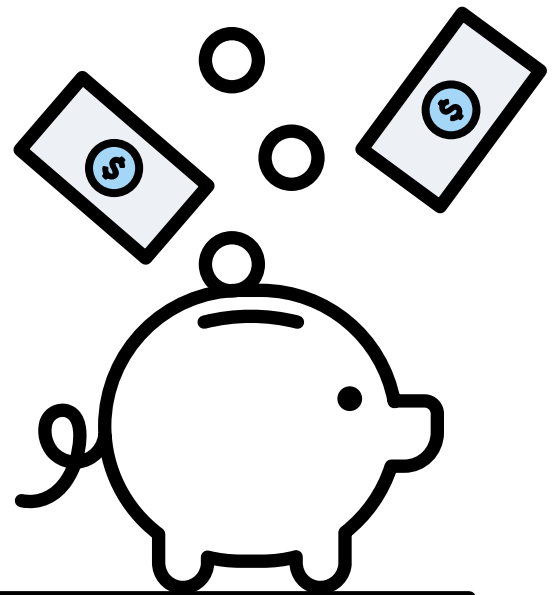


# ○ SALARY GUIDE 2018





# ARTISAN SALARY GUIDE

We know that salaries in your city aren't the same in other areas of the country. Salaries can be affected by many factors, including company size, compensation packages, benefit availability, location, educational requirements, supply/demand, etc. We also know that while consulting a salary guide is a great idea for gathering some intel on what you should be making or paying an employee, it can get stressful when all the numbers don't add up.

One salary guide tells you a Graphic Designer says \$30,000 while another say \$130,000! Which one is it? Which one is right?

We took the guesswork out of scouring these different salary guides to make a guide closer to reality — a CliffsNotes™ to salary guides. By examining dozens of popular salary guides we've extracted the best information to create a single go-to resource for salaries for creative and digital jobs. We've done the busy work so you don't have to...and all without you needing to do those confusing variance calculations!

Our guide is broken down into market groups based on cost of living. The three featured in our guide are:

## MARKET \$\$\$

Cost of living is more than **250%** higher than national average  
Cities like San Francisco, New York, and Washington, DC

## MARKET \$\$

Cost of living is **175% - 249%** higher than national average  
Cities like Los Angeles, Chicago, and Denver

## MARKET \$

Cost of living is **125% - 174%** higher than national average  
Cities like Indianapolis, Cincinnati, and Las Vegas



# HIRING TRENDS IN 2018

## ◦ CAREERS ON THE RISE

There's been a precipitous rise in the demand for skills in AI, VR, machine learning — think VUI Design — and more. Don't be surprised if these salaries continue to trend upward due to a lack of available talent. These jobs are in demand.



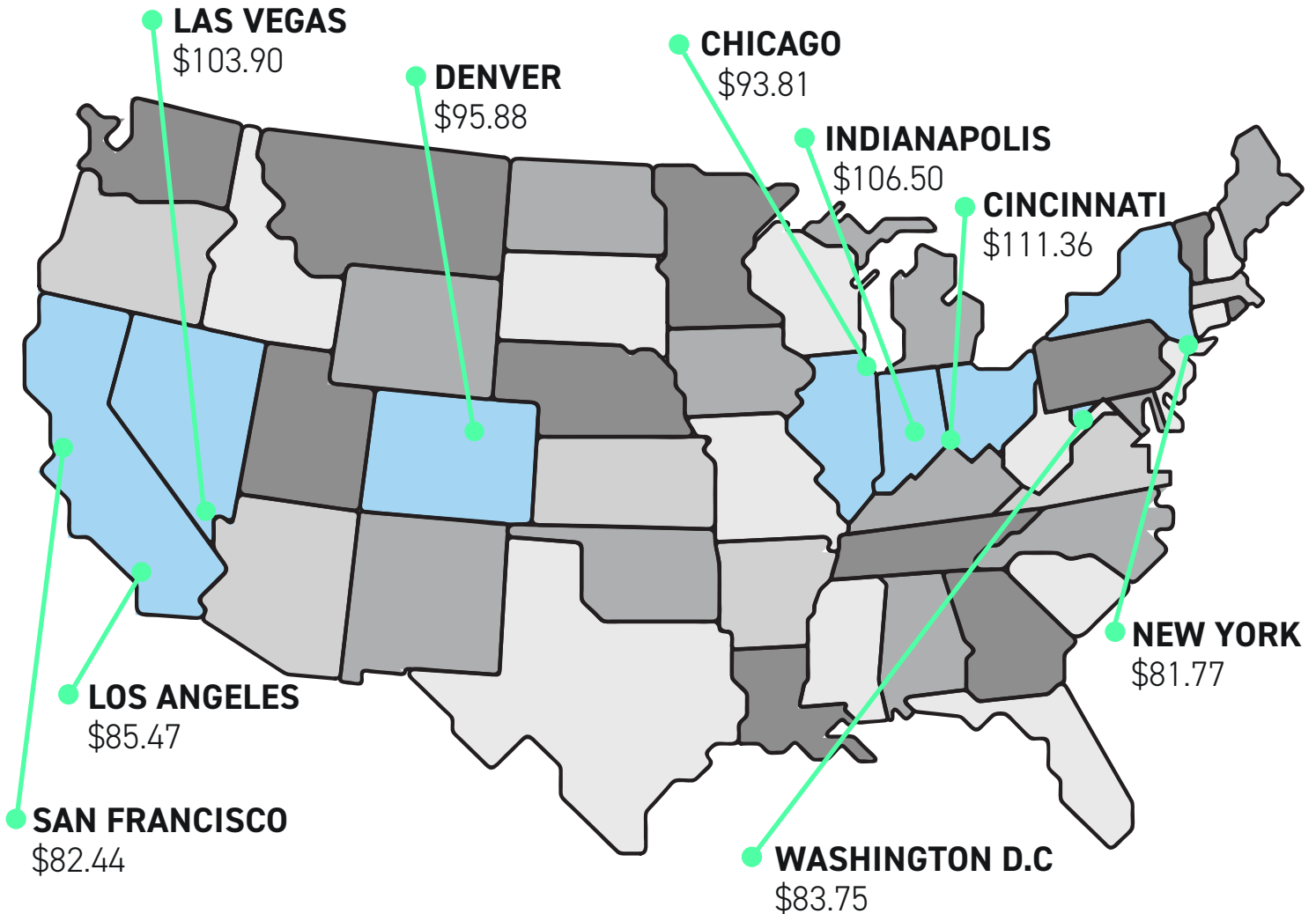
- Voice User Experience Designer
- Marketing Technology Manager
- Marketing Automation Specialist
- UX Designers
- UX Researchers
- Data Analysts

## ◦ SKILLS NEEDED TO SUCCEED

These are the hottest platforms, technologies, and skills we're seeing requests for.

- Human Computer Interaction
- Advanced Research
- Design Systems
- Human-Centered Design
- Behavioral Economics
- Sketch
- Adobe CS
- React.js/node.js
- AWS
- Hubspot/Marketo
- SQL
- Webpack

# VALUE OF \$100



## How Far Will \$100 go?

Did you know \$100 isn't actually worth \$100 everywhere? If you're in Ohio your dollars will go a lot further than if you're living in New York. Why?

TaxFoundation.org says it's because states with higher incomes also have higher price levels and there is a direct relationship between the two. "In places with higher incomes, the prices of finite resources like land get bid up...and places with high costs of living pay higher salaries for the same jobs." This is what labor economists call a compensating differential. i.e., "the higher pay is offered in order to make up for the low purchasing power."





# \$ MARKET LEVEL

In these markets expect to pay 125%-174% of the national average for living expenses. Though still above average, many of these cities have been reinventing their economic backbone as they move from traditional manufacturing and agricultural industries into the information and technology age.

For example: Indianapolis is home to thriving industries like health care and insurance, while Cincinnati's growth has focused on education and financial services.

## EXAMPLE CITIES\*:



INDIANAPOLIS



CINCINNATI



LAS VEGAS

Rent	\$840	\$816	\$804
Transit	\$60	\$78	\$65
Latte	\$3.87	\$3.64	\$4.34
Meal for 2	\$45	\$45	\$57

<b>JOB TITLE</b>	<b>JUNIOR (1-2 YRS)</b>	<b>MID (3-5 YRS)</b>	<b>SENIOR (5+ YRS)</b>
<b>Art Director</b>	\$60,000	\$65,000	\$100,000
<b>Copywriter</b>	\$46,000	\$62,000	\$80,000
<b>Creative Director</b>	—	\$95,000	\$110,000
<b>Digital Strategist</b>	\$50,000	\$75,000	\$95,000
<b>Editor</b>	\$43,500	\$58,000	\$67,000
<b>Front End Coder/Front End Developer</b>	\$52,000	\$68,000	\$85,000
<b>Graphic Designer</b>	\$43,000	\$56,000	\$70,000
<b>Information Architect</b>	\$65,000	\$80,000	\$95,000
<b>Instructional Designer</b>	\$52,000	\$62,000	\$73,500
<b>Interaction Designer</b>	\$60,000	\$75,000	\$90,000
<b>Marketing Professional</b>	\$45,000	\$60,000	\$100,000
<b>Mobile Developer</b>	\$70,000	\$80,000	\$100,000
<b>Motion Graphics Designer</b>	\$62,000	\$73,000	\$80,000
<b>Presentation Specialist</b>	\$48,500	\$62,000	\$72,000
<b>Production Artist (Web)</b>	\$40,000	\$53,500	\$58,000
<b>Production Manager</b>	—	\$60,000	\$67,500
<b>Project Manager</b>	\$54,000	\$66,000	\$79,000
<b>Proofreader</b>	\$38,000	\$43,000	\$50,000
<b>SEO Specialist</b>	\$52,000	\$65,000	\$83,000
<b>Social Media Specialist</b>	\$46,500	\$57,000	\$63,000
<b>Traffic Coordinator</b>	\$40,000	\$43,000	\$48,000
<b>User Experience (UX) Architect</b>	\$60,000	\$85,000	\$100,000
<b>User Experience (UX) Designer</b>	\$55,000	\$73,000	\$92,000
<b>User Interface (UI) Developer</b>	\$68,000	\$88,000	\$100,000
<b>Web Designer</b>	\$49,500	\$63,000	\$79,500

Note: All salaries are + or - a variance of 10% depending upon specific city, company size, and industry.



# \$\$ MARKET LEVEL

Although the cost of living is 175%-249% higher than national average, these cities offer many opportunities for creative employment in a variety of industries. In Los Angeles, the main industries are entertainment, of course, but also aerospace, tourism, and technology. Chicago has a mix of financial services, engineering, publishing, and food processing, while Denver's opportunities center on aerospace, telecommunications, and technology.

## EXAMPLE CITIES\*:



LOS ANGELES



CHICAGO



DENVER

Rent	\$1,580	\$1,334	\$1,315
Transit	\$100	\$100	\$94.88
Latte	\$4.06	\$3.96	\$4.23
Meal for 2	\$60	\$65	\$60

<b>JOB TITLE</b>	<b>JUNIOR (1-2 YRS)</b>	<b>MID (3-5 YRS)</b>	<b>SENIOR (5+ YRS)</b>
<b>Art Director</b>	\$60,250	\$82,350	\$117,000
<b>Copywriter</b>	\$50,620	\$74,025	\$97,200
<b>Creative Director</b>	—	\$115,560	\$136,080
<b>Digital Strategist</b>	\$60,480	\$90,000	\$108,000
<b>Editor</b>	\$53,100	\$70,650	\$81,000
<b>Front End Coder/Front End Developer</b>	\$68,625	\$88,200	\$99,000
<b>Graphic Designer</b>	\$45,525	\$67,500	\$86,400
<b>Information Architect</b>	\$81,000	\$94,500	\$117,000
<b>Instructional Designer</b>	\$63,000	\$75,060	\$88,560
<b>Interaction Designer</b>	\$76,500	\$90,000	\$99,000
<b>Marketing Professional</b>	\$50,000	\$75,670	\$125,000
<b>Mobile Developer</b>	\$80,000	\$99,000	\$122,400
<b>Motion Graphics Designer</b>	\$74,520	\$87,300	\$95,400
<b>Presentation Specialist</b>	\$50,500	\$65,030	\$91,260
<b>Production Artist (Web)</b>	\$49,050	\$55,150	\$65,200
<b>Production Manager</b>	—	\$72,000	\$82,575
<b>Project Manager</b>	\$64,800	\$79,650	\$94,680
<b>Proofreader</b>	\$46,800	\$52,650	\$62,100
<b>SEO Specialist</b>	\$65,700	\$87,300	\$99,000
<b>Social Media Specialist</b>	\$45,250	\$69,750	\$76,500
<b>Traffic Coordinator</b>	\$48,000	\$54,000	\$58,500
<b>User Experience (UX) Architect</b>	\$76,500	\$95,400	\$128,250
<b>User Experience (UX) Designer</b>	\$62,860	\$85,000	\$103,500
<b>User Interface (UI) Developer</b>	\$90,000	\$103,500	\$128,250
<b>Web Designer</b>	\$59,400	\$75,600	\$94,500

Note: All salaries are + or - a variance of 10% depending upon specific city, company size, and industry.



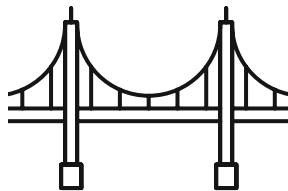


# \$\$\$ MARKET LEVEL

The cost of living for these cities is 250% higher than the national average. For all three of these cities, space and geography play a large factor in the higher cost of living. Specialized industries that dominate the creative job market also impact salary ranges across these areas in different ways.

For example: San Francisco is tech-heavy, New York owns media and finance, while DC is a government town.

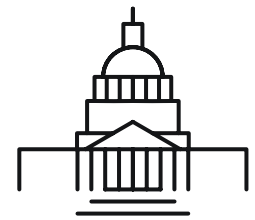
## EXAMPLE CITIES\*:



**SAN FRANCISCO**



**NEW YORK**



**WASHINGTON, DC**

<b>Rent</b>	<b>\$2,992</b>	<b>\$2,350</b>	<b>\$1,880</b>
<b>Transit</b>	<b>\$70</b>	<b>\$225</b>	<b>\$116.50</b>
<b>Latte</b>	<b>\$4.04</b>	<b>\$4.02</b>	<b>\$4.25</b>
<b>Meal for 2</b>	<b>\$75</b>	<b>\$75</b>	<b>\$80</b>

JOB TITLE	JUNIOR (1-2 YRS)	MID (3-5 YRS)	SENIOR (5+ YRS)
<b>Art Director</b>	\$55,000	\$80,000	\$110,000
<b>Copywriter</b>	\$50,000	\$75,000	\$108,000
<b>Creative Director</b>	—	\$150,000	\$200,000
<b>Design Director</b>	—	\$115,000	\$135,000
<b>Digital Strategist</b>	\$85,000	\$100,000	\$145,000
<b>Editor</b>	\$50,000	\$65,000	\$90,000
<b>Front End Developer</b>	\$76,250	\$98,000	\$110,000
<b>Graphic Designer</b>	\$45,000	\$70,000	\$96,000
<b>Information Architect</b>	\$90,000	\$105,000	\$130,000
<b>Instructional Designer</b>	\$70,000	\$83,400	\$98,400
<b>Interaction Designer</b>	\$75,000	\$95,000	\$115,000
<b>Marketing Director</b>	—	\$150,000	\$200,000
<b>Marketing Professional</b>	\$70,000	\$85,000	\$100,000
<b>Mobile Developer</b>	\$100,000	\$110,000	\$136,000
<b>Motion Graphics Designer</b>	\$60,000	\$75,000	\$95,000
<b>Presentation Specialist</b>	\$48,000	\$60,000	\$101,400
<b>Production Artist (Web)</b>	\$48,000	\$55,000	\$65,000
<b>Production Manager</b>	—	\$65,000	\$95,000
<b>Project Manager</b>	\$60,000	\$75,000	\$105,200
<b>Proofreader</b>	\$45,000	\$55,000	\$65,000
<b>SEO Specialist</b>	\$65,000	\$80,000	\$110,000
<b>Social Media Specialist</b>	\$45,000	\$60,000	\$80,000
<b>Traffic Coordinator</b>	\$42,000	\$60,000	\$65,000
<b>User Experience (UX) Architect</b>	\$85,000	\$106,000	\$142,500
<b>User Experience (UX) Designer</b>	\$65,000	\$100,000	\$125,000
<b>User Interface (UI) Developer</b>	\$100,000	\$115,000	\$142,500

Note: All salaries are + or - a variance of 10% depending upon specific city, company size, and industry.



# NEED MORE INFORMATION ON SALARIES?

**Our talented team would be happy to help!**

Artisan is a creative staffing agency with a deep pool of digital, marketing, and creative talent. Whether you're hiring talent or finding work, we're here to make things easier for you. Our Account Managers and Talent Recruiters are leading the way to successful matches — and it all starts by nurturing relationships with you. Contact us today to learn more about working together.

**Get started today at [artisantalent.com](https://www.artisantalent.com).**

## CONTACT US TODAY

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# SOURCES

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## Salary Guides Consulted:

Adecco

AIGA

Aquent

Coroflot

Creative Circle

Creative Group

MarketingProfs

Onward Search

Paladin Staffing

Vitamin Talent

**\*Rent** = Average 1 bedroom/1 bathroom

**Transit** = Average 30 day pass for public transportation

**Latte** = Standard cuppa because we're fancy

**Meal for 2** = Middle-tier restaurant with a glass of wine, obviously

