

SKILLS FRAMEWORK FOR DESIGN				
SKILLS MAP – PRINCIPAL SERVICE DESIGNER/PRINCIPAL EXPERIENCE DESIGNER				
Sector	Design			
Track	Innovation			
Sub-track	Service Design/Experience Design			
Occupation	Design Professional			
Job Role	Principal Service Designer/Principal Experience Designer			
Job Role Description	<p>The Principal Service Designer/Principal Experience Designer drives projects for designing engaging user experiences. He/She spearheads research to uncover new user experience solutions, and is accountable for all user experience design decisions in the organisation. His overall aim is to enhance customer loyalty for the organisation or clients, and he develops strategies to mitigate risks associated with the implementation of new user experience solutions. He establishes strategic partnerships to meet the needs of the organisation, and as a seasoned practitioner, he provides technical leadership to enhance the functional competence of his team members.</p>			
	<p>The Principal Service Designer/Principal Experience Designer possesses exceptional leadership and communication skills. He is able to inspire and engage stakeholders to envision the optimal user experience and attain their buy-in for his proposed solutions. In addition, he is up-to-date with the latest developments in the design sector, and is highly proficient in negotiation and problem-solving.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		Performance Expectations (For legislated / regulated occupations)
	Understanding business and user needs	Align stakeholders' user experience expectations with organisation's user experience strategies		
		Direct the development and execution of research projects for new user experience solutions		
		Communicate scenarios, end-to-end experiences, interaction models, and screen designs to stakeholders and attain their buy-in		
	Formulate user experience strategies	Oversee the design of user journeys for the organisation		
		Evaluate the effectiveness of design blueprints and frameworks in meeting the needs of users		
		Translate research insights into ideation frameworks		
		Preside over strategic design and user experience decisions related to core and new functions and features of products and services		
	Design user experiences	Provide direction for the implementation of user experience designs		
		Endorse documentation for user experience design		
		Endorse plans and proposals for idea testing		
		Identify and mitigate risks associated with the implementation of new ideas for enhancing user experience		
	Conduct usability testing	Direct all phases of usability and concept testing in laboratory, remote and real life settings		
		Address concerns raised regarding user interface performance		
		Endorse refinement plans based on usability and concept testing results		
		Oversee the implementation of improvements to functionalities, design and navigation for application sites		
		Drive strategies for enhancing customer satisfaction and loyalty		
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)	
	Aesthetic and Design Sensibility	Level 5	Problem Solving	Advanced
	Behavioural Economics in Design	Level 4	Communication	Advanced
	Business Model Innovation	Level 4	Transdisciplinary Thinking	Intermediate
	Business Presentation Delivery	Level 5	Creative thinking	Advanced
	Conceptual Thinking	Level 5	Decision Making	Advanced

	Critical Thinking	Level 5	
	Cultural Sensitivity for Design	Level 5	
	Data Analysis and Interpretation	Level 5	
	Design Creation and Development	Level 5	
	Design Standards and Specification	Level 4	
	Design Thinking Practice	Level 5	
	Digital and Physical Prototyping	Level 5	
	Empathetic Design	Level 5	
	Facilitation	Level 5	
	Imagination and Exploration	Level 5	
	Interaction Design Practice	Level 4	
	Narrative Design	Level 5	
	Project Management	Level 4	
	Qualitative Research	Level 5	
	Scenario and Strategic Planning	Level 4	
	Stakeholder Management	Level 5	
	Systems Thinking	Level 5	
	User Experience Design	Level 5	
	User Testing and Usability Testing	Level 5	
	Visual Communication	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.