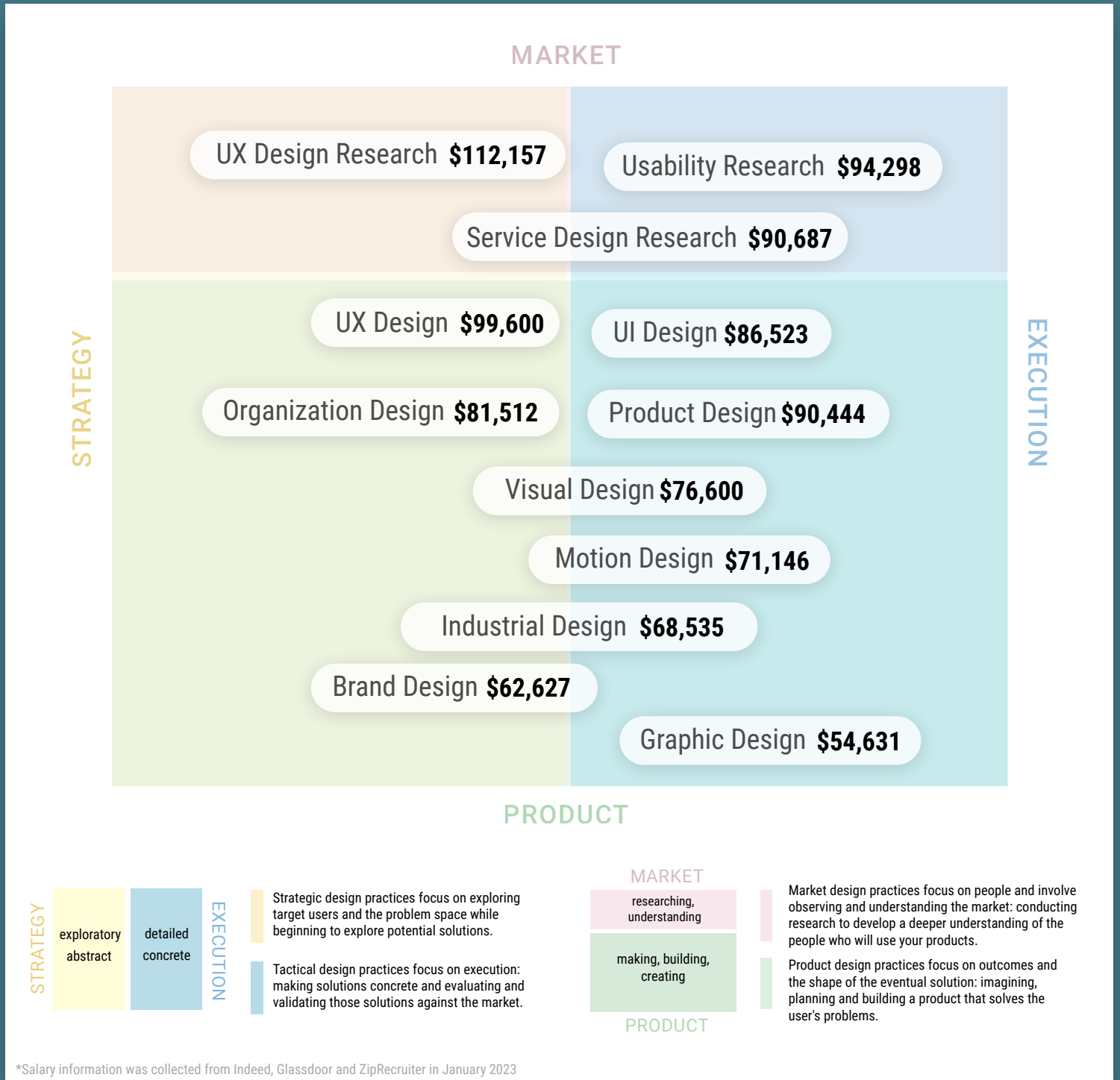# PRAGMATIC INSTITUTE

2023 Design Salary Guide

What are some of the typical salaries in the design field? That's a complicated question influenced by several factors including your level of expertise, experience and industry, to name a few. To better understand the design field, we've mapped the positions based on their area of focus. The salaries presented are the national average in US dollars.

MARKET

STRATEGY

EXECUTION

UX Design Research **$112,157**

Usability Research **$94,298**

Service Design Research **$90,687**

UX Design **$99,600**

UI Design **$86,523**

Organization Design **$81,512**

Product Design **$90,444**

Visual Design **$76,600**

Motion Design **$71,146**

Industrial Design **$68,535**

Brand Design **$62,627**

Graphic Design **$54,631**

PRODUCT

STRATEGY — exploratory abstract | detailed concrete — EXECUTION

Strategic design practices focus on exploring target users and the problem space while beginning to explore potential solutions.

Tactical design practices focus on execution: making solutions concrete and evaluating and validating those solutions against the market.

MARKET — researching, understanding | making, building, creating — PRODUCT

Market design practices focus on people and involve observing and understanding the market: conducting research to develop a deeper understanding of the people who will use your products.

Product design practices focus on outcomes and the shape of the eventual solution: imagining, planning and building a product that solves the user's problems.

*Salary information was collected from Indeed, Glassdoor and ZipRecruiter in January 2023

Influence Through Storytelling will teach you how to craft narratives that showcase design impact and advocate for user interests.

Business Strategy and Design will teach you how to align design work with business objectives and help you increase your strategic impact as a designer.