

Where will this Career Lead?

Voice User Interface Career Paths

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The table below presents a possible career path for a Voice User Interface (VUI) Designer at various points in their career. The information given here is based on the workshop participants' personal experiences and industry knowledge (as of 2007).

Job Title	Description	Experience	Salary*	Comments
VUI Designer	<ul style="list-style-type: none"> Entry-level position Plays a supportive VUI designer role working with a mentor's guidance 	<ul style="list-style-type: none"> 0-2 years of VUI experience 0-3 years of general business experience 	USD \$50-90k or £20-30k	<ul style="list-style-type: none"> <u>Concern</u>: no defined educational path, few people entering right from college, coming more from other fields. <u>Concern</u>: lack of mentors. <u>Concern</u>: VUI not known as a distinct field. <u>Concern</u>: "eBay" effect: looking to inflated or inexperienced sources to set salary ranges and/or expectations. <u>Note</u>: Most new employees have graduate degrees or quite a bit of prior work experience. <u>Note</u>: VUI "entry level" is really more of an intermediate position – after folks are somewhat "seasoned" with real work and customer experience. <u>Note</u>: At any of these levels people may choose to shift roles or specialize, including going into management.

Job Title	Description	Experience	Salary *	Comments
(Senior) VUI Designer (Note: At some organizations, the title “Senior” is applied at this level, and at other organizations “Senior” may require 3+ years of experience.)	<ul style="list-style-type: none"> Readiness to own a task with support Write a VUI for a small-to-medium complexity speech application (e.g., one function within a more complex app) Construct a high level call flow with mentor/peer review Write prompt wording with mentor/peer review Client-facing participation (requirements definition), not necessarily with a lead role 	<ul style="list-style-type: none"> 1-3 years of VUI experience 5-6 years of general business experience 	USD \$65-105k or £25-40k	<ul style="list-style-type: none"> <u>Concern:</u> Lack of specific field-related mentoring. <u>Concern:</u> Mostly, if not solely, “on the job” training.
Senior VUI Designer	<ul style="list-style-type: none"> Project lead position Mentoring role Ability to write an entire VUI for a larger, more complex speech application Construct high-level call flows Write prompt wording Significant client-facing participation (requirements definition) Participate or lead in the area of speech usability, perhaps in conjunction with a specialist in this field 	<ul style="list-style-type: none"> 3+ years of VUI experience 5+ years of general business experience 	USD \$75k-115k or £35-50k	
VUI Architect	<ul style="list-style-type: none"> Proven Contact Center Experience Proven Usability Experience Policy maker Thought leader, “visionary” 	<ul style="list-style-type: none"> 5+ years of VUI experience 10+ years of general business experience 	USD \$100-200+k or £45-60k	<ul style="list-style-type: none"> <u>Note:</u> Proven leadership skills and “soft” skills <u>Note:</u> Proven speech-industry experience and knowledge <u>Note:</u> Has a "VUI portfolio" to showcase

* Salary ranges commensurate with experience and geography.