

SKILLS FRAMEWORK FOR DESIGN										
SKILLS MAP – LEAD SERVICE DESIGNER/LEAD EXPERIENCE DESIGNER										
Sector	Design									
Track	Innovation									
Sub-track	Service Design/Experience Design									
Occupation	Design Professional									
Job Role	Lead Service Designer/Lead Experience Designer									
Job Role Description	The Lead Service Designer/Lead Experience Designer develops engaging user experiences for a variety of applications, and manages the creation of design assets. He/She determines relevant user experience research to be conducted, and translates user needs and business requirements into features with the overall aim of enhancing application experiences. He oversees usability testing of prototypes, and builds relationships with stakeholders to attain buy-in for proposed user experience strategies. As a team lead, he develops the capabilities of junior team members.									
	The Lead Service Designer/Lead Experience Designer is adept at strategic visioning and is mentally agile, able to envision optimal user experiences and develop innovative design strategies for the organisation. He possesses strong communication skills and can communicate his ideas and vision in a clear and engaging manner. He demonstrates cultural sensitivity in designing user experiences. In addition, his openness to new perspectives and business acumen enables him to anticipate users' needs in the future.									
Critical Work Functions and Key Tasks	Critical Work Functions		Key Tasks	Performance Expectations (For legislated / regulated occupations)						
	Understanding business and user needs			Clarify stakeholders' goals, requirements and expectations Frame user research study agendas in collaboration with stakeholders Generate pre-concept ideas for user experience enhancement						
						Formulate user experience strategies		Develop user journeys that addresses customer and business needs Draft design blueprints and frameworks for user journeys Extract insights from research data points Facilitate and lead design thinking workshops to generate ideas and solutions for user experience strategies		
									Design user experiences	
	Conduct usability testing		Oversee usability and concept testing of prototypes in laboratory, remote and real-life settings Analyse user feedback on the feasibility of user interface performance Recommend refinements and iterations to design based on usability and concept testing results Improve the quality of interaction between the customer, product and the organisation							
				Influence organisational development			Provide feedback to direct reports and junior team members Provide on-the-job training to direct reports and junior team members			
								Technical Skills and Competencies		
				Skills & Competencies		Aesthetic and Design Sensibility		Level 4	Creative Thinking	Advanced
	Behavioural Economics in Design		Level 3			Problem Solving	Advanced			
	Business Model Innovation		Level 3			Sense Making	Advanced			
	Business Presentation Delivery		Level 4			Service Orientation	Advanced			
	Conceptual Thinking		Level 4			Communication	Advanced			
	Critical Thinking		Level 4							
	Cultural Sensitivity for Design		Level 4							
Data Analysis and Interpretation		Level 4								
Design Creation and Development		Level 4								

	Design Standards and Specification	Level 3	
	Design Thinking Practice	Level 4	
	Digital and Physical Prototyping	Level 4	
	Empathetic Design	Level 4	
	Facilitation	Level 4	
	Imagination and Exploration	Level 4	
	Interaction Design Practice	Level 3	
	Narrative Design	Level 4	
	Project Management	Level 3	
	Qualitative Research	Level 4	
	Scenario and Strategic Planning	Level 3	
	Stakeholder Management	Level 4	
	Systems Thinking	Level 4	
	User Experience Design	Level 4	
	User Testing and Usability Testing	Level 4	
	Visual Communication	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.