

SKILLS FRAMEWORK FOR DESIGN SKILLS MAP – PRINCIPAL DESIGNER					
Sector	Design				
Track	Design				
Sub-track	Design Craft, Design Communication				
Occupation	Design Professional				
Job Role	Principal Designer				
Job Role Description	<p>The Principal Designer provides design direction for multiple project teams and conceptualises new design ideas for the organisation. He/She oversees the quality of design output and identifies new approaches for expanding the organisation's product and service offerings. He coaches team members and leads change management initiatives. He collaborates with business partners/stakeholders to conceive innovative design ideas that meet the needs of the organisation or customers.</p> <p>The Principal Designer demonstrates exceptional leadership and communication skills in leading multiple project teams and establishing partnerships throughout the organisation. He possesses strong analytical skills for identifying favourable unique opportunities that create value for the organisation. In addition, his deep industry knowledge enables him to anticipate new industry trends and market factors that may impact the organisation's product and service offerings.</p> <p>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.</p>				
Critical Work Functions and Key Tasks	Critical Work Functions	Deliver design output	Key Tasks		Performance Expectations (For legislated / regulated occupations)
			Secure support and resources for research and development		
			Conceive new and/or innovative design ideas in collaboration with stakeholders		
			Enhance the feasibility of new design ideas through market research and testing		
			Approve project schedules and quality of project deliverables		
			Develop communication or marketing materials for dissemination		
			Evaluate overall effectiveness and viability of design output		
		Maintain design quality and aesthetics	Ensure design strategies align with design vision		
			Synthesise inputs and feedback from design teams		
			Review prototypes against established design vision and standards		
		Envision new design solutions	Identify financial goals and possible market potential for the organisation's design solutions		
			Develop a roadmap for the implementation of new design solutions		
			Oversee the development of new or enhanced designs for the organisation		
		Influence organisational development	Develop staff through capability development and coaching		
			Develop on-the-job training programmes		
			Facilitate hiring decisions for the organisation		
	Lead change management initiatives				
	Address complaints and key concerns impacting staff's morale and performance				
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)		
	Aesthetic and Design Sensibility	Level 5	Leadership	Intermediate	
	Business Model Innovation	Level 5	Communication	Advanced	
	Business Negotiation	Level 5	Decision Making	Intermediate	
	Business Opportunities Development	Level 4	Developing People	Intermediate	
	Business Presentation Delivery	Level 5	Transdisciplinary Thinking	Intermediate	
	Business Risk Management	Level 5			
	Conceptual Thinking	Level 5			
	Contract Development and Management	Level 5			
	Critical Thinking	Level 5			
	Cultural Sensitivity for Design	Level 5			
	Data Analysis and Interpretation	Level 4			
	Design Creation and Development	Level 5			
	Design Sustainability and Ethics Management	Level 5			

	Design Thinking Practice	Level 5	
	Design Writing	Level 4	
	Emerging Technology Synthesis	Level 5	
	Empathetic Design	Level 5	
	Facilitation	Level 5	
	Form Giving	Level 5	
	Imagination and Exploration	Level 5	
	Intellectual Property Management	Level 4	
	Material Studies and Production Processes	Level 5	
	Project Management	Level 5	
	Proposal Writing Development	Level 4	
	Scenario and Strategic Planning	Level 5	
	Stakeholder Management	Level 5	
	Systems Thinking	Level 5	
	Trend Forecasting	Level 5	
	User Experience Design	Level 5	
Programme Listing	For a list of Training Programmes available for the Design sector, please visit: www.skillsfuture.sg/skills-framework/design		

The information contained in this document serves as a guide.