Job Levels for UX Writers

By Ira Motorina, UXW Lead at tutu. [Telegram](#), [LinkedIn](#).

This map serves as a blueprint for understanding the level of competencies of UX Writers within an organization.

A UX Writer creates text for products, changelogs, support scripts, and instructions. They ensure that users understand how to navigate the product. A UX Writer may work within a product team while also being part of a professional community. They contribute to product development, help shape guidelines, and share their expertise internally and externally.

If there is an internal Content Design Team, competencies and levels may vary. Necessary competencies can be added or excluded as needed.

How to Interpret the Map

The map has three sections: Key Skills, Soft Skills, and Hard Skills. Key Skills describe how tasks are approached and solved. Soft Skills include the ability to negotiate, communicate, and defend one's position. Hard Skills cover proficiency with tools and techniques.

Some competencies are marked as *optional,* indicating that a UX writer does not need to possess that competency to move to the next level. However, they may still pursue it if it's essential for growth within an organization or for personal development.

Each level combines the skills from the previous level and the addition of new ones.

Transitioning to the Next Level

There are two paths: fully mastering all required competencies or reaching a certain percentage. The Team Lead or Team collectively decides which one to take.

Each competency comes with a checklist. Once completed, the competency is considered acquired.

Key Skills

Title	Intern *Awareness*	Junior UX Writer *Development*	Middle UX Writer *Skill*	Senior Writer *Expertise*	Team Lead *Leadership*	Head of Design *Superhero*
Scope	Product Team				Across their and other	Across other teams

					teams	
Ownership	Completes simple tasks and brings them to the copy review stage. Requires a senior colleague to assist. Participates in design reviews with a senior colleague. • Went through 4-5 reviews from other senior colleagues with a minimum of iterations.	Completes simple tasks, taking them to the copy and design review stages. Requires a senior colleague to assist. Can track the progress of the task. • Proposed solutions for 4-5 tasks. • Independently wrote copy for 4-5 screens.	Understands the problem and completes the task. May require assistance from senior colleagues during design and copy review. • Wrote a copy for 4-5 scenarios with a minimum of edits from senior colleagues.	Completes tasks by addressing user issues and having an impact on business metrics. Can independently conduct a copy review. • Consistently writes copy for their team. • Can assist the support or marketing teams.	Facilitates interaction between streams and shapes team strategy and efficiency. Can conduct a copy review.	Establishes fundamental design systems and department structure.
Autonomy	Apprentice, executor, hands-on. Performs simple tasks. Requires attention, mentoring, and double-checking. Creates additional workload for senior colleagues. • Completed a part or all of the task without constant supervision.	Junior, assistant, executor, hands-on. Performs simple and moderate tasks or part of a bigger task. Requires commitment and supervision. Creates additional workload for senior colleagues. Strives for development and independence. • Completed 1-2 tasks without constant supervision from senior colleagues.	Works almost always independently. Invites senior colleagues to reviews, demos, and when assistance is needed. • Completed 1-2 tasks independently and presented results at demo. • Performed 4-5 reviews for junior colleagues on their own.	Works almost always independently. Can conduct copy reviews on their own. • Consistently reviews the work of junior colleagues.	Works independently. Performs guideline and strategy level copy review as required. Acts as [a force multiplier]().	Works independently.
Expertise	Has many areas of development. Constantly learning.	Has many areas of development. Constantly learning.	Has strong writing skills. Areas of development may include research, design, analytics, or others.	Can, at certain stages, take the place of any UX Writer, Researcher, or Designer. Addresses issues comprehensively.	Builds teams, develops professionals, selects contractors, assigns tasks, and advocates for results to management. Upon receiving a task, can rewrite it, negotiate with its authors, and then assign it to the team.	Leverages their influence for the achievement of high-level goals and company objectives.

	Intern	Junior UX Writer	Middle UX Writer	Senior Writer	Team Lead	Head of Design
					Less technically skilled, may not know how to do something, but will find someone who does.	
Strategy	Focuses on working on small tasks. Handles tasks assigned by senior colleagues.	Focuses on working on small tasks, but may be partially responsible for the outcome. • Can maintain text consistency for one scenario. • Works on ongoing tasks, more tactical.	Responsible for the copy of the scenarios they work on. May also contribute to CX communications or marketing communications. • Ensures consistency across 1-2 scenarios. • Provides ideas for product or scenario development. • Works on ongoing tasks, more tactical.	Manages the team alongside the PM and Designer, responsible for copy in production and CX communications. Supports marketing teams as needed. • Maintains product consistency. • Suggests ways to improve communications, focusing on long-term goals. Ensures alignment with the product strategy.	Shapes team strategy and ensures tasks are aligned to facilitate team growth. • Considers product, marketing, and brand strategies when working on tasks.	Manages their department while collaborating with other team leaders. Works on tasks with product, marketing, and brand strategies in mind.
E-Shape Track			Transition to Junior Designer or Researcher is possible.	Transition to Junior Designer or Researcher is possible.		
Managerial Track			Transition to Project Manager is possible.	Transition to Project Manager or Team Lead is possible.		

Hard Skills

Title	Intern *Awareness*	Junior UX Writer *Development*	Middle UX Writer *Skill*	Senior Writer *Expertise*	Team Lead *Leadership*	Head of Design *Superhero*
Content Guidelines	Works within guidelines and content policies. • Knows how to work within guidelines. • Knows where to find the necessary rules. • Knows how to submit	Can make minor guideline changes if approved by a senior colleague. • Suggests changes to guidelines. • Can describe	Gathers feedback, conducts research, and makes guideline changes. • Accepts change requests. • Makes changes to the	Initiates guideline changes and creation as needed. • Created 1-2 guidelines from scratch or initiated the development of new ones.	Immersed in the business, and understands the needs of the brand in developing existing systems and creating new ones.	

	a change request.	changes. • Can submit changes for review.	guidelines. • Created 2 templates or small guides for team use.		
Texts	Writes simple formats (announcements, error messages, FAQs) under the supervision of a senior colleague. • Wrote text for FAQ. • Wrote text for an announcement, push notification, or SMS. Can write other short formats.	Writes copy for simple product formats independently and sends it to a senior colleague for review. • Wrote copy for 4-5 screens: Error, Success, Getting Started, and others.	Can write any text for the product (errors, success screens, push notifications, SMS). Sends them to a senior colleague for review. Can also write marketing or support copy. • Wrote texts for 2-3 major scenarios.	Writes all copy for the product and other teams as needed. Reviews texts sent by juniors for logic, typography, and hygiene. • Writes all texts for the product. • Reviews copy written by junior colleagues.	Reviews copy for logic and compliance with principles. Can independently write any text for the product, marketing, or other team.	
*Research (optional)	Cannot perform research.	Can conduct simple unmoderated research with the assistance of senior colleagues. • Conducted one unmoderated research. • Participated in several moderated interviews.	Can conduct qualitative and quantitative unmoderated research with the assistance of senior colleagues. • Conducted 1-2 unmoderated surveys and presented results to the team. • Conducted 1-2 moderated interviews.	Can perform all research independently. Presents and defends decisions to colleagues. Works independently almost all the time. • Conducted a cycle of moderated interviews, collected the results, and presented them to the team. • Conducted a Side-by-side, a Honeypot, or some other type of unmoderated research on the research platform.	Can request research to gain a better understanding of user needs, process changes, or development directions.	
Design	Understands Figma basics. Can edit the text without affecting the layout. • Edits text directly in Figma. • Understands format	Understands Figma basics. Can work with a variety of formats and master components. • Made text changes in a master	Advanced user. Can navigate through styles, frames, and layers. Can create auto layouts. • Suggests changes to layouts or UI kits that	Can replace a Designer on a project. Can work with components, variants, etc. • Created 1-2 layouts from components. • Can recognize inaccuracies in layouts and correct them	Organizes Figma to make it easier to work with.	

	limitations such as characters and structure.	component.	are then implemented. • Identifies non-breaking spaces, leaves comments for Front-end Developers (for example, in toasts, push notifications, and other formats).	with the Designer's permission.		
*Analytics (optional)	Doesn't work with analytics.	Rarely reviews analytics provided by PMs or Designers. Does not always understand the meaning of the numbers, so requires help from colleagues.	Learns about metrics when given a task. Participates in discussions about analytics. • Wrote 2-3 texts, considering analytics. • Suggested 2-3 improvements to key metrics achieved through the copy.	Works systematically with metrics. Can calculate metrics, proxies, and other dependencies. Monitors the results on a dashboard. • Tracked performance of 3-4 texts using analytics. • Suggests improvements, understanding the metrics they impact.	Participates in quarterly planning to establish department and product development plans. • Focuses on metrics when developing guides, workflows, and copy.	
*Foreign languages (optional). The Junior may be native-level fluent.	May not know.	Can read foreign publications, work with sources, and write with a dictionary.	Reads foreign sources fluently, writes with a dictionary, and understands the syntax of interfaces in a foreign language. • Wrote text for 2 or more screens.	Can write text for the interface in a foreign language and present their solution. • Writes texts for several scenarios or for the product.	Can write text for the interface, emails, or presentations in a foreign language and introduce their solution.	Can write text for the interface, emails, or presentations in a foreign language and introduce their solution.

Soft Skills

Title	Intern *Awareness*	Junior UX Writer *Development*	Middle UX Writer *Skill*	Senior Writer *Expertise*	Team Lead *Leadership*	Head of Design *Superhero*

Problem solving	Does what they are told to do.	Does what they are told to do. Comes up with one or two solutions and spends significant time on them. • Proposed 2-3 solutions to the text which were implemented. • Suggested one process improvement.	Formulates the problem based on the assignment and available research. Communicates the task to the team. Engages with authors and is able to collaboratively refine tasks. Provides multiple approaches that are clear to implement.	Quickly conceptualizes and refines potential solutions without sacrificing quality. Presents multiple ideas and visual approaches with a high degree of refinement, making them almost instantly production-ready.	Initiates concepts, leads the team, and oversees deliverables. Writes briefs for contractors.	Leads the team in exploring comprehensive approaches. Identifies high-value strategies and guides other designers to help them find effective solutions quickly.
Presentation	Shares and communicates their work with the team throughout the process. Incorporates feedback and comments provided.	Communicates clearly and concisely about all their work. Shares and communicates their work with the team throughout the process. Incorporates feedback and comments provided.	Effectively explains decisions and is open to various options. Expresses own opinions and encourages others to support them.	Foresees potential feedback and finds ways to address it. Expresses own opinions and encourages others to support them.	Openly shares their work inside and outside the organization. Improves the way Designers communicate about their work by creating processes and implementing best practices.	Shares their work openly, both internally across the organization and externally. Improves the way Designers communicate about their work by creating processes and implementing best practices.
Efficiency	Supervised by a Traffic Manager or senior colleagues for time and task management. Focuses on the assigned task and meets deadlines.	Can effectively manage their time to work on 2-3 tasks.	Manages their time independently and stays focused on their work. Quickly switches between tasks. If stuck, asks for help. Understands priorities and focuses on the essentials.	Manages their own and juniors' timelines. Works independently and doesn't wait for permission to complete tasks. Organized, doesn't rely on others to take notes, gather comments and agreements.	Drives team productivity. Runs meetings efficiently. Keeps the focus on results rather than actions.	Improves overall team efficiency by streamlining the design process and collaboration. Coordinates efforts to achieve the desired results.
Development	Openly accepts feedback on their work. Actively seeks opportunities to learn from colleagues.	Openly accepts feedback on their work. Actively seeks opportunities to learn from colleagues.	Understands how and where they need to grow. Sometimes seeks advice and support from senior colleagues.	Sets high standards for team members and expects strong results from them. Considers the opinions of others, helps when needed, makes time for them, and provides feedback.	Actively provides feedback and comments on others' work to help them grow. Creates an atmosphere of trust and collaboration.	