



Beyond Traditional Boundaries: **The Rise of the Generalist QA Engineer**

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What Is a Generalist QA Engineer?

With software projects becoming larger and more complex, the generalist QA emerges as a natural evolution of the traditional role. Unlike QA focused only on component testing, the generalist has a broad skill set to test systems end-to-end, bringing fresh perspectives by not being tied to a single domain.

Holistic View

With software projects becoming larger and more complex, the generalist QA emerges as a natural

No Single Domain

Is not confined to one area, which expands their ability to identify risks.

In-Demand Profile

Growing demand in large-scale, high-complexity projects.

Essential Skills of a Generalist QA Engineer

The generalist QA engineer plays a critical role in software quality, executing comprehensive tests, identifying defects, and communicating risks clearly.

Manual Testing

Performs manual tests to identify defects and quality issues in applications

Automation

Automates test cases and builds frameworks for greater coverage and efficiency.

Test Planning

Creates detailed plans covering test cases, scripts, and defect management.

Reports

Analyzes results, writes detailed reports, and communicates status to stakeholders.

Benefits for the QA Professional

Flexibility

Manual and automation skills allow adaptation to different projects and testing needs.

Employability

Professionals with both competencies are more attractive candidates for QA roles.

Efficiency

Automation speeds up repetitive tests, while manual testing finds critical gaps.

Collaboration

Manual testers and automation engineers work together to achieve comprehensive coverage.

Problem Solving

Manual testing helps debug issues, while automation ensures reliable regression.

Broader Knowledge

Developing both skills provides a wider understanding of the testing process.

Workforce Reductions in the Technology Sector in 2025

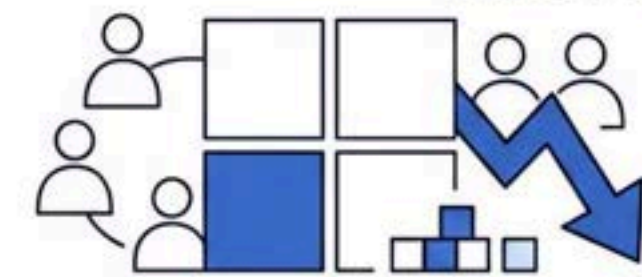
The Macro Picture

Major technology companies — Microsoft, Amazon, Meta, and Intel — significantly reduced their workforces in 2025, driven by restructuring and changes in investments in AI.

According to Crunchbase data, Microsoft led the cuts with approximately 15,000 positions eliminated across several rounds throughout the year.

The challenging macro environment reinforces the importance of versatile, multidisciplinary professionals.

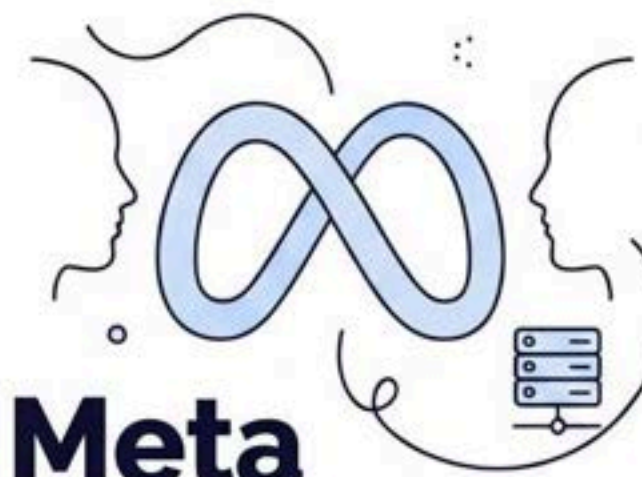
The Macro Picture



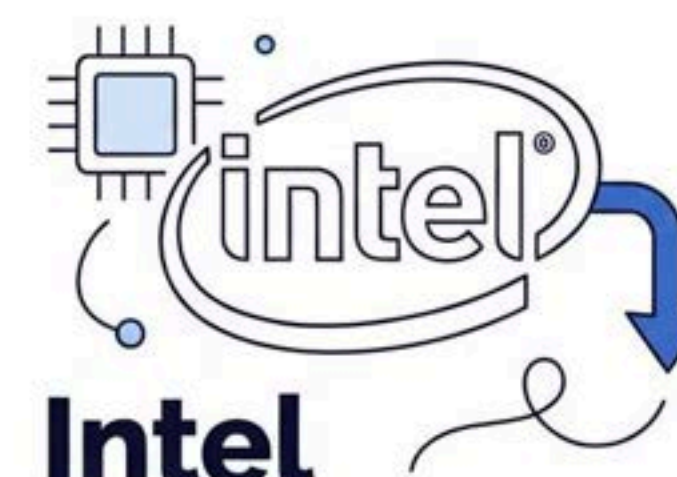
Microsoft
15,000
positions cut
according to Crunchbase



Amazon
Largest reduction
15,000 roles cut



Meta
Workforce reduced
through restructurings



Intel
Thousands of
roles reduced
amid AI investment shifts

For Organizations

Benefits for Organizations

Adopting the generalist QA model generates direct positive impacts on companies operations and financial results.

Improved Efficiency

Automating repetitive tasks frees employees for higher-value work.

Time to Market

Automated tests enable faster iterations and more agile feature releases.

Cost Reduction

Less overhead from manual testing and bug fixing reduces total operating costs.



How to Transition to a Generalist QA Role

01

Research the QA Field

Understand responsibilities, required skills, and career paths by reading job postings and talking with professionals in the field.

02

Gain Practical Experience

Take on QA tasks in your current job or contribute to open-source testing projects.

03

Develop Technical Skills

Take online courses and earn certifications in manual and automated testing to build technical expertise.

04

Update Your Resume

Highlight QA-related experience, skills, and certifications. Quantify your testing contributions.

05

Network and Interview

Attend tech meetups, connect with QA professionals, and practice interviews emphasizing transferable skills.

Motivating Professionals in Transition



QA leaders should create an environment that encourages continuous development and recognizes professional growth.

- ➔ **More Responsibility**
The new role brings greater ownership of product quality.
- ➔ **Learning Opportunities**
Expansion of technical and domain skills. phases.
- ➔ **New Challenges**
Fresh challenges reinvigorate engagement at work.
- ➔ **Professional Growth**
The role prepares the professional for career advancement.
- ➔ **Recognition and Incentives**
Develop incentives and recognition for high performance.

The Future of Quality Assurance

Shift Left Testing

Testing earlier in the development cycle, including pre-deploy phases.

AI-Powered Testing

AI and ML optimize test design, generate cases, predict defects, and self-heal tests.

Integrated Security

Security vulnerability testing becomes prevalent throughout the lifecycle.

Automation Expansion

Performs manual tests to identify defects and quality issues in applications

Testing in Production

More testing in production to validate real user flows and find defects.

Quality Culture

Testing is no longer the exclusive responsibility of QA and becomes shared across all roles.

Thank you!

The Path Ahead

Generalist QA engineers are transcending boundaries, blending manual testing and automation to ensure the quality and reliability of software products in a constantly changing world.

Adapt

Develop versatile skills to stay relevant.

Collaborate

Work beyond traditional QA boundaries.

Lead

Be an agent of change in your organization's quality culture.

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Scan to reach us!

