Level 2 |
| Business Needs Analysis | | Level 2 |
| Business Requirements Mapping | | Level 3 |
| Data Analytics | | Level 2 |
| Data Visualisation and Storyboarding | | Level 3 |
| Demand Analysis | | Level 3 |
| Emerging Technology Synthesis | | Level 3 |
| Market Research | | Level 2 |
| Partnership Management | | Level 3 |
| Process Improvement and Optimisation | | Level 3 |
| Product Management | | Level 3 |
| Project Management | | Level 3 |
| Quality Standards | | Level 4 |
| Test Planning | | 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. | | | | | | |

\*Note: Technical Skills and Competencies (TSCs) with an asterisk (\*) refer to Priority Skills (i.e., TSCs to be prioritised for this role).