UNIVERSAL JOB PROFILE

AR Designer

AR designers specialize in crafting engaging augmented reality experiences, blending imaginative concepts with a deep understanding of user experience (UX) principles specific to augmented reality. They take ownership of the overall vision and direction of AR projects while leveraging a broad range of design skills across multiple disciplines, rather than focusing on a single area of expertise. Collaborating closely with cross-functional teams, including developers, artists, and project managers, AR designers create visually stunning and user-friendly AR content.

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, addressing features such as floor and wall detection, face and body, image, and basic item identification.

Career Stage

Entry level

0-2 years of professional experience required.

0-2 years	*3-5 years*	*5+ years*
junior	*mid*	*senior*

Pay Range

Midpoint
$89,000

$64,600 ⟷ $113,000

Note: 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. The pay data shown in this document is sourced from a variety of resources, including Glassdoor, ZipRecruiter, Global Game Dev Salaries, and Talent. This information is not to be shared with any person as a means to inform them about Unity's compensation ranges or philosophy.

Elevate

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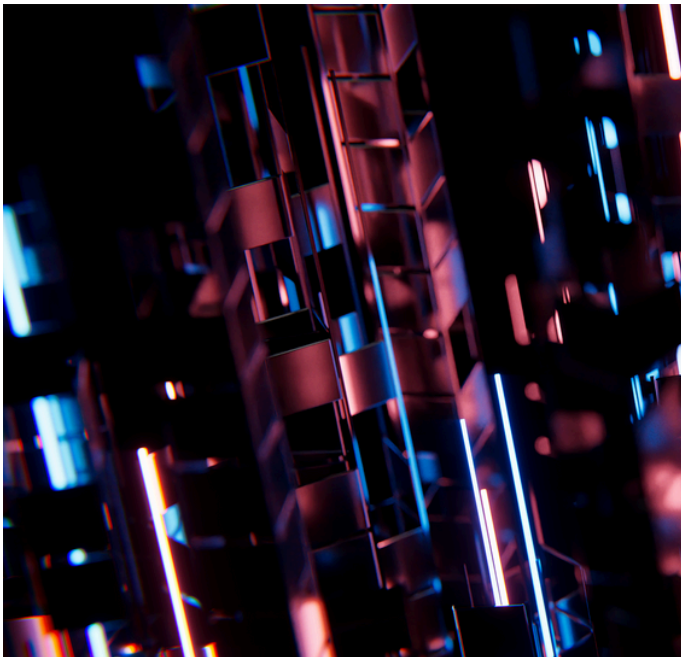


Job details

Key traits and qualities of an AR designer

An AR designer's primary goal is to create immersive, intuitive experiences that solve real problems for users—not to incorporate augmented reality as a gimmick, but as a meaningful tool that enhances the application. They work closely with production teams to align the project's goals with user needs, ensuring the technology serves a clear purpose.

Because AR is still unfamiliar to many, designers face the unique challenge of creating experiences that not only function seamlessly, but that also introduce users to an entirely new technology. This means balancing accessibility with innovation by carefully guiding users through interactions like scanning environments or using QR codes.

While AR designers aren't required to have advanced technical skills, a basic understanding of AR development is beneficial, especially for prototyping and communicating ideas to collaborators. A great AR designer combines strong UX design expertise with curiosity about emerging technology and will strive to consistently stay on top of advancements in the field in order to push creative boundaries while designing within technical realities.

Responsibilites

The role of an AR designer is primarily focused on design, with much of the work taking place during the pre-production phase of development. However, during production, AR designers play an important role in ensuring the project adheres to the established design goals. In some cases, they may also be tasked with more technical responsibilities, depending on the company. Below are the most common responsibilities assigned to AR designers, though specific duties may vary.

Core Responsibilities

Key responsibilities expected of most AR designers

Project conceptualization: AR designers develop detailed design documents that define project goals, user needs, functionality, and technical requirements. These documents act as a central reference for the production team, ensuring clarity and alignment throughout the project. AR designers also update these documents as needed to reflect evolving priorities.

User experience design: AR designers prioritize the user throughout the development process. They conduct research to address accessibility concerns for their target audience and regularly test the app with users to refine its usability. Their focus is on enabling seamless interactions and clearly communicating technical requirements, such as environmental scanning or device positioning.

AR experience design: AR designers craft augmented reality applications that fully leverage the capabilities of their target platforms. They thoughtfully integrate features like plane detection, object recognition, and geolocation to create interactive experiences that blend virtual elements with the real world in meaningful ways.

Collaboration and communication: AR designers work closely with team members such as developers, artists, QA testers, and fellow designers to ensure the AR experience aligns with the design plan. They provide feedback on technical implementation, advocate for user-centered design principles, and ensure a smooth integration of AR elements within the overall application.

Testing and quality assurance: AR designers take an active role in testing AR applications, particularly through user testing sessions where they observe interactions and gather feedback. Based on these insights, they refine features to improve usability. They also collaborate with QA teams to report bugs, resolve technical challenges, and enhance the overall performance of the application.

Secondary Responsibilities

These tasks are more specialized, but are valuable for AR designers to understand and may be required depending on the project or company

User interface (UI) design: AR designers may need to design and implement user interfaces for augmented reality applications. UI elements play a critical role in guiding users, conveying information, and enhancing the overall experience. AR designers ensure the UI integrates smoothly with the AR environment, prioritizing factors like ease of interaction, user comfort, and visual harmony within the augmented space.

Visual asset integration: AR designers may be responsible for integrating 3D assets, animations, audio, and visual effects into AR environments. To achieve a seamless experience, they optimize assets to match the scale, lighting, and physical constraints of the real world while meeting the application's performance requirements. Their goal is to provide an immersive experience free of technical disruptions.

Application prototyping: AR designers often create prototypes to test core functionality and gather user feedback. These prototypes can vary from simple wireframe mockups to more advanced, interactive builds created in production tools, depending on the designer's technical skills and the company's needs. Prototyping gives stakeholders a tangible preview of the experience and allows designers to refine their concepts before full-scale production.

Mobile optimization: AR designers may be tasked with optimizing experiences so that they perform seamlessly on varying hardware and operating systems. This includes managing resource-intensive elements like 3D assets, animations, and visual effects to ensure smooth performance within the constraints of mobile devices.

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.

Collaboration and communication:

- [ ] Ability to communicate issues verbally in clear language
- [ ] Excellent reading comprehension

Analytical skills:

- [ ] Ability to think abstractly and conceptually
- [ ] Analytical skills and critical thinking
- [ ] Strong organizational skills
- [ ] Methodical approach to problem-solving
- [ ] Great observational skills and attention to detail

AR experience design:

- [ ] Experience designing AR applications that are intuitive and user-friendly
- [ ] Experience designing unique interfaces and interactions in AR applications

Audio design principles:

- [ ] Ability to create realistic spatialized audio effects by applying audio experience design principles

User experience design:

- [ ] Experience coordinating user feedback and testing sessions
- [ ] Ability to collaborate with cross-functional teams to define user personas, user stories, and use cases for AR applications
- [ ] Experience applying user-centered design principles to craft seamless and engaging AR experiences
- [ ] Ability to collaborate with cross-functional teams to define user personas, user stories, and use cases for AR applications
- [ ] Experience in applying inclusive design practices to AR applications

XR application planning:

- [ ] Ability to evaluate XR hardware in order to select a target platform based on project goals and requirements such as user experience, performance, and target audience
- [ ] Ability to review proposed XR experiences in order to suggest improvements that enhance quality and user satisfaction
- [ ] Ability to review XR applications for adherence to accessibility best practices

AR testing and quality assurance:

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

Teamwork skills:

- [ ] Ability to give and receive feedback in a positive and helpful way
- [ ] Ability to work in a team
- [ ] Empathy with others in order to foster trust and respect
- [ ] Ability to resolve conflicts diplomatically

Technical proficiency:

- [ ] Excellent writing skills for documentation and internal communications
- [ ] Familiarity with common project management methods, such as agile and waterfall
- [ ] Familiarity with Key Performance Indicators (KPIs) and Objectives and Key Results (OKRs)
- [ ] Familiarity with popular task management software, such as Jira or Trello

Personal development:

- [ ] Ability to manage your time well to balance work, personal life, and relaxation for a healthy lifestyle
- [ ] Habits for handling stress, such as mindfulness practices, to cope with the busy game industry
- [ ] A growing professional network in the game industry, cultivated by joining forums, attending conferences, and going to meetups
- [ ] Critical thinking skills for making informed decisions in creative projects

Tools used

In the games and broader creative industries, 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**, and **Lens 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.

2D and 3D design tools: AR designers often rely on 2D and 3D creation tools to develop visual assets for AR experiences. **Adobe Photoshop** and **Illustrator** are commonly used for 2D graphic design, while tools like **Blender**, **Maya**, and **Cinema 4D** are preferred for creating and editing 3D models and animations.

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 **Figma**, **ShapesXR**, 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.

2D artists: AR designers often collaborate with 2D artists to create visually compelling assets such as icons, illustrations, and graphic elements that enhance the augmented reality experience. These assets may be used for user interfaces, overlays, or environmental details within the AR world.

Animators: Animators play a critical role in bringing AR experiences to life by adding movement and interactivity to 2D and 3D assets. AR designers collaborate with animators to create smooth, engaging animations for virtual objects, characters, and UI elements within the augmented reality space.

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.

Collaborative roles

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.

Resources for career development

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.

Creative Core Learning Pathway on Unity Learn: This foundational learning pathway is ideal for aspiring AR designers who want to deepen their understanding of Unity's tools and workflows. Creative Core focuses on the essential skills needed to bring ideas to life, covering topics such as asset integration, lighting, animation, and visual effects. Since AR development often leverages the same features as traditional game development, mastering these fundamentals empowers AR designers to push creative boundaries and innovate within the augmented reality space.

Books

The Career Game Loop: Learn to Earn in the New Economy by Jessica Lindl: Jessica Lindl, the VP of Ecosystem Growth at Unity, reimagines your career journey like a video game: full of quests, leveling up, and boss battles. Whether you're a recent grad or breaking into games from another industry, this book offers a clear, engaging framework to help you build skills, grow your network, and land meaningful work.

Key terms

The games and broader creative industries have their own set of words and phrases that might seem confusing to outsiders. AR designers will come across specific terms that they'll need to know in order to do their job well and to work with others. To help aspiring designers prepare for a career in AR design and stand out as strong candidates in job interviews, below is a list of important terms commonly used in AR design. Learning these words and phrases will not only enhance understanding of the role, but it will also provide the skills and confidence needed to succeed in this ever-changing industry.

Immersion: The degree to which virtual elements feel seamlessly integrated with the real world, enhancing user engagement. Immersion is achieved by incorporating multiple senses such as sight, sound, and touch into the experience, as the more multi-sensory an interaction is, the more the user feels immersed. Designers focus on maintaining immersion through realistic object behaviors, movement, and interactivity.

Interaction design: The process of designing how users interact with AR objects, including gestures (for example, swiping, tapping, pinching), voice commands, or gaze-based controls.

Affordance: The design cues of AR objects that suggest how users should interact with them, such as buttons with physical-like depth or highlighted handles to show where objects can be grabbed or resized.

Microinteractions: Small, often delightful behaviors triggered by user actions in AR (for example, a subtle bounce when tapping a button or an animation when moving an object). These enhance feedback and usability.

Spatial computing: A concept referring to the fusion of digital objects and the physical world, enabling devices to understand, interact with, and manipulate spaces digitally.

Persistent AR: AR applications where virtual elements remain in the same position within an environment even after the device or app is restarted, creating interactions users can revisit over time.

Pose estimation: An AR system's ability to determine the position and orientation (the "pose") of a device or object relative to its environment, enabling accurate placement of virtual elements.

Spatial mapping: The process by which AR devices analyze and map out physical surroundings to detect walls, objects, and dimensions for realistic interaction between digital and real-world elements.

Environmental lighting estimation: A process by which AR systems analyze light sources in the physical environment to match virtual objects' lighting and shadowing, enhancing their integration into the real world.

Simultaneous localization and mapping (SLAM): An algorithmic approach AR systems use to track the device's position in real-time while simultaneously mapping the physical environment to place virtual elements accurately.

Volumetric capture: A method of capturing real-world objects, people, or environments as 3D digital representations to be used in AR applications, perfect for lifelike visuals or immersive storytelling.

Latency: The delay between user actions and system responses in AR. Designers work to reduce latency for smoother interactions and better immersion.

World mesh: A 3D representation of the physical environment generated in real-time by AR devices. Designers leverage these meshes to guide realistic object placement and user interactions.

Polygon count: The number of polygons used in a 3D model. Lower polygon counts are often used for AR objects to maintain high performance on resource-constrained devices like phones or AR glasses.

Cloud anchors: AR objects that are stored and maintained online, allowing multiple users to access and interact with the same virtual elements from different devices.

Frames per second (FPS): The speed at which a device renders AR scenes, affecting visual smoothness. AR designers need optimized assets to ensure a stable frame rate, ideally 30–60 FPS for mobile AR.

Digital twins: Highly detailed, virtual replicas of real-world objects or environments used for simulations, planning, and visualization within AR spaces.

Game development version release terms:

- **Alpha:** An early version of a game that is still in development and typically not feature-complete. It's often used internally or shared with a limited audience for initial feedback, with many bugs expected.
- **Beta:** A more polished version of the game, but still with potential bugs or missing optimizations. It's often shared with a broader audience or testers to gather feedback before the final release.
- **Release candidate (RC):** A near-final version of the game that is considered stable and ready for release, unless significant bugs or issues are found.
- **Gold/final release:** The final version of the game that is distributed to the public or sent to platforms for publishing.

Real-time 3D (RT3D): A term used to describe three-dimensional graphics that are rendered and displayed in real time as the user interacts with them. RT3D engines (like Unity or Unreal Engine) continuously calculate and update the position, lighting, and appearance of objects in the scene, enabling dynamic and interactive experiences like video games, simulations, and virtual reality.

Internships

Though not always widely recognized, the gaming industry does provide internship programs, often hosted by larger studios. These internships deliver vital hands-on experience and serve as a gateway to entry-level positions. Industry internships are generally seasonal. Interested candidates should begin searching for openings as early as February to ensure their applications align with the recruitment timelines for summer programs. Information about internships can typically be found on company websites, and once available, these opportunities are often listed on job boards like Hitmarker.

Several game studios offer regular internship programs, providing opportunities for students and recent graduates to gain industry experience. Here are a few notable ones:

Activision Blizzard - Known for franchises like Call of Duty and World of Warcraft, Activision Blizzard offers internships in game development, data analysis, and business operations.

Electronic Arts (EA) - EA offers a range of internships across various departments, including game development, design, and business operations.

Epic Games - The studio behind Fortnite offers internships in software engineering, game design, and more.

Insomniac Games - Creators of games like Spider-Man and Ratchet & Clank, Insomniac offers internships in various disciplines.

Niantic - Creator of augmented reality games like Pokémon GO, Niantic offers internships in fields such as software engineering, game design, data science, and user experience design.

Riot Games - Creators of League of Legends, Riot Games provides internships in areas such as game design, software engineering, and art.

Sony Interactive Entertainment - Offers internships in game development and business functions through PlayStation.

Ubisoft - With internships available in multiple countries, Ubisoft offers roles in game design, programming, art, and marketing.

Industry list

The skills developed in game production are increasingly in demand across industries beyond traditional games, opening up many opportunities for professionals to apply their expertise in new and impactful ways. Sectors such as education and training, architecture, engineering, and construction (AEC), healthcare, and marketing are leveraging tools and technologies like game engines and 3D modeling suites to create immersive experiences and product solutions. Whether it's designing VR simulations to train workers in hazardous environments, visualizing architectural projects for client presentations, or crafting interactive experiences for education and marketing, the transferable skills of game development enable professionals to seamlessly transition between industries and contribute to meaningful advancements across diverse fields.

Below is a list of industries that hire AR designers:

- 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

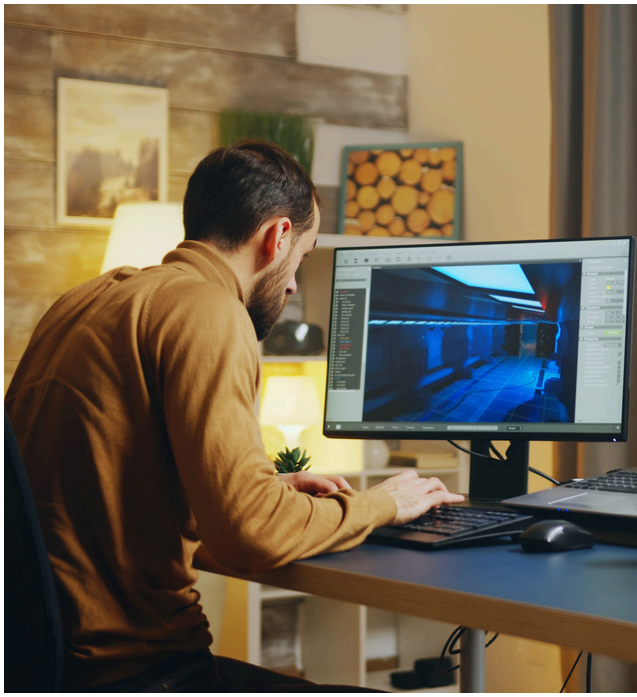
The application process

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.



Resume

A resume is a vital tool for anyone seeking employment in the games or broader creative industries. 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 place to point employers to your work samples. 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.

Applicant 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 if part of the process wasn't automated. 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.

Sample resume

Below is an example of a resume that follows the guidelines outlined above.

Alex Ample

XR Developer

(123) 456-7890 | alex@example.com | linkedin.com/in/alexample | aaportfolio.com

Education

Bachelor of Science, Computer Science
Example University, City, State
GPA: 3.9 | June 2024

- Relevant Coursework: XR Development and Design, Game Development and Design, Data Structures and Algorithms, Artificial Intelligence for Games, 3D Graphics Programming

Technical Skills

- Programming Languages: C++, C#, Python, JavaScript, Java
- Game Engines: Unity (XR Interaction Toolkit), Unreal Engine (AR/VR Templates)
- XR Development: OpenXR, ARCore, ARKit, Oculus SDK, SteamVR SDK, Vuforia
- Web Technologies: HTML, CSS, React
- Other Skills: Object-Oriented Programming, Version Control (Git), Agile Methodologies, Optimization for AR/VR, 3D Spatial Audio, UX/UI Design for Wearable Devices

Experience

Programmer Intern |Example Game Studio, City, State | June-September 2023

- Collaborated with senior developers to implement XR mechanics using C++ within Unreal Engine.
- Debugged and optimized XR applications to maintain smooth performance across AR/VR hardware, including Meta Quest and mobile devices.
- Participated in code reviews and contributed to team workflows by documenting XR best practices.

Projects

MindMap XR App| Lead XR Developer | Unity, C#, Blender | Portfolio Link

- Developed an educational XR app for mobile AR and VR devices to visualize complex mind maps in interactive 3D space.
- Integrated ARCore and ARKit functionalities to support mobile AR through plane detection and object anchoring.
- Built gesture-based interaction systems compatible with AR hand tracking and VR controllers.

AR Exhibit Guide App | Developer | Unity, C# | GitHub Link

- Designed and developed a cross-platform AR app for museum goers to explore exhibits using AR visuals.
- Integrated Vuforia SDK for marker-based tracking, enabling AR features triggered by exhibit signs.
- Created a real-time notification system that interacts with the player's location to provide exhibit information over AR displays.

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

LinkedIn profile

A strong LinkedIn profile is essential in the game and creative industries, though many new job seekers underestimate its importance. Recruiters frequently use LinkedIn for candidate evaluations, and lacking a profile can raise red flags. Beyond showcasing your professional presence, LinkedIn offers opportunities to network, stay updated on industry trends, and discover job openings—often announced here first. A well-crafted profile elevates your visibility and serves as a key tool for career growth.

When creating your LinkedIn profile, consider the following:

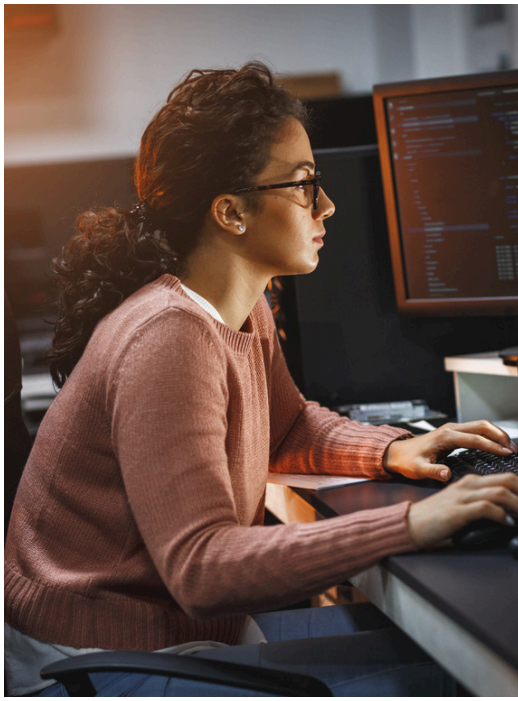
- [ ] **It is a professional space:** While LinkedIn can be considered a social media site, it's one for professional use exclusively. Use LinkedIn with the expectation that potential employers will see everything you post and include on your profile.

- [ ] **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.



Portfolio

A portfolio is one of the most important assets of any creative professional, serving as a showcase of your current capabilities in your chosen area of work. It acts as your visual resume, providing potential employers with important insight into your skills, style, and approach to problem solving. While on the job hunt, it's crucial to continually refine and improve your portfolio, ensuring it accurately reflects your improving skills. 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.

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.

The importance of portfolio specificity

When you begin your job search, it may be tempting to showcase everything you can do by including a wide variety of samples in your portfolio. For instance, if you're a programmer with an interest in character art, you might consider adding your character models alongside your code samples. However, this approach can have a negative impact on your job prospects. A well-curated portfolio should reflect the specific roles you are currently applying for. Recruiters often have very little time to spend on each portfolio they review, and need to be able to quickly understand your primary area of expertise. Presenting a wide array of skills can muddle your focus and you are likely to be judged by your weakest skill. If you insist on pursuing multiple job types, create separate dedicated portfolios for each.

Application Tips

- [ ] **Spell check:** Carefully check your resume, cover letters, 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 that are 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.

Job boards

While traditional job boards can feature game industry jobs, job seekers will often have better luck using industry specific boards. These platforms concentrate on gaming-related positions ranging from development and design to quality assurance and production. These industry specific boards are invaluable tools for both emerging professionals and experienced individuals seeking new opportunities that are fine-tuned to their expertise. Below is a list of a few industry specific boards:

- **Amir Savat's Games Community**
- **Gamesindustry.biz jobs board**
- **Games Jobs Direct**
- **Grackle HQ**
- **Hitmarker**
- **Work With Indies**

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.

Initial screening: A hiring manager or recruiter conducts an initial screening to assess your basic qualifications, interest in the role, and understanding of the target industry. This stage may involve a review of your resume and a preliminary phone or video interview.

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.

The interview process

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 game industry dress codes may lean toward casual, research the company's expectations and opt for business casual attire if uncertain. This said, do not overdress for the interview. Rarely is a suit and tie expected in games, and can communicate a lack of research into the industry.

- [ ] **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.
    - Keep your phone and computer plugged in, or have your device chargers nearby.
    - 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.

Navigating job rejection

During your job hunt, you will likely face rejection for some of the roles you apply for. While this can be challenging, it's important to remember that rejection doesn't define your worth or abilities. Keep the following points in mind if you start feeling discouraged in your job search:

Rejection isn’t personal: Job hunting is tough, especially when facing rejection or lack of responses. Remember, these setbacks don't define your self-worth or skills. They are often part of the process and not a reflection of your abilities or value.

It’s a numbers game: With sometimes hundreds of applicants for each job opening, resumes can easily be overlooked. Rejections often stem from high competition and timing, not necessarily your qualifications.

Decision complexity: Employers often must choose from several strong candidates, meaning rejection doesn't always relate to your capability. It's often about finding the best fit among qualified contenders, so don’t let this shake your confidence.

Persistence pays off: Job hunting requires consistency and perseverance. Rejection is part of the journey, but it doesn’t determine your worth or future success. Use setbacks to refine your approach, learn, and continue applying confidently.

Seek feedback: Whenever possible, reach out for constructive feedback from recruiters to gain insights on how you interviewed, which will help you enhance future efforts. Remember, your aim is not just to land a job, but to find the right fit for both yourself and the employer.

Focus on growth: Use downtime between applications to improve skills, update your resume, and explore professional development opportunities. This shows potential employers your commitment to growth and boosts your confidence.

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 games and creative 3D industries. We appreciate the collaborative spirit and contributions of the EAB, which have played a crucial role in advancing careers and opportunities within these dynamic fields.

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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 games and creative 3D industries 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 games and creative sectors. 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 creative 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 games and wider creative 3D industries, 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 page.

Elevate

Contributing to the Universal Job Profile

All Universal Job Profiles are living documents: they are reviewed by the EAB annually to ensure that they remain accurate and up to date with the latest needs of the games and creative 3D industries. 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:

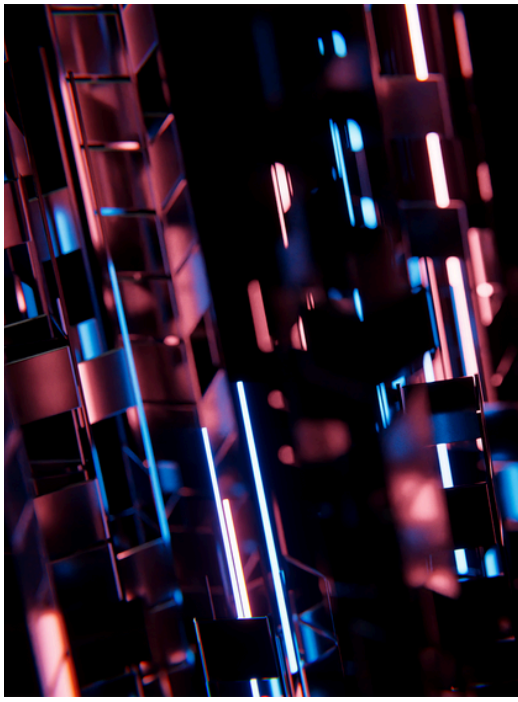
Universal Job Profile Feedback

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 game engines and other 3D tools to ship their products and personally employ staff that use these 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

Changelog
1.0-2024-07-22

- New pages added:
  - Key words
  - Internships
  - Job board
- Updated skills format to better align to job listings
- Reorganized pages for better ease of use
- Update contact links
- Updated EAB membership logos

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