AR Designer

AR designers specialize in crafting engaging augmented reality experiences, combining imaginative concepts with a deep understanding of user experience (UX) principles specific to augmented reality. They collaborate closely with cross-functional teams, including developers, artists, and project managers, to create visually stunning and user-friendly AR content. Their responsibilities include designing user interfaces (UI), utilizing 3D assets and visual elements for AR environments, and ensuring a seamless and positive user experience within augmented realities.

Top three responsibilities

Project conceptualization
Create detailed design documents, clarify project requirements, and foster clear communication with development teams on goals, user needs, and functionality.

User experience research
Advocate for users, prioritizing a user-friendly and accessible experience. Ensure AR applications are easy to use, representing the user's voice throughout the design process.

Collaboration and communication
Facilitate collaboration with development teams, maintain constant communication to balance design goals with practical implementation, prioritize user needs while adapting to technical constraints.

Top three skills

AR hardware comprehension
Demonstrate strong foundational knowledge of major AR hardware devices such as smartphones and head-mounted display devices.

User Experience (UX) design
Apply user-centric design principles to design AR applications that meet usability and accessibility needs of an identified audience.

AR interaction design
Design functionality for unpredictable real-world environments, address features such as floor and wall detection, and basic item identification.
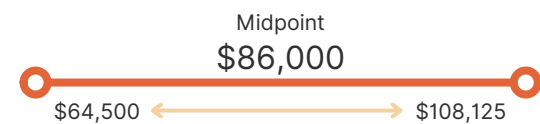
Career Stage

Entry level
0-2 years of professional experience

0-2 years		5+ years

Pay Range

Midpoint
$86,000

$64,500 ←————→ $108,125

Note: These ranges are built using the Radford compensation database. They are based on the 50th percentile of data for all industries, company sizes, sectors and US locations. The minimum of the range is 25% lower than the 50th percentile (midpoint), and the maximum of the range is 25% of the maximum. These ranges are not reflective of Unity's compensation ranges for the same or similar roles, but are intended to be broad ranges to encompass all US geographies and company types. This information is not to be shared with any person as means to inform them about Unity's compensation ranges or philosophy.

Alternative Titles

An AR designer may have the following alternative titles:

- AR experience designer
- AR interaction designer

Other Terms

Job seekers should also be aware of the following terms while looking for roles:

- Spatial computing
- Mixed reality (MR)
- Extended reality (XR)

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Job details

Key traits and qualities of an AR designer

AR designers put users first by ensuring that apps are user-friendly for their intended audience. They collaborate with the production team to understand the aims of the project and create an experience that achieves these goals while keeping the user in mind. As AR is still new to many users, they design experiences that are easy to understand and clearly communicate any technical needs, like scanning the environment or using QR codes. While some AR designers have deep technical skills, this is not a requirement; many understand enough AR development basics to create prototypes that communicate their planned app design. Regardless of their technical skill level, they maintain a deep understanding of the current capabilities of augmented reality technology, and design their applications within that framework. An ideal AR designer is a great communicator with strong UX design skills and a good understanding of the technology involved in their work.

Responsibilites

Because of the primary focus on design, much of an AR designer's work is focused on the conceptualization of a project and ensuring that it remains aligned with the design document throughout the production process. However, some companies may expect their AR designers to perform somewhat more technical tasks as well. Below are some examples of the most common responsibilities that an AR designer may be assigned, but specific responsibilities will vary from company to company.

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Job details

Core Responsibilities

Most AR designers will be assigned these responsibilities as part of their day-to-day work. All AR designers should be able to perform the following tasks:

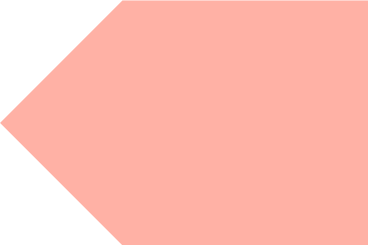**Project conceptualization:** AR designers create detailed design documents that explain project requirements and ensure clear communication with development teams about goals, user needs, and functionality. These documents act as a central reference for the production team and help to make sure everyone is on the same page. AR designers also keep these documents up-to-date, ensuring they accurately convey project needs.

User experience design: AR designers champion user experience throughout the development process. They perform research tasks to understand the accessibility concerns of the target audience and regularly test the app with them to ensure it meets those needs. AR designers devise features that support seamless user interactions while clearly communicating any technical requirements for the best user experience.

AR experience design: AR designers create applications that make full use of the augmented reality capabilities of their target platform. Tailoring the features to project goals, they seamlessly integrate functionalities like plane detection, object identification, and geolocation to craft experiences that seamlessly merge the real world with augmented functionality.

Collaboration and communication: AR designers collaborate closely with other team members, such as developers, artists, QA testers, and other designers to ensure the technical implementation of the AR experience aligns with the application concept. They communicate effectively to understand project requirements, provide input on application development, advocate for user-centric design principles, and ensure seamless integration of AR elements into the overall development process.

Testing and quality assurance: AR designers actively engage in the testing and quality assurance of AR applications. They frequently take the lead in user testing sessions, observing user interactions and making necessary adjustments to enhance the experience. Throughout this stage, AR designers collaborate with the QA team, reporting bugs and addressing technical issues to ensure the optimal performance of the application.

Secondary Responsibilities

These tasks are slightly more specialized, but it will greatly benefit AR designers to be familiar with these tasks should they be assigned.
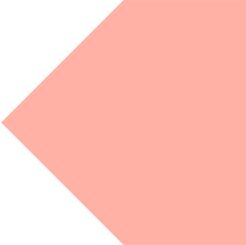
User interface (UI) design: AR designers can create and/or implement user interfaces for AR applications. UI elements effectively communicate information and guide users through the experience. AR designers ensure that the UI elements blend seamlessly with the AR environment, placing special consideration on factors like user comfort and ease of interaction.

Visual asset integration: AR designers can integrate 3D assets, audio, animations, and visual effects into the project environment. Assets must be optimized to ensure the scale and lighting expectations of the real world while also meeting the performance needs of the application to provide users with a seamless and immersive experience free from technical issues.

Application prototyping: AR designers create prototypes so that users can test core functionality. These prototypes can range from a wireframe mockup to a fully created application in the team's production tool of choice, depending on the company and the AR designer's technical skills.

Personal Responsibilities

Beyond day-to-day responsibilities, AR designers should remain focused on increasing their skills and building their knowledge bases to remain up to date with AR technologies and industry standards.

Continuous learning and skill development: As AR technologies evolve rapidly, AR designers must invest time in staying up to date with the latest AR development techniques, hardware advancements, and design principles.

Required skills

The specific tasks assigned to an AR designer will vary depending on the company they work for and project they're working on. The skills listed below are universally relevant no matter the project and ensure that an AR designer is well rounded and adaptable to most jobs.

AR interaction design:

☐ Design applications to be intuitive and user-friendly, ensuring ease of understanding and usability for a seamless user experience.

☐ Create visual and audio cues to guide users' interactions and enhance immersion in the AR environment.

☐ Design unique experiences that take full advantage of AR's unique capabilities and go beyond traditional interfaces and interactions.

UX design:

☐ Apply user-centered design principles to craft seamless and engaging AR experiences that cater to user needs and preferences.

☐ Collaborate with cross-functional teams to define user personas, user stories, and use cases for AR applications.

☐ Conduct user research, user testing, and gather feedback to iterate on AR design elements and improve the overall user experience.

☐ Incorporate inclusive design practices to ensure accessibility through collaboration, testing, research, and iterative improvement efforts.

AR hardware comprehension:

- [ ] Develop a familiarity with diverse AR hardware devices including AR glasses, smartphones, and wearables.
- [ ] Use knowledge of AR hardware to design applications customized to fit the specific features of the target platform.

Testing and quality assurance:

- [ ] Test AR applications to find and fix issues with user interactions, performance, and compatibility on target devices.
- [ ] Work closely with QA teams to create test cases and conduct extensive testing of AR experiences.

Team collaboration:

- [ ] Receive and provide feedback in a positive and constructive manner.
- [ ] Participate in listening, constructive feedback cycles, code and peer review.
- [ ] Have an awareness of popular project management methodologies (for example, agile, waterfall).
- [ ] Have familiarity with key performance indicators (KPIs) and objectives and key results (OKRs) to comprehend their significance within the project context.
- [ ] Use task tracking tools to keep a record of current tasks within a project.
- [ ] Create and maintain documentation for code, processes, and other project-related work.

Personal development:

- [ ] Develop effective time management to balance work, personal life, and relaxation for a well rounded lifestyle.
- [ ] Develop stress-management techniques such as mindfulness practices to offset the demanding nature of real-time 3D (RT3D).
- [ ] Build a strong professional network within the RT3D industry through forums, conferences, and meetups to gain insight and support from peers and mentors.
- [ ] Develop approaches to critical thinking by thoughtfully evaluating situations and systematically reviewing information to make informed decisions.

Tools used

In the RT3D industry, AR designers use a large variety of tools for different tasks throughout the production process. The following list highlights important tool categories that are often required for day-to-day work. AR designers should be proficient in at least one tool from each category. Demonstrating an understanding of how and why a category of tools is used is more important than knowing the specific programs a company uses.

AR content creation tools: To create AR content, AR designers often work with specialized platforms and software such as **8th Wall**, **Effect House**, **Lens Studio**, and **Meta Spark Studio**. These tools are generally used to create specialized AR content for specific platforms.

Realtime 3D engines: AR designers commonly work with popular cross-platform game engines like **Unity** and **Unreal Engine** that support AR development through AR specific frameworks and plugins.

AR software development kits (SDKs): AR designers utilize **ARCore** and **ARKit**, platforms by Google and Apple respectively, to build AR experiences on Android and iOS devices. Additionally, AR designers will often make use of specialized SDKs within real-time 3D engines, such as **AR Foundation**, **Lightship**, **Vuforia**, and **Wikitude**.

Design and prototyping tools: For UI/UX design and prototyping, AR designers often use tools like **Adobe XD**, **Figma**, **ShapesXR**, **Sketch**, and **Unity UI Toolkit**. These platforms allow designers to create interactive AR app prototypes and design AR user interfaces and interactions.

Version control systems: AR designers use tools like **Git** or **SVN** to manage code collaboration and changes, which promote efficient teamwork among developers.

AR hardware: While developing and testing applications, AR designers mainly deploy to smartphones and tablets, which are the most commonly used devices for delivering AR experiences today. They may also work with various head mounted display (HMD) devices like the **Microsoft HoloLens**, **Magic Leap**, and **Nreal glasses**.

Testing and debugging tools: For testing and debugging AR applications, AR designers may use **Xcode**, Apple's integrated development environment (IDE) for iOS, and/or **Android Studio**, Google's IDE for Android app development.

Documentation and collaboration tools: In AR development projects, AR designers use tools like **Confluence** for documentation and **Jira** for issue tracking. They also rely on communication platforms such as **Slack** and **Microsoft Teams** to stay connected and collaborate throughout the development process.

Collaborative roles

AR designers typically work closely with various job roles on a day-to-day basis, collaborating as part of a larger development team. The following list includes common job roles that AR designers may work with:

UX/UI designers: Depending on the size of the company, AR designers might collaborate closely with additional UX/UI designers to create intuitive and user-friendly augmented reality experiences. They work together to design AR interfaces, develop AR-specific interaction patterns, and ensure an engaging user experience within the AR environment.

3D artists/modelers: 3D artists play a crucial role in AR design by creating and optimizing 3D models and assets that are integrated into the real world through AR. AR designers work closely with 3D artists to ensure that virtual objects align perfectly with the physical environment and appear realistic and visually compelling.

Interaction designers: Depending on the size of the company and expertise of the AR designer, they might work with interaction designers: designers who specialize in creating human-computer interactions. Interaction designers work with AR designers to implement innovative and natural ways for users to interact with virtual content in the real world. Examples of the work interaction designers create are gestures, object manipulation, and object identification.

Sound designers/audio engineers: Sound designers and audio engineers collaborate with AR designers to enhance the augmented reality experience through immersive audio elements. AR designers and sound designers work together to define and implement project needs in relation to spatial audio, sound effects, and ambient sounds that synchronize with the AR environment.
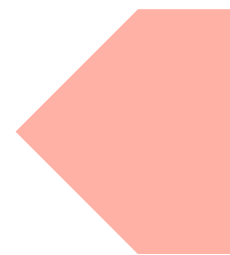
Software developers/engineers: AR designers work hand-in-hand with software developers and engineers who implement the technical aspects of AR experiences. This collaboration involves ensuring that the AR design concepts are technically feasible and optimized for performance on various AR devices, as well as making sure the needs of the user are met during the production process.

Project managers/producers: Project managers or producers oversee the development process of AR projects. They coordinate with AR designers to define project goals, manage timelines, allocate resources, and ensure the successful completion of AR design tasks.

Quality assurance testers: QA testers play a crucial role in evaluating the functionality and user experience of AR applications. AR designers work closely with them to identify and address issues, test AR interactions, and ensure that the AR experience is comfortable and bug-free for users. Additionally, QA testers aid AR designers in the comprehensive testing of applications across various devices and hardware, ensuring consistent performance and compatibility.

Hardware specialists: AR designers might collaborate with hardware specialists or technicians who provide support for AR hardware setups, calibration, and maintenance. Hardware specialists ensure that AR experiences are optimized for specific AR devices and address any hardware-related challenges.

Data analysts: Depending on the company and project, AR designers might work with data analysts who analyze user data collected from AR experiences. AR designers and data analysts collaborate to gather insights into user behavior, preferences, and interactions, which can inform future AR design decisions and improvements.

Job progression

The extended reality (XR) field is still quite new, and it's common for production teams to be relatively small. This allows AR designers to shape their careers in a more personalized manner compared to traditional industry jobs. AR designers can explore technical roles or continue to focus on user experience design. As their experience grows, they often have chances to take on additional team responsibilities and may even progress into lead roles. The following list is a small selection of potential paths an AR designer may take as they grow their career:

Senior AR designer: With increased expertise and a track record of successful AR projects, individuals can advance to senior AR designer roles. In these positions, they lead and oversee the design process for complex AR experiences, mentor junior designers, and provide valuable insights into cutting-edge AR design practices.

Design lead/manager: Design leads or managers take on leadership roles within design teams. They are responsible for guiding the overall AR design strategy, collaborating with cross-functional teams, managing projects, and ensuring the successful execution of AR design initiatives.

UX/UI designer: Some AR designers may choose to specialize further in UX and UI design within augmented reality. AR UX/UI designers focus on creating seamless interactions, user-friendly interfaces, and captivating AR experiences that align with user needs and expectations.

AR developer: AR developers combine design skills with technical expertise. They have a strong understanding of AR development platforms and frameworks, enabling them to bridge the gap between design and implementation effectively.

Creative director: In larger organizations or creative agencies, creative directors provide artistic direction and vision for projects. They guide design teams, set creative standards, and ensure that AR experiences align with brand identity and strategic objectives.

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Job progression

Industry list

As previously mentioned, the XR field is still relatively new, and new uses for the technology are emerging daily. This creates an exciting opportunity for AR designers to shape the future of various industries. Currently, AR designers are mainly found in the gaming, learning and training, and commerce sectors. AR development often intersects with VR development, as many companies adopt different aspects of XR simultaneously. As industrial and consumer markets see the advent of new technologies, the demand for AR designers is expected to rise. The following is a list of common industries that use AR today:

- Aerospace and defense

- Animation, media, film, and entertainment

- Architecture, engineering, and construction (AEC)

- Automotive

- Education and training

- Energy and natural resources

- Games

- Healthcare

- Manufacturing and engineering

- Marketing and advertising

- Retail and ecommerce

The application process

Prepare for the job hunt

Once you've mastered the skills essential to becoming an effective AR Designer, you'll be ready to transition towards the crucial phase of job hunting. The second part of this guide is your strategic blueprint to successfully navigate through the process of job applications and interviews.

In order to stand apart in this highly competitive field, it's not just about possessing the required skills but effectively showcasing them as well. This section of the job profile will cover resumes and cover letters, building portfolios which reflect your unique expertise, strengthen your LinkedIn profile to attract potential employers, and presenting your best self in interviews.

Additionally, this part of the guide dives into valuable strategies and tips to streamline your job hunt, identifying ideal AR Design roles that align with your career goals. It also emphasizes building resilience to handle job rejections and how to use them as stepping stones to refine your approach. This comprehensive guide has been curated to empower you with the essential tools and tactics to land your dream AR design role. Prepare to embark on a transformative journey towards achieving your professional aspirations.

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The application process
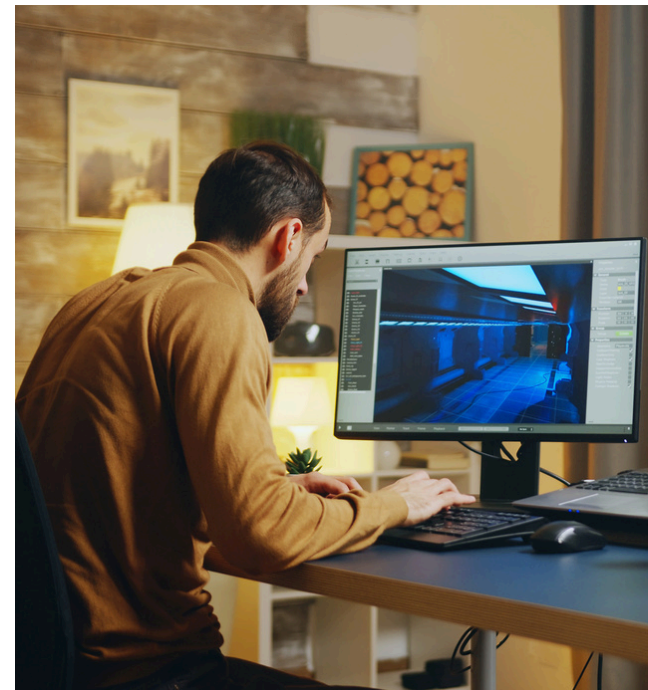
Resume

A resume is a vital tool for anyone seeking employment in the RT3D industry. Even when you're starting out in the industry and have little experience to showcase, your resume is an opportunity to highlight your skills and knowledge, and also serves as a way to point employers to samples of your work. You will often be asked to provide a resume in addition to filling out information about yourself in an application. Having a resume already prepared will help save you time during your job search.

When preparing a resume, be sure to include the following information:

- [ ] **Name and contact information:** This should be the full name you go by in a professional setting. If you are concerned about your contact information being publicly available, it's okay to minimize the information you include. However, you must have at least one contact method, such as an email, through which an employer can contact you to arrange an interview.

- [ ] **Desired title:** This should align with the job you're applying for (in other words, AR designer).

- [ ] **Skills:** List your technical skills, including specific scripting languages and software packages, in bullet format.

- [ ] **Projects:** Any projects you have worked on, and your specific role in them if on a team. Projects that you worked on while in a training/academic program are fine to list here. If you have any relevant work that has been published, be sure to include it.

- [ ] **Links to your work:** Relevant links to your LinkedIn, portfolio, github, or other work samples

- [ ] **Education:** School or other forms of training, if applicable.

- [ ] **Certifications/certificates:** Anything you earned during the course of your learning for this role that is formally recognized, if applicable.

- [ ] **Internships/apprenticeships:** Any formalized training experience you participated in, if applicable. Be sure to include information on the company that managed your internship/apprenticeship.

- [ ] **File name:** Ensure that the file name of your resume is simple, descriptive, and most importantly contains your full first and last name.

Automated Tracking Systems (ATS)

An important aspect of resume preparation to keep in mind is that today most employers make use of applicant tracking systems (ATS), which are a type of software that help companies manage the recruitment process. An ATS automates the process of sorting and filtering resumes to help identify likely candidates for a human reviewer. While it might seem frustrating that a computer reviews your resume before a person does, this enables recruiters and hiring managers to spend more time on resumes and potential job candidates than they would be able to otherwise. Because the first step of the application process is managed by computers, it's extremely important that you format your resume so that it's optimized for an ATS.

When preparing your resume for an ATS, be sure to review:

- [ ] **Keywords:** Include relevant keywords in your resume that match the job listing. ATS often scans for specific words or phrases to determine the relevance of an application. For example, if the job listing is looking for experience with Unreal Engine, and you know both Unity and Unreal, do not list "various game engines", but explicitly list the engines by name.

- [ ] **Formatting:** Use a clean and simple format. Avoid complex layouts, images, or graphics that may confuse the ATS. It's a general best practice to avoid including any images, especially a photo of yourself in your resume.

- [ ] **File format:** Submit your application in a format that the ATS can easily read, such as plain text or a common document format like .docx or .pdf. It's a good idea to have your resume ready in multiple formats ahead of time. Most word processing programs allow you to export to multiple formats. When uploading your resume to an application page, take special care to upload using the recommended format.

- [ ] **Section headings:** Clearly label sections of your resume (for example, "Work Experience", "Education", "Skills", etc.) to help the ATS categorize information accurately. Don't use specialized terms or uncommon acronyms in headers.

- [ ] **Bullet points:** Present information using bullet points for clarity. ATS systems often prefer straightforward, concise content.

- [ ] **Special characters:** Minimize the use of special characters, symbols, or unusual fonts, as these may not be interpreted correctly by the ATS. Default fonts found in most word processing programs are generally a safe choice.

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Resume

Cover letters

While often considered one of the most time consuming aspects of applying for a job, cover letters are the first chance you have to introduce yourself to a company using your own words, and therefore represents an important opportunity. While an ATS may scan your cover letter for keywords much in the same way it does your resume, it's far more likely that an actual person will be reading your cover letter. It's common for people just entering the industry to create generic cover letters or even skip them entirely, so taking the time to craft a meaningful cover letter will help the reader remember you, and this may lead to an increased chance of getting an interview. Take care to make a positive and meaningful first impression.

While you may be able to reuse some content between cover letters, such as a personal introduction or an overview of your skills, most of a cover letter should be written specifically for the company you're sending it to. A cover letter should express why you would be a good candidate for the role, what specifically drew you to the job, and any interesting anecdotes or additional information that might pique the reader's interest.

A cover letter should be one page or less, and should contain the following information:

- A brief introduction of yourself

- What interests you about the company

- What made you want to apply for the role

- What makes you uniquely qualified for this specific job

- Thank the reader for their time

Portfolio

A professional portfolio is one of the most important assets of all creative professionals in RT3D. It serves as a single point of reference for everything that you are currently capable of doing in your chosen area of focus. Portfolios are of such importance that a dedicated section covering recommendations can be found later in this Universal Job Profile. This section highlights practical details of what your portfolio should include for the application process.

When preparing your portfolio to be reviewed with your application, be sure that includes the following:

☐ **Your name and contact information:** This should be included in case the hiring manager reviewing your portfolio loses track of your resume. Ensure you're easy to contact from the portfolio itself. Consider including a link to your LinkedIn profile or to your resume.

☐ **Project descriptions:** Provide clear and concise descriptions for each project, explaining the goals, features, and technologies used. Highlight any unique challenges or innovative solutions you implemented. This helps prospective employers understand the scope and complexity of your work. Be sure to note if you developed a project as part of a team, and what role you performed.

☐ **Published projects:** Highlight projects that have been fully published and specify the platform they are available on. Published works underscore your ability to work across the entire production pipeline, which shows a deep understanding beyond prototype creation. Published projects are significant achievements and are of particular interest to employers.

☐ **Visual assets:** Incorporate visual assets such as screenshots, videos, or interactive demos to showcase the visual quality and functionality of your projects. Visual elements provide a tangible representation of your work and make it easier for employers to assess your skills.

☐ **Ease of navigation:** When putting your portfolio together, consider the type of content that you'll be showcasing and select a platform that will best serve that kind of content. If you choose to create your own custom website to host your portfolio, ensure that viewers can easily find the full contents of your portfolio with a minimum number of clicks.

Portfolio recommendations

As an AR designer, always be sure to demonstrate samples of your work in a meaningful way. It may not always be possible to have playable demos for employers to test out (although if possible, creating at least one online interactive experience is highly recommended), so in these cases be sure to create videos demonstrating the functionality of the application being used in the real world.

A few examples of portfolio pieces for an AR designer may include the following:

A complete application wireframe: Because of its ability to be shared online, a complete prototype wireframe of a small application can demonstrate your thought process when designing projects, and highlight your user experience considerations.

A simple small scale mobile application: For more technically focused AR designers, a small scale AR application can highlight your ability to work with various application programming interfaces (APIs), your approach to implementing AR features, and your ability to publish to a device. Keep the application small and focus on only one or two features so you can implement them well.

A WebGL compatible filter or interactive experience: Several AR development platforms offer WebGL compatibility, creating the opportunity for a potential employer to interact with one of your portfolio pieces directly. Since filters tend to be fairly simple to create, use this as an opportunity to demonstrate your unique approach to AR design.

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Portfolio

A training module: A popular use for AR today is in the learning and training sector. Companies use AR to train employees on how to perform tasks or interact with tools. Design an application that can teach a user how to complete a simple task, such as making a sandwich or replacing a battery in a wireless mouse.

Location-based experience: AR is increasingly employed to enhance the real world, whether through art, information, or navigation. Develop an application capable of recognizing a real-world location, either through an object in the environment or a supportive element like an image marker, to showcase your skill in seamlessly integrating augmented elements with the real world.

Portfolio maintenance

A portfolio is an asset that you should regularly curate as your skills grow and evolve. It is also a very good place to focus your efforts on as you wait for new job opportunities to become available. Consider the following when maintaining your portfolio:

- [ ] **Regularly remove outdated work:** Ensure your portfolio always aligns with your current skill level. Regularly review and eliminate pieces that no longer reflect your expertise or current approach to work. This ensures that viewers are able to accurately estimate your skill level.

- [ ] **Avoid unedited tutorial work:** Early on, your portfolio may include tutorial or assignment pieces. Improve these by adding variation or extra content for uniqueness, making your portfolio stand out from others who used the same tutorials.

- [ ] **Show your personality with your work:** Use your portfolio to showcase your interests, values, and unique style to potential employers through diverse projects that highlight your technical skills and problem-solving approach.

- [ ] **Focus on quality and diversity of work:** Choose fewer, high-quality projects for your portfolio to showcase diverse skills. Each should highlight your technical abilities, problem-solving, and creativity. Include more than one example to show potential employers your skills.

LinkedIn profile

In the RT3D industry, a strong LinkedIn profile is crucial and often underestimated by job seekers. LinkedIn is a vibrant community for the RT3D industry, regularly used by recruiters for initial candidate evaluations. Not having a LinkedIn profile might raise questions. The platform is a crucial networking space for the RT3D community where professionals share, stay updated about industry trends, and find job opportunities. Therefore, a well-crafted LinkedIn presence significantly boosts professional visibility and navigation of the RT3D job market.

When creating your LinkedIn profile, consider the following:

- [ ] **It is a professional space:** While LinkedIn can be considered a social media site, it's one for professional use exclusively. Use LinkedIn with the expectation that potential employers will see everything you post and include on your profile.

- [ ] **Create your resume first:** Having your resume created first will significantly speed up the process of creating your LinkedIn profile.

- [ ] **Customize your LinkedIn URL:** Personalize your LinkedIn URL to make it easy to share. A good rule of thumb is to make your URL your name.

- [ ] **Join and participate in groups:** Join LinkedIn groups that align with your interests to connect with fellow professionals in the industry you wish to join. Engage in discussions and share your insights in a respectful, professional manner.

- [ ] **Including a professional photo is normal:** Unlike on a resume, LinkedIn profiles can include a personal photo. This should be a professional, clear image of yourself, not a group shot. Essentially, choose a picture that would be suitable for a school or work ID.

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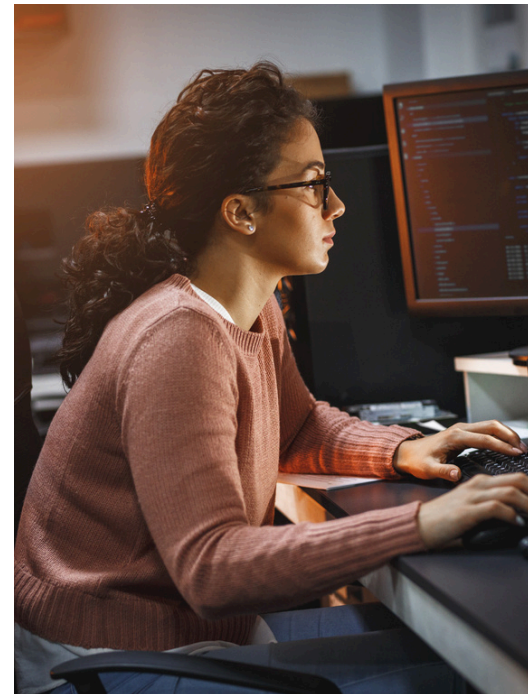
LinkedIn

Application Tips

☐ **Spell check:** Carefully check your resume, cover letters, portfolio, and LinkedIn profile for spelling errors. If possible, have your documents reviewed by another person to help identify any words that are spelled correctly, but used in the wrong context (for example, do you actually have a "Skulls" header in your resume, rather than a "Skills" header?).

☐ **Find the hiring point of contact:** When applying for jobs, identify and connect with the hiring manager or recruiter via the company's site or LinkedIn. After applying, express your interest in the role to show proactivity. This gets you noticed, creates a good first impression, and aligns you with the goal of finding a proper fit, increasing your chances of standing out.

☐ **Ask questions during the interview:** Have questions ready for your interview. This shows your interest in the role and helps you understand expectations and company culture. Being question-less could appear as disinterest or lack of preparation.

☐ **Follow up:** Follow up with all communication during the application process. It shows politeness, an appreciation for people's time, and reinforces your interest. Respond to emails/calls promptly but not outside of working hours. Use follow up emails to thank people, ask additional questions, or clarify next steps post-interview.

☐ **Assess company fit:** Remember, interviews are a two-way street. Just as the company is evaluating you, assess if you'd thrive there. Don't rush into unsuitable jobs due to circumstances, as you may end up job hunting again soon. During interviews, gauge if the company matches your values and work style for a better career fit.

Navigating job rejection

Don't take rejection personally: Job hunting can be challenging, especially when faced with rejection, lack of interviews, or unanswered applications. It's crucial not to tie these setbacks to your worth or skills. Rejections are often part of the process and are not indicative of your abilities or personal value.

Recognize the numbers: Job openings frequently attract a large pool of applicants, making it easy for resumes to be overlooked. Understand that the competition is fierce, and rejection doesn't necessarily reflect on your qualifications. Sometimes, it's a matter of timing, and your application might not align with the current needs of the company.

Appreciate the complexity of decisions: Companies often encounter situations where they have multiple qualified candidates but can only choose one. This means rejection doesn't always correlate with your capabilities; sometimes, it's about finding the best fit within a pool of strong contenders. Don't let such decisions undermine your confidence.

Persistence is key: Job hunting is, in many ways, a numbers game. Consistency and persistence often yield positive results. Rejection is a natural part of the journey, but it doesn't define your worth or potential success. Use each setback as an opportunity to refine your approach, learn from the experience, and continue applying with confidence.

Seek feedback: If possible, consider reaching out to recruiters or hiring managers for constructive feedback on your application. This can provide valuable insights and help you tailor future applications. Remember, the aim is not only to secure a job, but also to find the right fit for both you and the employer.

Focus on self-improvement: Use the downtime between applications to enhance your skills, update your resume, or explore new opportunities for professional development. This proactive approach not only boosts your confidence but also demonstrates to potential employers that you are committed to continuous growth.

Preparing for an interview

Moving to the interview stage is a pivotal moment for your job search and can often come with nervousness or stress. Proper preparation is key to presenting yourself as a confident and capable candidate. This section will provide some essential steps to ensure you navigate the interview process seamlessly and leave a lasting positive impression on potential employers.

☐ **Respond promptly:** When contacted by a hiring manager or recruiter for an interview, respond promptly. Don't feel pressured to respond outside of regular working hours, however, demonstrate your enthusiasm and commitment by acknowledging their outreach in a timely manner.

☐ **Share your availability:** Many companies use special applications that allow you to self select your availability, but if this isn't the case, provide a range of dates and times for the interview within the upcoming weeks. If dealing with different time zones, specify your current time zone to avoid scheduling confusion.

☐ **Time your availability strategically:** Whenever possible, schedule the interview on a date and at a time when you have few or no other commitments. This minimizes stress and allows flexibility for the interview to extend if needed.

☐ **Present yourself professionally:** Regardless of the interview format (in person or online), present yourself professionally. While RT3D dress codes may lean towards casual, research the company's expectations and opt for business casual attire if uncertain.

Online interview etiquette: If your interview is online, be sure to implement the following guidelines:

- Choose a quiet location to avoid interruptions.
- Test your camera, microphone, and audio in advance to prevent technical issues.
- Pay attention to the background, ensuring it is neat and presentable.
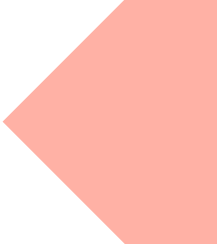- Consider using a professional digital background if necessary.

Practice interview: If you feel nervous, consider conducting a practice interview. This helps familiarize yourself with common questions and boosts your confidence. This can be done with a trusted friend or family member, or simply by answering example interview questions out loud by yourself.

Stay positive: Avoid excessive negativity, even if your job search has been challenging. Present yourself as genuinely excited about the opportunity, focusing on a positive mindset; remember, this interview might lead to a job offer.

The STAR interview method

The STAR method, which stands for Situation, Task, Action, and Result, is a common approach where interviewers often frame questions to be best addressed using this structured format.

Watch for questions that prompt you to describe past situations, discuss specific challenges, or detail achieved results. When responding, structure your answers to articulate the situation or task, the actions you took, and the positive outcomes attained. This method provides a systematic way to highlight your problem-solving and decision-making skills, aligning seamlessly with the industry's interview expectations. Utilizing the STAR method enables you to stay focused, respond succinctly, and demonstrate your skills with the interviewer's preferred format, leaving a lasting positive impression.

This job profile is in early access. Design and contents may change.

Interview Preparation

The interview process

Interviews for AR designer positions often involve multiple rounds, comprising a mix of behavioral assessments to evaluate your interpersonal skills, teamwork approach, and potential cultural fit. Additionally, you'll be evaluated on your technical skills and your approach to common design challenges specific to augmented reality.

Technical assessment: Depending on your technical level and the requirements of the position, companies might conduct a technical assessment to evaluate your development skills and problem-solving abilities. Interviewers may ask you to elaborate on past AR projects you've worked on, the design concepts you employed, and the impact of your designs on user engagement. Be prepared to discuss your design and ideation processes, as well as how you iteratively improved your AR designs based on user feedback.

Design and UX assessment: Given the crucial role of user experience and accessibility in AR development, companies will focus on evaluating your approach to user-centric design. Expect questions about your methods for designing AR interactions and user experiences. Be ready to demonstrate your grasp of UX principles and their connection to AR applications. Interviewers will assess your ability to communicate ideas and fundamental design principles effectively.

Cultural fit: In addition to technical assessments, companies often prioritize interviews focusing on cultural fit. These conversations provide your prospective team with the chance to understand how your values align with the company culture. Expect questions that delve into your work style, collaboration preferences, and how you approach challenges as part of a team. Demonstrating your adaptability, communication skills, and enthusiasm for collaborative work is key to making a positive impression in these cultural fit interviews.

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The interview process

Resources for career development

As this job profile is still in its early access phase, we are working to gather resources that align with the AR designer role. Our commitment is to provide you with a comprehensive and up-to-date aid that will assist in optimizing your career path. If you are an educator and have any learning experiences or know of any relevant resources that could add value, we encourage you to share this invaluable information via this submission form. Your contribution will not only be highly appreciated, but also integral to the growth of our burgeoning community of AR designers.

Learning experiences

Mobile AR Development Learning Pathway on Unity Learn: This complete learning experience is designed for anyone interested in learning how to create AR applications that are compatible with iOS and Android devices. The pathway assumes a basic knowledge of Unity and has no programming knowledge requirements.

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Resources for career development

Acknowledgements

The development of this Universal Job Profile was made possible by the expertise and support of the Employer Advisory Board (EAB). Composed of professionals from leading companies in the real-time 3D landscape, the EAB serves as dedicated subject matter experts for the initiative, offering invaluable insights into the in-demand job roles within their respective industries. We extend our sincere thanks to each member of the EAB for their commitment to the success of the Universal Job Profiles. Their dedication not only showcases their professionalism but also highlights their significant investment in shaping a brighter future for the RT3D industry. We appreciate the collaborative spirit and contributions of the EAB, which have played a crucial role in advancing careers and opportunities within the RT3D field.

Employer Advisory Board Members

## With special thanks to:

About the Universal Job Profiles

The Universal Job Profiles are developed as part of Elevate, a Unity initiative dedicated to facilitating the entry of new talent into the RT3D industry by establishing robust and open lines of communication among job seekers, educators, and employers.

Universal Job Profiles have been created to provide a unified framework for defining job roles within the RT3D sector. The goal of this document is to serve as a handbook for anyone seeking a job, aiming to create a learning experience, or vetting candidates. By standardizing job roles, aspiring professionals can confidently acquire the necessary skills, educational institutions can design comprehensive learning experiences covering the full spectrum of each job, and employers can easily evaluate job candidates.

The data for Universal Job Profiles was gathered using the expertise of the Employer Advisory Board: a group of experts from industry-leading companies across all parts of the RT3D landscape, including games, media, training, and more. The board serves as our subject matter expert resource, providing crucial industry insights about in-demand job roles. By collaborating with the Employer Advisory Board, we ensure that the information shared in the Universal Job Profiles is up-to-date, accurate, and representative of actual industry needs.

These documents have been created in service to the RT3D industry, aiming to enable more diverse and talented individuals to secure jobs in this dynamic field. As such, Universal Job Profiles will always be freely available for public use.

To learn more, check out the Elevate program overview on Unity Learn.

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About the Universal Job Profiles
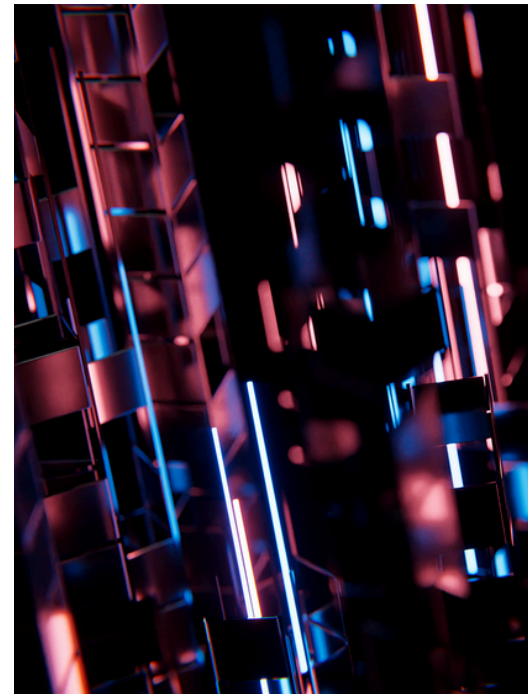
Contributing to the Universal Job Profile

All Universal Job Profiles are living documents: they are reviewed by the EAB twice annually to ensure that they remain accurate and up to date with the latest needs of the RT3D industry. We also welcome any suggestions from the community to help improve the overall quality and usability of these documents.

If you have any suggestions, questions, or feedback regarding this Universal Job Profile, please let us know by filling out this form:

Universal Job Profile Feedback

If you or your company has created a career development resource, such as a learning experience, certification or mentorship program that aligns with this Universal Job Profile and would like to have it included in this document, please fill out this form:

Universal Job Profile course submission

The Employer Advisory Board is actively recruiting new members. This is a volunteer board for companies that use RT3D tools to ship their products and personally employ staff that use RT3D tool sets as part of their day-to-day job. Members of the EAB advise on industry standards, provide subject matter experts for informational interviews, and help determine what Universal Job Profiles should be made next. If your company is interested in learning more and potentially joining the board, please fill out this form.

Employer Advisory Board Membership Application
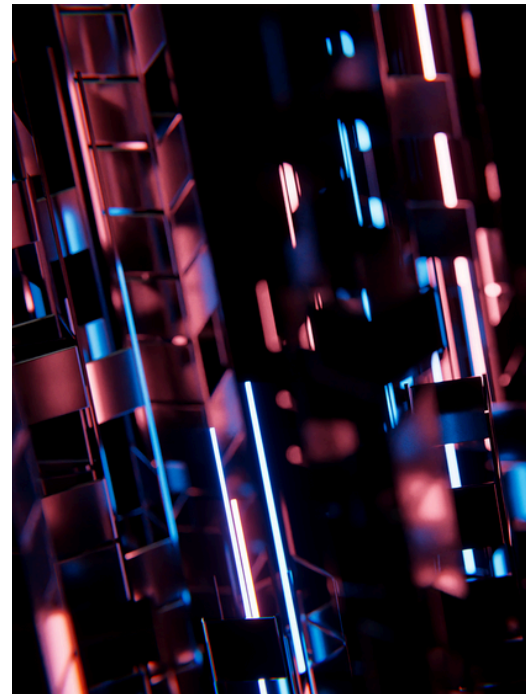
CHANGELOG

0.0.2 - 2024-06-25
- Early access release:
    - Minor layout adjustments
    - Updated contact links
    - Updated company logos
    - Added pay band info

0.0.1 - 2024-01-17
- Initial review release