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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – PRODUCT DESIGNER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Product Development | | | | | |
| **Sub-track** | Product Management | | | | | |
| **Occupation** | Product Designer | | | | | |
| **Job Role** | **Product Designer** | | | | | |
| **Job Role Description** | The Product Designer is responsible for the design and development of the product line lifecycle, including the end-to-end iterative design process. He/She leads 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 creates design concepts and drawings to determine the best product, and work with various teams to brainstorm product ideas and suggest iterations and improvements to product engineers on products based on market feedback. He is familiar with research methodology to review research outputs on product technologies and frameworks to implement them into design concepts, is well-versed in product development lifecycles and stays abreast of the latest emerging industry trends in terms of product design.   The Product Designer analyses market insights, emerging industry trends and feedback from teams, synthesising this information and applying them to product design. He visualises how this sits within the product development lifecycle. He is articulate and is a strong communicator with internal and external stakeholders. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | **Key Tasks** | | | | |
| **Formulate ideas through various iterative processes** | Plan cross functional product strategy workshops to facilitate ideations and creations of UX related artefacts to help product scoping and delivery planning | | | | |
| Partner with product researchers for the design team develop empathy for customers and apply these skills into design sprints | | | | |
| Lead brainstorming sessions with the team to focus on usability, interaction design and human centred design thinking to create polished, production level, world class visual design | | | | |
|  | Guide teams to prototype design solutions using various designing tools | | | | |
| **Conceptualise the design strategy** | Develop an improvement plan for customer experience of products that have been launched | | | | |
| Lead various UX in users' problems, content mapping, sketching, wireframing, low and high-fidelity prototyping | | | | |
| Define the full scope of a typical user-centred design process to solve customer pain points | | | | |
| Conceptualise creative solutions to bring innovative ideas to a market | | | | |
| **Perform data analysis** | Analyse the compiled data on user behaviour and customer pain points to make informed decisions on design | | | | |
| Analyse insights consolidated on industry UX/UI trends and from competitors’ sites | | | | |
| Review user flow charts, storyboards, wire frames, and related elements to provide clear data visualisation to aid the planning phase of a product | | | | |
| **Collaborate with various functions to run the design sprint for a product** | Plan the areas of work for collaboration with engineers, product managers, product researchers, and front-end developers to explore, build and ship product designs | | | | |
| Articulate the value design can bring to a product to other functions in the organisation | | | | |
| Conduct meetings and discussion with stakeholders to obtain buy-in from various cross-functional stakeholders within and beyond the organisation | | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Critical Core Skills** | | |
| Customer Experience Management\* | | Level 3 | Collaboration | | Intermediate |
| Design Concepts Generation\* | | Level 4 | Communication | | Intermediate |
| Design Thinking Practice\* | | Level 4 | Creative Thinking | | Intermediate |
| Narrative Design in Product Development\* | | Level 3 | Customer Orientation | | Intermediate |
| Partnership Management\* | | Level 3 | Problem Solving | | Intermediate |
| Process Improvement and Optimisation\* | | Level 4 |  | | |
| Stakeholder Management\* | | Level 3 |
| User Experience Design\* | | Level 4 |
| User Interface Design\* | | Level 4 |
| Artificial Intelligence Application in Product Development | | Level 3 |
| Automation Management in Product Development | | Level 2 |
| Brand Management | | Level 4 |
| Business Development | | Level 4 |
| Business Environment Analysis | | Level 3 |
| Business Innovation | | Level 4 |  | | |
| Business Needs Analysis | | Level 3 |  | | |
| Business Requirements Mapping | | Level 4 |
| Data Analytics | | Level 3 |  | | |
| Data Visualisation and Storyboarding | | Level 4 |  | | |
| Demand Analysis | | Level 4 |  | | |
| Emerging Technology Synthesis | | Level 3 |  | | |
| Market Research | | Level 3 |  | | |
| Networking | | Level 3 |  | | |
| Product Management | | Level 4 |  | | |
| Project Management | | Level 3 |  | | |
| Quality Standards | | Level 4 |  | | |
| Test Planning | | Level 4 |  | | |
| 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. | | | | | | |

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