


# 2022 Compensation Guide for Tech Roles in a Hybrid Workplace

Hybrid work environments have become the new normal, so you'll need to reevaluate your hiring processes and compensation packages to close and retain top talent.



# Introduction Of The Hybrid Work Model

In October 2021, a whopping [3 percent of the U.S. labor force](#) resigned from their positions in what was declared the “Great Resignation.” The already [talent-strapped](#) tech industry suddenly found itself with an even smaller pool of qualified applicants to choose from. As more and more workers leave traditional workplace settings in favor of better compensation and flexibility options, HR professionals are discovering that offering higher wages is now only a small part of the equation for attracting and retaining top talent. Instead, companies that prioritize work-life balance – offering benefits such as hybrid work environments and increased PTO days, for example – are pulling ahead in the race to recruit tech talent during this time.

**So what does a hybrid work model look like? There’s no one-size-fits-all solution, as the model varies with the structure and expectations of individual companies. Some common examples of current hybrid work environments include:**

- Some employees permanently work remotely while others work on-site full-time
- An alternating schedule where different groups of employees show up to the office on certain days
- Everyone works remotely on certain days of the week and comes into the office on the other days
- Everyone works from home with the option of working at the office when they want or need to

## A hybrid model sees countless benefits that include:

### **Increased staff productivity.**

In one study, [94 percent of surveyed employers](#) stated that work productivity was the same or higher since employees started working from home.

### **Increased employee satisfaction.**

Another survey found that workers who were working at home reported being happy [22 percent more](#) than those who always work in an on-site office environment.

### **Increased retention rate.**

Companies that support a work-at-home policy could see a [10 percent](#) increase in employee retention, according to research from Gartner.

### **Better mental health for employees.**

Employees without access to flexible work are [nearly two times more](#) likely to have poor or very poor mental health.

Additionally, hybrid models encourage pay equity as companies are currently struggling to attract and retain talent for both in-office, hybrid, and remote jobs. Many states and cities now have salary transparency laws that require companies to disclose salaries during interviews or on job posts. Salary transparency forces employers to close existing wage gaps – especially racial and gender pay gaps. However, while salary transparency laws might be new, it isn't solely why salaries are changing. Rather, the shortage in the talent supply means it's now a candidate's market, and these candidates have the negotiation power to ask for higher compensation in the form of salary, equity, and benefits.

To stay competitive, you need to update your compensation packages for today's candidates. We're here to tell you how.

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# The Emphasis On Diversity, Equity, And Inclusion (DEI) In Hybrid Work Models

Tech companies, which have historically struggled with DEI efforts, are also specifically finding the hybrid model advantageous. In a traditional office setting, groups of talented individuals were all too often underrepresented, but a hybrid model enables companies to tap fairly into various talent pools and compensate them fairly for their time and effort.

Fair wages aren't the only thing you need to implement when it comes to redefining your DEI efforts in the hybrid work environment. While flexible work accommodates parents and those with disabilities or chronic health issues, these groups may experience implicit bias during raise and promotion time, compared to their peers who spend more time in the office. [Reducing implicit bias](#) won't happen overnight, but taking conscious steps to prioritize your DEI efforts will benefit your company in the long run, including [higher revenue growth](#), [more innovative ideas](#), and increased levels of productivity, trust, commitment, engagement, and [employee retention](#).

**Ultimately, the hybrid work model is here to stay, as it is one way for many companies across industries to attract and retain talent. The numbers speak for themselves:**

- **83%** of workers believe the hybrid model will be optimal in the future
- **41%** of workers report being more productive than before
- **32%** of workers would quit their job if they were not able to continue working remotely
- **23%** of workers would take a 10% pay cut to work from home permanently

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**Why the Hybrid Work Model is Here to Stay**

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# Three Things To Consider When Developing Your Compensation Strategy For the Hybrid Workplace

## 1. Prioritize DEI

DEI is a term that is generally used to describe programs and policies implemented by a company to ensure that individuals of different races and ethnicities, abilities and disabilities, genders, religions, cultures, and sexual orientations are fairly represented among a company's employees.

We mentioned earlier that tech companies have historically struggled with DEI efforts. For example, Google stated that in 2020, just 5.5 percent of its new hires were Black.

**However, DEI is not just about hiring employees of different backgrounds; it is also about ensuring the following and more:**

- Each employee has access to the same opportunities
- Employees are treated and paid equally
- People of all groups are invited to participate in the company culture

Now that the hybrid model has become the new normal in today's workplace, employers

are presented with the opportunity to make progress in the DEI space.

### Removing Borders

Reports have shown that a hybrid or remote work model can do wonders for equalizing the workforce. Parents and those with familial obligations, such as caring for an elderly or sick relative, are commonly thought to benefit the most from eased constraints around a traditional nine-to-five office job.

However, one major benefit of the hybrid or remote work model is the opportunity it opens for hiring outside of the physical "bubble" created by requiring in-office attendance. All too often, where we physically live in the world shapes our opportunities. However, remote and hybrid work models offer the flexibility to hire and work from anywhere in the world, making it much easier for companies truly looking to boost DEI efforts to look beyond the limitations of physical location to find talent which they would not have otherwise had access.

## Making The Workplace Accessible

Another group that is often overlooked in DEI efforts is people with disabilities. According to the Department of Labor and Statistics, individuals living with disabilities face an unemployment rate that is almost double that of able-bodied workers. Remote and hybrid work models make it possible for companies to focus on inclusion by recognizing the pool of talented workers who are simply not physically able to come into an office job for a variety of reasons and diversify their workforce by making the workplace more accessible to these individuals.

## Addressing Pitfalls

However, the rise of work-from-home has also presented new DEI-related challenges. Consider the technology that connects teams and individuals (i.e. Zoom). Studies have shown that men often talk over or out-talk their women colleagues in virtual work settings. Additionally, systems like Zoom and Slack were simply not designed to prevent harassment, but one in four respondents to a [survey conducted by Project Include](#) reported increased gender-based harassment in tech-based remote work environments.

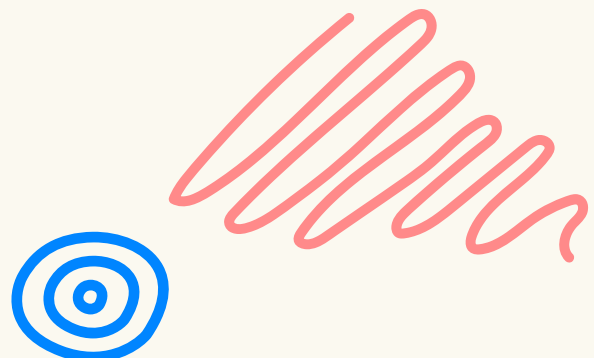
When using hybrid work environments as a means of bolstering DEI, tech companies need to remember that DEI goes beyond hiring. Leaders should hold employees accountable for virtual behavior and make efforts to not only end harassment but also ensure that

remote staff is receiving equal opportunities to participate in workplace discourse. Promotions and other opportunities for growth within a company should also not be limited only to those who commute to an office but extended to employees across the organization, regardless of their physical location.

## 2. Update your company with roles that didn't exist before the hybrid workplace

**The introduction of the hybrid model has created a need for jobs that did not exist in a traditional work environment. As hybrid workplaces expand, new roles are needed to manage remote teams and address remote-specific needs. Some recent positions that have emerged with hybrid workplaces include:**

- **Facebook:** Director of Remote Work
- **GitLab:** Head of Remote Work
- **Unilever:** VP of Future Work



Other trending roles that have been deemed necessary with hybrid work include:

- Head of Hybrid Work
- Chief Remote Officer
- Head of Dynamic Work
- Director of Employee Wellness
- Chief Sustainability Officer

It's important to keep in mind that these roles were not created to only manage remote teams and coordinate hybrid work efforts. They are also meant to offer employees workplace support, especially since hybrid/remote work can feel isolating and cause workers to feel the effects of burnout. Studies have shown that:

- [65% of surveyed remote workers](#) reported working more hours than they had while working in the office
- [93% of HR leaders](#) report being increasingly concerned about employee burnout rate
- [48% of workers](#) say they lack emotional support at work

The ultimate goal of hybrid work management is to ensure that an organization offers resources designed to boost productivity and provide remote workers with the tools they

need to thrive in a hybrid environment. As such, it is crucial to acknowledge that these roles – like every other job that have been around before the introduction of the hybrid work model – require competitive compensation.

### 3. Adjust compensation plans to meet employee needs

As workplaces expand to meet the needs of those working remotely while also addressing and prioritizing DEI efforts, employers need to reevaluate their compensation packages as well. Traditionally, workers in high cost of living areas were typically paid more than workers in areas with a lower cost of living. However, more workers are demanding transparency in salaries and physical boundaries are no longer barriers to filling roles.

Look at [Gitlab](#), [Basecamp](#), and [Buffer](#), for example. These companies have adapted their compensation strategy to meet the needs of today's candidates. They now use "[salary calculators](#)" to promote transparency in compensation discussions. These calculators use a San Francisco salary as a benchmark and factor in variables like location and experience level.

All candidates are offered a base salary according to this formula rather than the traditional negotiation process that has become increasingly unfavorable among job candidates.

Perks and benefits are also important considerations when employers are building hybrid teams. For example, perks such as covered transportation costs are now irrelevant as workers are commuting less frequently. However, taking into account the cost of working at home – such as internet, equipment, and utility costs – is an important way that companies can still offer relevant benefits to a remote workforce. We will elaborate further on perks and benefits in the next section.

## How To Build Your Compensation Package

In the past, an annual or six-month performance review was generally the impetus for offering promotions or raises to high-performing employees. Now, as more and more employees are simply walking away from jobs that feel unrewarding, compensation has become an important part of the conversation for employee retention. Did you know that it [costs about six to nine months of an employee's salary](#) to replace, onboard, and train a new team member?

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Keeping turnover rates low is not only important for an organization's morale, but it is also critical for the company's financial success. Below, we break down the compensation package into three parts: Salary, equity, and perks and benefits.





## Salary

This is stating the obvious, but if you want to attract and retain top employees, you need to make sure you pay them competitive salaries. Start by considering these three steps:

- **Do your research (but also keep reading, as we'll dive into everything you need to know below).**

Try to see what other companies are paying for a particular position. If you have connections in the industry, you can start by consulting them. You can also look into job listings and career boards to see the nationwide benchmark. You should also take into account the level of experience you expect from your new employee.

- **Make sure you can afford the salary range.**

Once you have identified the average salary for your open position, you will need to consider whether your business can afford to pay that amount. To strike the perfect balance, you can factor in how much additional money the new employee will be bringing in (or saving) for your company.

- **Find out your candidate's salary expectations.**

When you have your maximum salary range in mind, you can establish a benefits package and approach negotiations with the candidate. The candidate will most likely already have salary expectations, so you can find out during the interview process if their number falls within your budget. If you're discovering that every candidate proposes a salary above your budget, it may be time to reevaluate your expectations.

**It's also important to stay updated with current salary trends, as this will help your research process. Some [2022 salary trends](#) to note include:**

- **There is a race for talent.**

The number of U.S. tech-sector jobs is at a record high of 4.76 million, and 68% of companies plan to hire up to 50 developers in the next year.

- **Market-value compensation is rising.**

Salaries increased by 9.5% on average across major tech hubs for experienced hires. The industry is also seeing a 357% increase in remote tech jobs. This means that companies who are basing salaries on location rather than market value will lose out on talent.

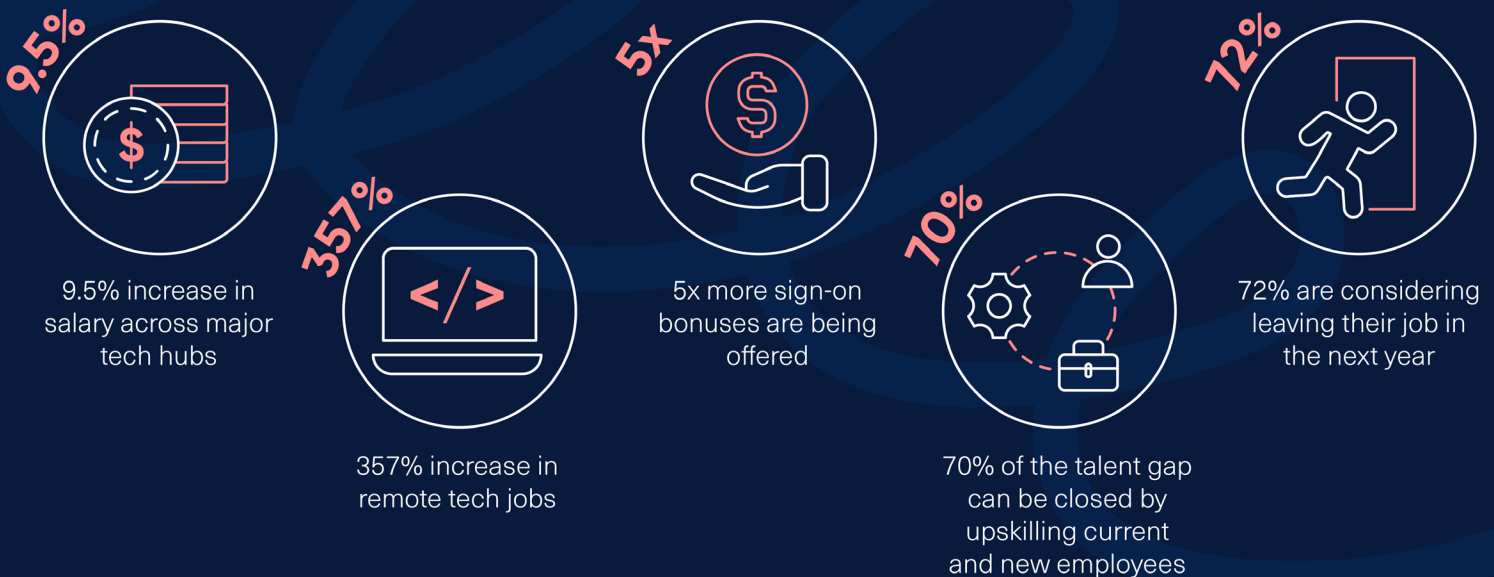
– **Develop in-demand skillsets.**

Upskilling current and new employees will help close the 70% talent gap. At least half of organizations will hire a developer that doesn't match their desired skillset, so invest in training opportunities early to develop needed skills.

– **Treat current tech employees like a new hire.**

72% of tech professionals are considering leaving their job in the next year, while a majority of HR professionals are already concerned about replacing current employees that resign. Prioritizing compensation and flexibility for tech workers applies to current, not just new hires.

## 2022 Tech Salary Trends



### Equity

When you offer equity to employees, you're offering them ownership of the company, which encourages feelings of investment and loyalty to the company. Companies like GoDaddy, Amazon, Uber, Bank of America, and Starbucks rank high as companies that offer equity to employees.

Equity compensation comes in many forms (think: NSO, ISO, RSU, ESPP, AND ESOP), and offerings can differ not only from company to company but also from employee to employee. Since many equity compensation package decisions are heavily based on candidates' individual unique income tax situations, there's often no one-size-fits-all advice. However, we can offer these resources for further reading:

- For a general overview of equity, you can refer to [this video](#) from TD Ameritrade.
- To learn more about Non-Qualified Stock Options (NSO), you can refer to this [Investopedia](#) link.
- To learn more about Employee Stock Ownership Plan (ESOP), you can refer to this [Investopedia](#) link.
- To learn more about Restricted Stock Unit (RSU), you can refer to this [Investopedia](#) link.
- To learn more about the benefits and value of stock options, you can refer to this [Investopedia](#) link.

Employee equity – along with a competitive salary and a generous benefits package – are the secret weapons in hiring the best talent with the highest financial motivation.

## Benefits

One thing will never change: People work for more than just a paycheck. Look at any job description, and you'll see the perks and benefits highlighted right after job requirements.

Perks and benefits not only create a positive work experience but also improve the quality of employees' personal lives. It's important to note the difference between the two, however. Unlike perks that employees want from their employers, employees need benefits. An employee's salary covers the rent and pays the bills, but benefits provide a security blanket when it comes to health and well-being. Benefits are an essential part of the compensation package many companies have [expanded theirs in the past year](#) due to the pandemic to meet employees' needs – and candidates place the same amount of importance on benefits as they do on salary.

**When looking into benefits for your employees, remember that benefits fill the fundamentals of a person's basic needs. Improving your company's benefit offerings not only makes your employees happy but also makes the hiring process easier as people will be excited about the great benefits your company has to offer. Some of the most important employee benefits include:**

**Health, vision, and dental insurance.**

If just a trip to the doctor for a routine checkup can eat up a day's worth of wages if the employee does not have proper health benefits to cover the costs, imagine what financial hardship a major surgery or illness can inflict!

**Retirement benefits.**

Retirement benefits allow employees to prepare for the future. Having retirement benefits that provide several options will appeal to a wider range of employees. Evaluate your investment matching program, and make certain your contribution is generous.

**Life insurance.**

Life insurance offers your employees peace of mind if something should happen to them and they are no longer able to provide for their families. Consider including life insurance benefits that can be bumped up or flexible for your employees' unique needs.

**Paid time off (PTO).**

Paid time off gives employees a chance to have a more balanced work/life. It also gives them the flexibility to take time away from work to recharge or care for others if needed.

**Perks, on the other hand, are an economical additive to your benefits package that, when done right, can sway employees to join or remain with your company versus accepting a job offer from a competitor business. When evaluating the perks that you offer, you should consider what is most sought out by your employees. Some of the most important employee perks include:**

**Student loan assistance.**

Open doors for employees that might otherwise not have the means for higher education. Consider offering to pay a percentage of approved tuition coursework for a set number of years of service with the company.

**Career development.**

Grant employees the opportunity for continued skills development through mentorships or coursework. This will not only boost their self-esteem but can also improve their productivity for the company.

### **Wellness programs.**

Look out for the well-being of your employees! Wellness programs can be diverse such as providing counseling services for mental health, healthy food options in the lunchroom, or exercise programs.

### **Employee recognition programs.**

Acknowledge a job well done with bonuses for reaching goals, rewards for Employee of the Month, or gift cards for top performance. This not only makes the employee feel appreciated but also motivates the staff to do their best.

### **Childcare.**

Providing means for affordable childcare eases financial costs and stress, allowing parents to remain more connected to their children while staying focused on work.

### **Free lunches.**

Take advantage of lunch hour by providing meals and encouraging the staff to sit together and get to know each other better.

### **Team events.**

Ball games, bowling leagues, or even shared volunteer services not only relieve the stress of the day but can also build relationships within departments that increase efficiency and offers employees a stronger sense of belonging.

### **Flexible scheduling.**

Let your employees work when it is convenient

for them. This gives them more control over their work-life balance and a sense that you – the employer – trust they will get the work done.

### **Remote work.**

This goes hand-in-hand with flexible scheduling. But while working remotely is a perk in itself, your remote employees need to adapt their own home to suit working needs and won't need to come into the office as frequently as before. It's important to consider that they may require unique perks such as:

- **Home services.**

Help your staff free up time and stress that comes from being at home for longer periods. A laundry service, cleaning service, or delivery service that helps with mundane chores can free your employees' energy and time so they can focus on the more important tasks.

- **Streaming services.**

Entertainment or music can help your employees take time away from work to recharge. It's all about that work-life balance.

- **Work-from-home stipend.**

Alleviate some of the cost and support that a remote worker would need to be efficient at home.

# 2022 Compensation Guide

Now that we've tackled the basics on salary, equity, and perks and benefits, we've compiled some base salary data below on trending roles relevant to the tech industry.

Note that while the pillars of compensation are salary, equity, and benefits/perks, the numbers below only reflect base salary. Equity and benefits will vary depending on different companies, but these numbers, spread across multiple metropolitans and seniority tiers, should set you in the right direction in determining your competitive compensation package.

## Engineering

Entry-Level	
Expectations	Basic coding skillset
	Able to contribute to code base with clear direction or guidance from tech leads
	Can handle well-specified tickets
Example Roles	Associate Software Engineer
	Junior Engineer
Salary Ranges	SF/LA/Seattle/NYC: \$105,593 - \$124,387
	Chicago/Austin/Denver/ Boston/Washington DC/ San Diego: \$108,769 - \$114,782
	Other US metros: \$100,891 - \$106,207

Mid-Level	
Expectations	Intermediate to experienced coding skillset
	Can scope medium to large feature updates with light direction from tech leads and engineering managers
	Intermediate to advanced knowledge of codebase
Example Roles	Senior Software Engineer
	Software Engineer II
	Software Engineer III
	Technical Architect
Salary Ranges	SF/LA/Seattle/NYC: \$135,247 - \$148,655
	Chicago/Austin/Denver/ Boston/Washington DC/ San Diego: \$125,659 - \$161,809
	Other US metros: \$132,974 - \$154,013

Senior-Level	
Expectations	Works with leaders across R&D teams and beyond to turn ambiguous problems into technical stories
	Ability to make technical trade-offs and lead code reviews or sprint design conversations
	Able to lead multiple teams as a tech lead if the opportunity presents itself
	Mastery of code base and can contribute to architecture conversations
Example Roles	Chief Architect
	Engineering lead
	Principal Software Engineer
	Senior Software Engineer
	Senior Staff Software Engineer
Salary Ranges	SF/LA/Seattle/NYC: \$172,696 - \$175,175
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$152,715 - \$178,848
	Other US metros: \$136,716 - \$165,802

Manager-Level	
Expectations	Manages a team of engineers across multiple levels of engineering
	Sets goals, owns feedback and review conversations, and provides technical direction for their team
Example Roles	Engineering Lead
	Engineering Manager II
	Lead Software Engineer
	Manager, Software Engineering
	Senior Manager, Engineering
Salary Ranges	SF/LA/Seattle/NYC: \$183,527 - \$205,379
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$174,308 - \$185,120
	Other US metros: \$163,235 - \$172,515

Director-Level	
Expectations	Manages multiple teams, including other engineering managers
	Sets direction and strategy within the engineering organization
	Effectively collaborates with tech leads, product leaders, and other team members to align on direction
	Advocates for technical integrity and manages trade-offs around technical debt
Example Roles	Director of Engineering
	Head of Software Engineering
	Head of Technology
	Senior Director, Engineering
Salary Ranges	SF/LA/Seattle/NYC: \$233,985 - \$259,364
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$168,334 - \$234,885
	Other US metros: \$200,011 - \$224,208

Executive-Level	
Expectations	Identifies, defines, and translates company vision and goals into a technical strategy and direction
	Sets tone and culture for the engineering team
	Manages engineering leadership team
	Represents, influences, and advocates for the engineering team in leadership settings
Example Roles	Chief Technology Officer
	EVP of Engineering
	SVP of Engineering
	VP, Software Engineering
Salary Ranges	SF/LA/Seattle/NYC: \$298,603 - \$338,028
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$255,299 - \$298,603
	Other US metros: \$176,584 - \$214,097



# Product Management

Entry-Level	
Expectations	Aids decision-making across a team of designers and developers
	Identifies customer pain points and holes in the market
	Gathers data concerning a company's product from various sources, such as industry analysis
Example Roles	Junior Product Manager
	Associate Product Manager
Salary Ranges	SF/LA/Seattle/NYC: \$102,137 - \$116,766
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$99,100 - \$105,248
	Other US metros: \$90,938 - \$98,081

Mid-Level	
Expectations	Drafts product roadmap towards product creation
	Leads product teams through the production process to the launch stage
	Supervises the product idea generation phase
Example Roles	Lead Product Manager
	Product Manager
	Product Manager II
	Senior Product Manager
Salary Ranges	SF/LA/Seattle/NYC: \$122,167 - \$139,664
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$118,535 - \$125,888
	Other US metros: \$108,772 - \$117,316

Senior-Level	
Expectations	Relays product information and needs to other top managers
	Oversees and mentors product managers
	Drive the development of new products
	Builds and implements the necessary product strategies in line with the company's product line and vision
Example Roles	Lead Product Manager
	Principal Product Manager
	Product Lead
	Product Manager
	Senior Product Manager
Salary Ranges	SF/LA/Seattle/NYC: \$142,124 - \$162,479
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$137,898 - \$146,452
	Other US metros: \$122,139 - \$136,480

Manager-Level	
Expectations	Leads product teams that handle a specific group of products
	Focuses on strategy and big-picture initiatives with their products
	Manages other individual contributors while also being an individual contributor
	Reports to the head of product/chief product officer
Example Roles	Group Product Manager
	Principal Product Manager
Salary Ranges	SF/LA/Seattle/NYC: \$188,143 - \$195,494
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$165,918 - \$176,210
	Other US metros: \$146,957 - \$164,212

Director-Level	
Expectations	Leads the product organization for a larger product vertical
	Manages a larger team of PMs and sets the overall product strategy for the company
	Builds a strong team of product managers
	Oversees various products in the company's portfolio
Example Roles	Product Director
	Head of Product
Salary Ranges	SF/LA/Seattle/NYC: \$197,104 - \$204,804
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$182,390 - \$184,602
	Other US metros: \$162,072 - \$172,032

Executive-Level	
Expectations	Oversees different product management teams
	Represents products in the C-suite or management team
	In charge of overall product strategy and alignment both inside specific teams and throughout the company
	Conceptualizes and executes the company's product vision, architecture, and overall alignment
Example Roles	VP of Product Management
	Chief Product Officer
Salary Ranges	SF/LA/Seattle/NYC: \$276,401 - \$316,001
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$268,201 - \$284,901
	Other US metros: \$233,901 - \$250,101

# Design

Entry-Level	
Expectations	Uses Illustrator and Photoshop to create type, images, animations, and other design elements
	Can create a visual system to convey emotion and feeling through an interface (UI)
	Able to implement visual designs in CSS
Example Roles	Junior Graphic Designer
	Junior Visual Designer
	Junior UI/UX Designer
Salary Ranges	SF/LA/Seattle/NYC: \$89,017 - \$98,385
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$83,500 - \$88,680
	Other US metros: \$76,623 - \$82,642

Mid-Level	
Expectations	Working knowledge of HTML, CSS, and Javascript technologies
	Strong knowledge of all industry-standard design software (Sketch, Adobe Creative Suite)
	Represents the creative team in cross-functional teams and meetings as the visual communication design expert
	Develops materials and design systems for scaled communications.
	Core contributor to projects, owns bigger pieces and user flows
Example Roles	Graphic Design Specialist
	Intermediate UX Designer
	Product Designer II
	Graphic Designer II-III
Salary Ranges	SF/LA/Seattle/NYC: \$114,389 - \$126,427
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$107,300 - \$113,956
	Other US metros: \$99,913 - \$106,197

Senior-Level	
Expectations	Deep understanding of design fundamentals and creative process
	Ability to create interactive prototypes through various design software or code
	Manages multiple projects and work with multiple disciplines at one time
	Provides overall art direction in digital, social, and traditional advertising and brand experiences
	Leads junior designers by giving thoughtful creative feedback and troubleshooting problems
Example Roles	Senior Graphic Designer
	Senior Visual Designer
	Senior UI/UX Artist
	Senior Experience Designer
	Principal Product Designer
Salary Ranges	SF/LA/Seattle/NYC: \$117,235 - \$129,573
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$109,970 - \$116,792
	Other US metros: \$100,912 - \$108,839

Manager-Level	
Expectations	Leads a design team covering both product UI/UX and marketing/brand/communications
	Works with many different in-house teams to help develop designs for relevant projects
	Executes major customer-facing campaigns and create well-informed design guidelines
Example Roles	Lead Designer
	Design Team Lead
Salary Ranges	SF/LA/Seattle/NYC: \$149,819 - \$165,585
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$140,534 - \$149,252
	Other US metros: \$124,474 - \$139,089

Director-Level	
Expectations	Sets an inspirational design vision with a global market appeal and translate it to feasible design concepts
	Reviews existing design processes and procedures and identifies areas for improvement
	Envisions and directs a wide range of art assets from 2D concepts to 3D assets, animation, and VFX
	Leads and mentors a global design team that uses computer-aided design (CAD) to deliver exceptional results
Example Roles	Director of User Experience
	Art Director
	Product Design Director
	Head of Design
Salary Ranges	SF/LA/Seattle/NYC: \$186,100 - \$205,700
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$174,600 - \$185,400
	Other US metros: \$160,200 - \$172,800

Executive-Level	
Expectations	Defines the UX vision and strategy across the company
	Works with marketing, product management, R&D, and customer support to define and execute the end-to-end customer experience at both the macro and micro-interaction level
	Defines critical KPIs, metrics, and business outcomes that deliver an ROI to the organization
	Oversees all design and innovation aspects of a company's products and services, including product design, architectural design, graphic design, user experience design, industrial design, and package design
Example Roles	Executive Creative Director
	Chief Design Officer
	S/VP of Design
	VP of User Experience Design
Salary Ranges	SF/LA/Seattle/NYC: \$259,800 - \$287,100
	Chicago/Austin/Denver/Boston/Washington DC/San Diego: \$243,700 - \$258,800
	Other US metros: \$226,900 - \$241,200

# Adjusting Your Compensation Strategy To Attract And Retain Diverse Talent In A Hybrid Work Environment

We've maintained the traditional work model for years, but the introduction of remote and hybrid work environments has forced both employers and employees to reconsider much of the hiring process – particularly, compensation.

Understanding the changing workplace is critical, but it doesn't happen overnight. To make sure that your company gets the consideration it deserves from candidates who are now looking at more than just salary when it comes to compensation packages, a relationship with external recruiters who understand the field and have access to a wide pool of talent is an important way to stand out.

Your hiring process is only as good as the candidates you're working with, so it's important to have a recruiter who knows what they're doing. With the right recruiter, you can also course-correct your hiring efforts quickly if necessary.

At [Betterleap](#), our goal is to connect you with experienced recruiters who can help you reach top talent quickly.

Our network of diverse, independent recruiters has been carefully vetted and is ready to help you navigate the shift to hybrid hiring and incorporate best DEI practices throughout your hiring and interviewing process. Plus, we offer a two-way rating system and a candidate replacement guarantee, so you can rest assured that you're in good hands. Ready to see how BetterLeap can help your company stand out from the competition?

[Sign up](#) today to start building your perfect team.

