

SKILLS FRAMEWORK FOR DESIGN SKILLS MAP – DESIGN RESEARCHER				
<b>Sector</b>	Design			
<b>Track</b>	Innovation			
<b>Sub-track</b>	Design Research, Service Design/Experience Design			
<b>Occupation</b>	Design Professional			
<b>Job Role</b>	<b>Design Researcher</b>			
<b>Job Role Description</b>	<p>The Design Researcher supports the development of user experiences for a variety of applications. He/She studies key industry trends and competitors' user experience strategies in order to support the development of user journeys, wireframes and prototypes. Together with the service design and experience design team, he ensures that design work executed is in alignment with organisational standards and protocols. He also collects meaningful metrics to assess the performance of user interfaces and he participates in networking events to build his expertise within the design sector.</p> <p>The Design Researcher is strong in analysis and data literacy, and can evaluate user feedback and synthesise insights to optimise user experiences. He possesses good communication and interpersonal skills for working effectively in a team, and is able to put forth ideas confidently to team members and other stakeholders. He can navigate ambiguity comfortably to explore creative possibilities, and demonstrates understanding of cultural differences. He displays empathy in formulating design research studies, understanding how the results translate to human-centred designs.</p>			
<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>
	Construct design research studies	Ascertain research context and requirements based on research objectives		
		Determine logistics for and scheduling needs of design research studies		
		Draft essential documents that will protect the interests of research participants		
	Conduct design research studies	Collect research data on consumers, competitors and market conditions using both quantitative and qualitative research methods		
		Conduct ethnographic research in accordance with design research study objectives		
	Synthesise data	Uncover trends and patterns based on information gathered		
Liaise with stakeholders for research output development				
Draw conclusions from analyses performed				
<b>Skills &amp; Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Behavioural Economics in Design	Level 3	Creative Thinking	Advanced
	Business Presentation Delivery	Level 3	Sense Making	Advanced
	Conceptual Thinking	Level 3	Teamwork	Intermediate
	Critical Thinking	Level 3	Problem Solving	Intermediate
	Cultural Sensitivity for Design	Level 3	Communication	Advanced
	Data Analysis and Interpretation	Level 3		
	Data and Information Visualisation	Level 3		
	Design Thinking Practice	Level 3		
	Design Writing	Level 3		
	Empathetic Design	Level 3		
	Facilitation	Level 3		
	Market Research	Level 3		
	Narrative Design	Level 2		
	Qualitative Research	Level 3		
	Quantitative Research	Level 3		
	Scenario and Strategic Planning	Level 3		
	Stakeholder Management	Level 3		
	Systems Thinking	Level 3		
	Trend Forecasting	Level 3		
User Testing and Usability Testing	Level 3			
Visual Communication	Level 3			
<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.