

SKILLS FRAMEWORK FOR DESIGN SKILLS MAP – PRINCIPAL DESIGN RESEARCHER				
Sector	Design			
Track	Innovation			
Sub-track	Design Research			
Occupation	Design Professional			
Job Role	Principal Design Researcher			
Job Role Description	The Principal Design Researcher manages all aspects of research by leading project teams to translate human-centred insights into meaningful opportunities for design and innovation. He/She plays a critical role in analysing complex data to enhance the performance and design of products and/or services. He conceptualises new research studies and builds key relationships with stakeholders to determine changes to be instituted for products and/or services. He also manages the creation of design assets. As a department lead, he provides on-the-job training and coaching to junior staff.			
	The Principal Design Researcher has extensive knowledge of research tools, methodologies and sciences. He possesses strong communication, interpersonal and stakeholder management skills, and can work collaboratively with individuals across all levels within the organisation, and build and maintain relationships with stakeholders. In addition, he is highly analytical, able to develop solutions for a diverse range of situations. He possesses outstanding time-management and organisational skills for delivering research projects within tight timelines.			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		Performance Expectations (For legislated / regulated occupations)
	Construct design research studies	Conceptualise new research studies for uncovering perception of products and services		
		Strategise design research methodologies and approaches		
		Set design research guidelines and parameters in alignment with regulatory standards		
		Align objectives of design research studies with organisational goals		
	Conduct design research studies	Provide advice for overcoming challenges encountered during design research studies		
		Propose research methodologies for understanding motivations and behaviours of respondents		
	Synthesise data	Formulate recommendations to enhance the performance of products and services		
		Drive decision making in projects across the organisation based on insights synthesised from data		
		Direct the development of new systems and models for uncovering new insights from data		
	Strategise process, product and service improvements	Direct research activities and findings across the organisation		
		Shape organisational processes, and product and/or service offerings based on results of design research		
Develop collaborations with internal and industry stakeholders for further review of research outcomes on products and services				
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 morale and performance			
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Behavioural Economics in Design	Level 5	Developing People	Advanced
	Business Negotiation	Level 5	Leadership	Advanced
	Business Presentation Delivery	Level 5	Resource Management	Advanced
	Conceptual Thinking	Level 5	Teamwork	Advanced
	Critical Thinking	Level 5	Communication	Advanced
	Cultural Sensitivity for Design	Level 5		
	Data Analysis and Interpretation	Level 5		
	Data and Information Visualisation	Level 5		
	Design Thinking Practice	Level 5		
	Design Writing	Level 5		
	Emerging Technology Synthesis	Level 4		

	Empathetic Design	Level 5	
	Facilitation	Level 5	
	Market Research	Level 5	
	Narrative Design	Level 4	
	Project Management	Level 5	
	Proposal Writing Development	Level 5	
	Qualitative Research	Level 5	
	Quantitative Research	Level 5	
	Scenario and Strategic Planning	Level 5	
	Stakeholder Management	Level 5	
	Systems Thinking	Level 5	
	Trend Forecasting	Level 5	
	User Testing and Usability Testing	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.