

SKILLS FRAMEWORK FOR DESIGN SKILLS MAP – CHIEF DESIGN OFFICER/CHIEF INNOVATION OFFICER/ CHIEF EXPERIENCE OFFICER/CHIEF STRATEGY OFFICER				
Sector	Design			
Track	Business, Design, Innovation, Technology			
Sub-track	Transformation Design, Design Craft, Design Communication, Design Research, Service Design/Experience Design, Strategy/Business Design, Technology Application in Design			
Occupation	Management Executive			
Job Role	Chief Design Officer/Chief Innovation Officer/Chief Experience Officer/Chief Strategy Officer			
Job Role Description	<p>The Chief Design Officer/Chief Innovation Officer/Chief Experience Officer/Chief Strategy Officer maintains an overview of all design projects in the organisation, and directs design tests from conception to completion to ascertain the feasibility of new products and services. As a senior executive in the organisation, he/she directs the quality management of all design output, and he formulates new business ideas to propel the growth of the organisation. He identifies emerging trends or issues in the industry to align design solutions with evolving customer needs. He champions succession planning, as well as capability development and employee engagement initiatives for the organisation. He forges local and international networks across the design industry to promote the organisation.</p> <p>The Chief Design Officer/Chief Innovation Officer/Chief Experience Officer/Chief Strategy Officer is up-to-date with new trends and technologies in the industry. In addition, he demonstrates strong leadership skills, business acuity and exceptional written and verbal communication skills. He is able to inspire others to think ‘out of the box,’ and he foster a workplace culture that encourages stakeholders to share innovative ideas.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		Performance Expectations (For legislated / regulated occupations)
	Deliver design output	Proliferate new knowledge on design management across the organisation		
		Direct design tests from conception to completion		
		Appraise the effectiveness of new design output against the organisation’s commercial objectives		
	Maintain design quality and aesthetics	Direct the quality management of all design output		
		Set the overall direction for design aesthetics and user experience		
		Provide creative direction on the development of prototypes		
	Envision new design solutions	Drive research efforts to identify emerging trends or issues in the design industry		
		Enhance the organisation’s design solutions and offerings		
		Align design solutions and offerings with evolving customer needs, technological advancements, and the organisation’s brand identity		
		Conceptualise design solutions and offerings for the organisation		
		Develop strategies and design solutions that differentiate the organisation’s capabilities in the market		
	Drive business growth	Endorse business strategies, policies and plans, and business continuity frameworks		
		Maximise the organisation’s financial and operational performance		
		Steer the organisation towards excellence in a globalised environment		
		Drive value creation for the organisation by leading initiatives in business and digital transformation		
		Formulate new business ideas and direction		
Influence organisational development	Coach identified successors and future leaders of the organisation			
	Align human resources with business needs			
	Lead organisational succession planning, capability development and employee engagements			
	Build relationships with executive management			
	Develop long-term organisational development vision and strategies for the organisation			
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Model Innovation	Level 5	Leadership	Advanced
	Business Negotiation	Level 6	Global Mindset	Advanced
	Business Opportunities Development	Level 5	Transdisciplinary Thinking	Advanced
	Business Presentation Delivery	Level 5	Interpersonal Skills	Advanced

	Business Risk Management	Level 6	Communication	Advanced
	Change Management	Level 6		
	Conceptual Thinking	Level 5		
	Content Development and Strategy	Level 6		
	Creative Entrepreneurship	Level 6		
	Critical Thinking	Level 5		
	Design Sustainability and Ethics Management	Level 6		
	Design Thinking Practice	Level 6		
	Emerging Technology Synthesis	Level 6		
	Empathetic Design	Level 5		
	Imagination and Exploration	Level 5		
	Intellectual Property Management	Level 6		
	Material Studies and Production Processes	Level 5		
	Product Management	Level 6		
	Project Management	Level 6		
	Scenario and Strategic Planning	Level 6		
	Stakeholder Management	Level 6		
	Systems Thinking	Level 5		
	Trend Forecasting	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.