

SKILLS FRAMEWORK FOR DESIGN SKILLS MAP – LEAD DESIGNER				
<b>Sector</b>	Design			
<b>Track</b>	Design			
<b>Sub-track</b>	Design Craft			
<b>Occupation</b>	Design Professional			
<b>Job Role</b>	<b>Lead Designer</b>			
<b>Job Role Description</b>	The Lead Designer manages all aspects of the design process, from research and ideation to creative conceptualisation and design. He/She collaborates with stakeholders to research and develop cohesive design plans, concepts and prototypes. As a team lead, he initiates research activities to be performed and provides on-the-job training to enhance the core competence of his team members. He also works with a diverse group of internal and external stakeholders to ensure final design output meet the needs of the organisation or customers.			
	The ability to delegate and lead project teams towards successful adoption of new design ideas is essential for the Lead Designer. He possesses a strong mastery of design fundamentals in and can generate creative work that meets the requirements of stakeholders. He is able to work on multiple projects concurrently and deliver on expectations within tight deadlines.			
	He may specialise as an Architect, Landscape Architect/Landscape Designer, Interior Designer, Fashion Designer, Product Designer, Furniture Designer, Graphic Designer and/or Interaction Designer, etc.			
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>		<b>Performance Expectations (For legislated / regulated occupations)</b>
	Deliver design output	Develop cohesive design plans, concepts and prototypes in collaboration with stakeholders		
		Evaluate the feasibility of new design ideas or concepts		
		Analyse results of feasibility tests through regular project reviews		
		Troubleshoot issues arising from project implementation		
		Develop schedules, timeline and budgets for projects		
		Present design recommendations, proposals and options to stakeholders		
	Perform design intelligence for design projects	Initiate research activities in accordance to project requirements		
		Frame objectives and agendas for design workshops		
		Analyse research findings to inform design directions		
Review research reports before circulation to stakeholders				
Communicate research findings to stakeholders for informed decision making				
Influence organisational development	Provide feedback to direct reports and junior team members			
	Provide on-the-job training to direct reports and junior team members			
<b>Skills &amp; Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Aesthetic and Design Sensibility	Level 4	Creative Thinking	Intermediate
	Business Presentation Delivery	Level 4	Communication	Intermediate
	Conceptual Thinking	Level 4	Sense Making	Intermediate
	Contract Development and Management	Level 4	Decision Making	Intermediate
	Critical Thinking	Level 4	Problem Solving	Intermediate
	Cultural Sensitivity for Design	Level 4		
	Data Analysis and Interpretation	Level 3		
	Design Creation and Development	Level 4		
	Design Sketching	Level 4		
	Design Standards and Specification	Level 4		
	Design Sustainability and Ethics Management	Level 4		
	Design Thinking Practice	Level 4		
	Design Writing	Level 3		
	Digital and Physical Prototyping	Level 4		
Empathetic Design	Level 4			

	Form Giving	Level 4	
	Imagination and Exploration	Level 4	
	Intellectual Property Management	Level 3	
	Material Studies and Production Processes	Level 4	
	Narrative Design	Level 3	
	Product and Production Engineering	Level 4	
	Project Management	Level 4	
	Proposal Writing Development	Level 3	
	Stakeholder Management	Level 4	
	Systems Thinking	Level 4	
	Technical Drawing	Level 4	
	User Experience Design	Level 4	
	Visual Communication	Level 4	
<b>Programme Listing</b>	For a list of Training Programmes available for the Design sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/design">www.skillsfuture.sg/skills-framework/design</a>		

The information contained in this document serves as a guide.