The Senior UX Designer designs and develops engaging user experiences (UX) for a variety of applications. He/She studies and evaluates how users feel about the interface and translates user needs and business requirements into features and functionality that enhance application experiences. He develops process flows, wireframes, and prototypes to conceptualise and communicate high-level design strategies effectively. He identifies and resolves issues which have organisation wide and long-term impact. He is open-minded to multiple perspectives, at the same time, methodical in the translation of user and business needs into critical functionalities that optimise user experience. He is creative and is able to present innovative design strategies and ideas to coworkers and stakeholders in a clear and engaging manner.

### Critical Work Functions

- **Develop understanding of business needs**
  - Consult with stakeholders to understand their goals and requirements
- **Research user needs**
  - Conduct secondary research on market, industry trends, competitors, and comparable experiences
  - Generate early stage ideas on user experiences
- **Design user experience architecture**
  - Execute design work consistent with design and brand standards, analytics insight, customer feedback
  - Implement interaction models, user task flows, and user interface specifications
  - Perform optimisation of user journeys, development of site maps and construction of wireframes enabling effortless navigation
  - Define appropriate level of specification needed to ensure high quality development
  - Develop personas and usage scenarios or journeys
- **Conduct usability testing**
  - Perform all phases of usability testing of prototypes in the lab and remote settings
  - Recommend refinements and iterations based on usability testing results to create the "best" user experience
  - Explore different approaches to solving user problem and ensuring that the product logically flows from one step to the next
- **Optimise user experience**
  - Analyse user feedback on user interface performance
  - Improve the quality of interaction between the customer, the product and all facets of an organisation
  - Focus on enhancing customer satisfaction and loyalty

### Performance Expectations

- **Consult with stakeholders to understand their goals and requirements**
- **Provide recommendations for user experience solutions**
- **Conduct secondary research on market, industry trends, competitors, and comparable experiences**
- **Generate early stage ideas on user experiences**
- **Execute design work consistent with design and brand standards, analytics insight, customer feedback**
- **Implement interaction models, user task flows, and user interface specifications**
- **Perform optimisation of user journeys, development of site maps and construction of wireframes enabling effortless navigation**
- **Define appropriate level of specification needed to ensure high quality development**
- **Develop personas and usage scenarios or journeys**
- **Perform all phases of usability testing of prototypes in the lab and remote settings**
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- **Focus on enhancing customer satisfaction and loyalty**

### Skills & Competencies

#### Technical Skills & Competencies

- **Brand Management** Level 3
- **Business Innovation** Level 4
- **Business Needs Analysis** Level 3
- **Change Management** Level 3
- **Customer Experience Management** Level 3
- **Market Research** Level 3
- **Stakeholder Management** Level 3
- **Test Planning** Level 3
- **User Experience Design** Level 4
- **User Interface Design** Level 3

#### Generic Skills & Competencies (Top 5)

- **Communication** Level Advanced
- **Computational Thinking** Level Advanced
- **Creative Thinking** Level Advanced
- **Global Mindset** Level Advanced
- **Sense Making** Level Advanced

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