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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – LEAD PRODUCT DESIGNER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Product Development | | | | | |
| **Sub-track** | Product Management | | | | | |
| **Occupation** | Product Designer | | | | | |
| **Job Role** | **Lead Product Designer** | | | | | |
| **Job Role Description** | The Lead Product Designer drives the design and development of the product line lifecycle, including the end-to-end iterative design process. He/She empowers the team to drive product development in the conceptualisation and design phase, including formulation of design strategies and achieving design solutions based on insights researched by the team.  He evaluates design concepts and drawings to determine the best product. He has a strong understanding on how product technologies and frameworks can formulate impactful design concepts, is well-versed in product development lifecycles and stays abreast of the latest emerging industry trends in terms of product design.   The Lead Product Designer translates market insights, emerging industry trends and feedback from teams, into novel product design strategies, with a clear view of how this sits within the product development lifecycle. He is articulate and a strong communicator with internal and external stakeholders and manages stakeholders’ expectations as well as coach the team to build their competencies in product design. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | **Key Tasks** | | | | |
| **Formulate ideas through various iterative processes** | Oversee cross functional product strategy workshops to facilitate ideations and creations of UX related artefacts to help product scoping and delivery planning | | | | |
| Guide design teams to develop empathy in understanding customers’ pain points for product design improvement | | | | |
| Guide teams to focus on usability, interaction design and human centred design thinking to create polished, production level, world class visual design | | | | |
| Review prototypes created by the team to discern areas for improvement | | | | |
| **Conceptualise the design strategy** | Drive the strategy for improvement plans for customer experience of products that have been launched | | | | |
| Guide teams to lead various UX initiatives including strategising design sprints to define merchant problems, content mapping, sketching, wireframing, low and high-fidelity prototyping, and managing stakeholder reviews | | | | |
| Drive the holistic vision with strategy and creativity within a product to anticipate and solve real customer pain points | | | | |
| Guide teams to possess a design thinking mindset to create creative solutions to bring innovative ideas to a market | | | | |
| **Perform data analysis** | Strategise for future product designs based on analysis made from compiled user insights | | | | |
| Drive the UX/UI strategy of the design team based on these insights | | | | |
| Evaluate user flow charts, storyboards, wire frames, and related elements to provide clear data visualisation to strategise the planning phase of a product | | | | |
| **Collaborate with various functions to run the design sprint for a product** | Drive collaboration with engineers, product managers, product researchers, and front-end developers to explore, build and ship product designs | | | | |
| Empower the team to evangelise the value design can bring to a product to other functions in the organisation | | | | |
|  | Manage expectations of stakeholders and set clear vision to obtain buy-in from various cross-functional stakeholders within and beyond the organisation | | | | |
| **Manage people and organisation** | Manage the budget expenditure and allocation across teams and projects | | | | |
| Track the achievement of the team’s achievements and key performance indicators | | | | |
| Propose new operational plans, including targeted budgets, work allocations and staff forecasts | | | | |
| 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** | | | **Critical Core Skills** | | |
| Budgeting\* | | Level 4 | Creative Thinking | | Advanced |
| Business Agility\* | | Level 4 | Customer Orientation | | Advanced |
| Business Innovation\* | | Level 5 | Decision Making | | Advanced |
| Customer Experience Management\* | | Level 4 | Problem Solving | | Advanced |
| Design Concepts Generation\* | | Level 5 | Transdisciplinary Thinking | | Advanced |
| Design Thinking Practice\* | | Level 4 |  | | |
| Learning and Development\* | | Level 5 |
| Narrative Design in Product Development\* | | Level 4 |
| Partnership Management\* | | Level 4 |
| People and Performance Management\* | | Level 3 |
| Process Improvement and Optimisation\* | | Level 5 |
| Stakeholder Management\* | | Level 4 |
| User Experience Design\* | | Level 5 |
| User Interface Design\* | | Level 5 |
| Artificial Intelligence Application in Product Development | | Level 3 |
| Automation Management in Product Development | | Level 2 |
| Brand Management | | Level 5 |
| Business Development | | Level 5 |
| Business Environment Analysis | | Level 4 |
| Business Needs Analysis | | Level 4 |
| Business Requirements Mapping | | Level 5 |
| Data Analytics | | Level 4 |
| Data Visualisation and Storyboarding | | Level 5 |
| Demand Analysis | | Level 5 |
| Emerging Technology Synthesis | | Level 3 |
| Manpower Planning | | Level 3 |
| Market Research | | Level 5 |
| Networking | | Level 4 |
| Product Management | | Level 5 |
| Project Management | | Level 4 |
| Quality Standards | | Level 4 |
| Solution Architecture | | Level 4 |
| Strategy Planning | | Level 4 |
| Test Planning | | 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. | | | | | | |

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