Salary Guide
South West

DESIGN

ADLIB

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Corporation

WHAT IS THE AVERAGE DESIGN SALARY IN THE SOUTH WEST?

The purpose of this guide is to provide a snapshot of Design salary bandings across different skillsets and industries. Specific benchmarking is a much more detailed task and something we do 1:1 so these serve as rough guides only.

How do we benchmark Design salaries?

At ADLIB we benchmark salaries using a combination of the latest data from our database, insight from niche industry surveys we've conducted + publicly available salary data, all paired with our extensive experience of working in the design industry for over 20 years.

Here, we aim to provide an overall range of salaries based on a variety of common job titles. This document provides the typical bandings for each role in the South West across all industries.
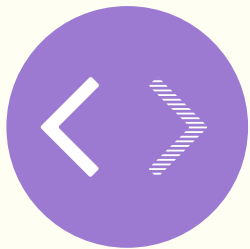
What to consider when assigning a salary to a role

There are lots of factors to consider when assigning a salary to a role such as the specific skills required, the location, responsibilities of the role, how large or small the talent pool is, what benefits you're offering and much more.

For any questions or for more specific role benchmarking please reach out to our design team and they'll be happy to help.

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DESIGN SALARY BENCHMARKS

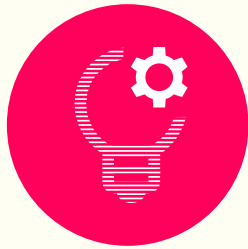| Permanent Roles	Junior		Midweight		Senior	
	Lower	Upper	Lower	Upper	Lower	Upper
Creative Artworker	£22,000	£25,000	£25,000	£30,000	£30,000	£40,000
Graphic Designer	£22,000	£27,000	£27,000	£38,000	£38,000	£48,000
Digital Designer	£25,000	£30,000	£30,000	£40,000	£40,000	£50,000
Motion Graphics Designer	£25,000	£30,000	£30,000	£40,000	£40,000	£55,000
Copywriter	£22,000	£30,000	£30,000	£40,000	£40,000	£50,000
Art Director / Conceptual Copy	£25,000	£32,000	£32,000	£45,000	£45,000	£60,000
Head of Design	£40,000	£50,000	£50,000	£55,000	£55,000	£70,000
Design Director			£55,000	£60,000	£60,000	£65,000
Associate Creative Director					£60,000	£65,000
Creative Director	£60,000	£65,000	£65,000	£75,000	£75,000	£85,000
Executive Creative Director					£80,000	£100,000
User Experience Designer	£27,000	£38,000	£38,000	£55,000	£55,000	£75,000
User Interface Designer	£26,000	£36,000	£36,000	£45,000	£45,000	£60,000
Product Designer	£27,000	£38,000	£38,000	£50,000	£50,000	£70,000
Service Designer	£27,000	£40,000	£40,000	£50,000	£50,000	£75,000
Content Designer	£25,000	£35,000	£35,000	£50,000	£50,000	£65,000
User Researcher	£27,000	£35,000	£35,000	£50,000	£50,000	£70,000
Head of UX	£60,000	£65,000	£65,000	£75,000	£75,000	£90,000
UX Director					£90,000	£120,000

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