

# UX Writing worldwide status

A research about the maturity of UX Writers role around the world

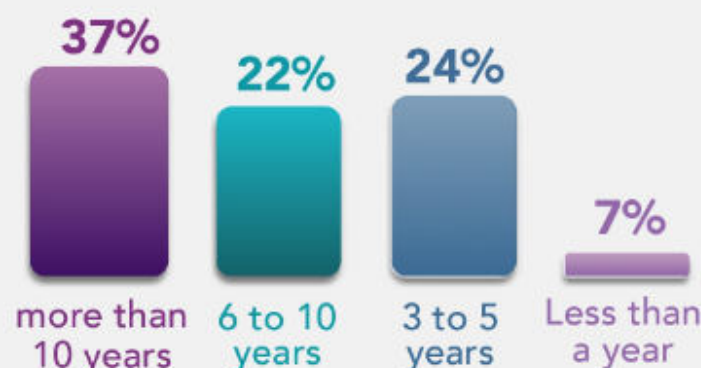
## Our definition

Through the design of words, UX Writing engages a dialogue between the product and the user, to create a memorable, fluent experience.



## Experience in the Job Market

Most of professionals that start working as UX Writers, have already a long previous career path behind them



## The Expert Voices



"I see the career path for UX writers is to get into design leadership role, and not be thought of as just the writer".

Michael J. Metts



"We increase usage and users' positive sentiment. These are all outcomes that businesses are interested in".

Torrey Podmajersky



"The term UX writer keeps the focus on the user and their unique voyage across our product and services".

Kathryn Strauss



"The maturity of the profession is completely settled, but in the implementation of organizations isn't settled yet".

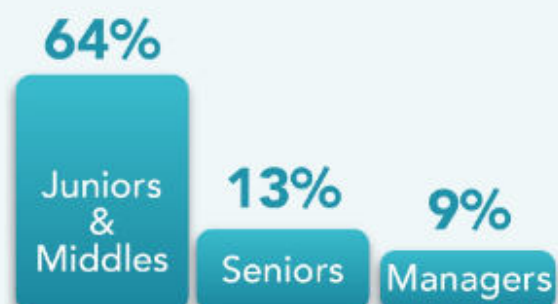
Kinneret Yifrah



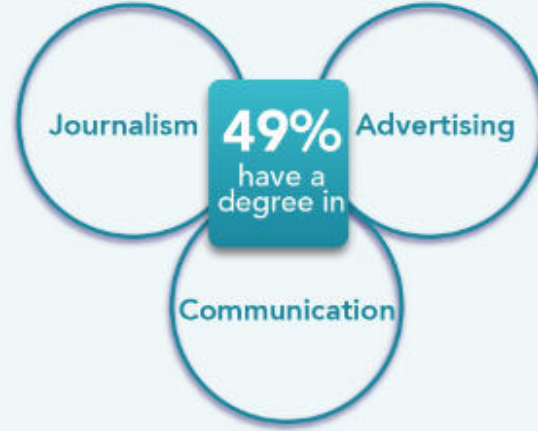
"UX Writing is still really dominated by American needs, processes and workplace structures".

Jane Ruffino

## Level of experience



## Background



## UX Writer Profile

## Languages



## Salary (\$)



## Levels of maturity worldwide

### Leader

The current framework is a reference for other countries

North America

### Authentic

Companies are boosting UX Writing rules and adopting UX Writers in their design processes

Australia & Asia

### Mimic

There is a huge offer of professionals, but few demand from companies.

Europe

### Explorer

Both companies and professionals have few knowledge about the field.

South America

## A Look at the Future

### Hey Company!

Here you are, three challenges for you

- Recognize the importance of UX Writing
- Conversation is the next interface
- Engage your users through an inclusive approach

### Hey UX Writer!

Here you are, three challenges for you

- Don't be afraid to show your value
- Take advantage of the communities and stay up-to-dated
- Try to be unbiased

desk research

6 in-deep expert interviews

110 answers worldwide survey

A qualitative research by the

Digital Experience Research Centre

Contact:

Jorge Marquez Moreno  
Head of Experience Design Europe  
ExD.ResearchCenter@nttdata.com