

SKILLS FRAMEWORK FOR DESIGN SKILLS MAP – PRODUCT MANAGER					
Sector	Design				
Track	Business				
Sub-track	Design Product Management				
Occupation	Production, Product and Project Management Professional				
Job Role	Product Manager				
Job Role Description	<p>The Product Manager is in charge of design products and oversees their life cycles. He/She champions product development through ideation, prototyping and delivery. He ascertains commercial objectives of projects, and integrates key market feedback into the product ideation and development process in collaboration with product owners and other stakeholders. He draws on his product knowledge and technical expertise to generate innovative ideas to improve customer experience. As a team lead, he provides coaching to enhance the capabilities of his team.</p> <p>An articulate and influential communicator, the Product Manager works well in a team environment and can effectively manage internal and external stakeholders to achieve product success. He is highly analytical, able to analyse the needs of users and recommend improvements to product offerings.</p>				
Critical Work Functions and Key Tasks	Critical Work Functions	Drive product development	Key Tasks		Performance Expectations (For legislated / regulated occupations)
			Identify the need for new products by understanding product owners' requirements		
			Validate the need for design products through conceptualisation and concept testing		
			Manage products through their lifecycles from conceptualisation to delivery		
			Evaluate product functionalities and performance based on market feedback		
	Manage projects	Integrate market feedback into the product ideation and development process in collaboration with product owners and other stakeholders			
		Ascertain commercial objectives of projects			
		Develop project timelines and resourcing plans			
		Communicate project objectives to obtain buy-in from stakeholders			
		Lead commercial discussions and negotiations			
	Develop business opportunities	Drive usage of project management tools and processes			
		Implement product go-to-market strategies			
		Analyse reports on product revenue and profitability			
		Generate innovative ideas to improve customer experience			
		Drive volume and value from specific markets			
Influence organisational development	Develop new business opportunities in partnership with internal stakeholders				
	Provide feedback to direct reports and junior team members				
	Provide on-the-job training to direct reports and junior team members				
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)		
	Aesthetic and Design Sensibility	Level 4	Problem Solving	Advanced	
	Behavioural Economics in Design	Level 4	Computational Thinking	Intermediate	
	Brand Management	Level 5	Sense Making	Advanced	
	Business Model Innovation	Level 4	Communication	Advanced	
	Business Negotiation	Level 3	Teamwork	Intermediate	
	Business Presentation Delivery	Level 3			
	Conceptual Thinking	Level 3			
	Critical Thinking	Level 4			
	Cultural Sensitivity for Design	Level 3			
	Data Analysis and Interpretation	Level 4			
	Design Standards and Specification	Level 4			
	Design Sustainability and Ethics Management	Level 3			
	Design Thinking Practice	Level 4			
	Emerging Technology Synthesis	Level 4			
Empathetic Design	Level 4				

	Imagination and Exploration	Level 4	
	Intellectual Property Management	Level 4	
	Market Research	Level 4	
	Product Management	Level 5	
	Project Management	Level 4	
	Proposal Writing Development	Level 4	
	Scenario and Strategic Planning	Level 4	
	Stakeholder Management	Level 4	
	Systems Thinking	Level 3	
	Trend Forecasting	Level 4	
	User Testing and Usability Testing	Level 4	
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.