



NI
CREATIVE
SALARY
SURVEY
2021



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WHY?

Presented by Hundred Studio.

This survey was conducted in March–April 2021, with a total of 78 responses.

hundredstudio.co.uk
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A little background

We've all looked for a job.

We've all wanted more information. We've all read the generic copy+paste job description. Have we got enough experience? What's the salary?

Guess what – there's no details on seniority and salary is of course, dependent on experience.

On our local design Slack, 80% of job posts in the last six months had no salary listed.

The goal of this survey is to make local employers advertise jobs with information on salary, experience and expectations.

We want you to know your worth. Let's take the stress out of jobs and finances, and see if you're being looked after.



XP ≠ TALENT

What do we mean?

'Years of experience' is an arbitrary way of checking who might be a good fit. The quality and depth of experience is a much better way of showing the developed creative mind of a person.

However talent, natural or acquired, paired with the capacity to grow and the right attitude, you're onto a winner.

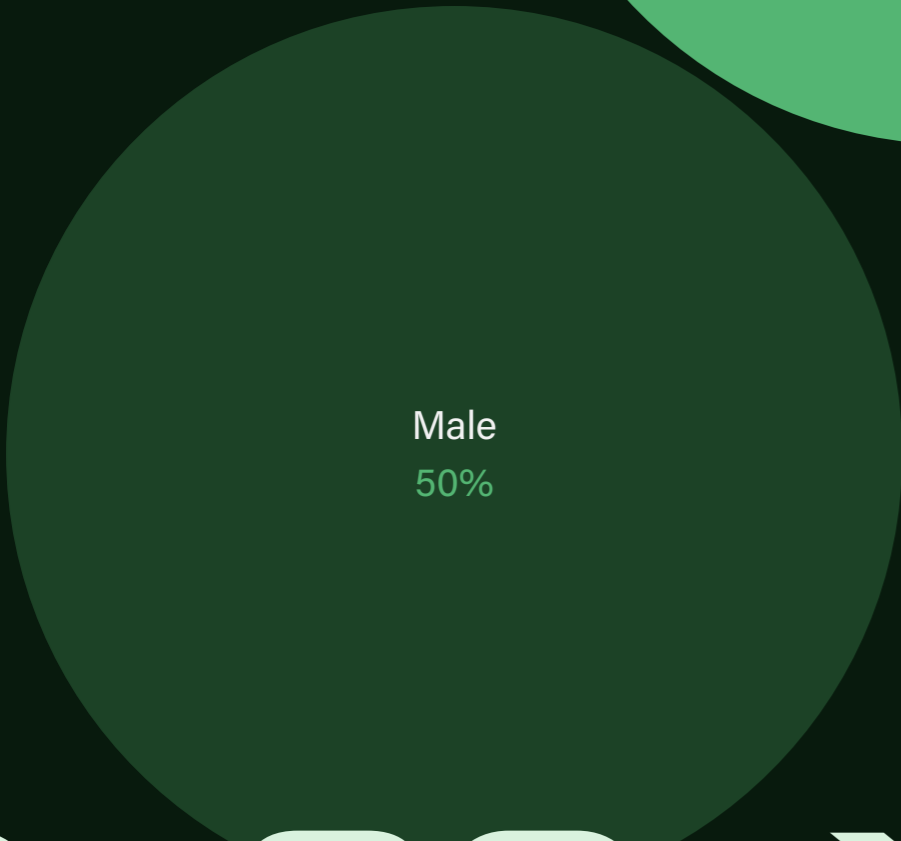
For those starting out

We didn't ask for degrees or qualifications when determining this survey. There are loads of brilliant self-taught designers out there and we want to reassure you all that no one thing can set your value.

We believe that assessing a combination of factors is how your salary should be decided. If you meet the qualification or skills level, have great knowledge, the right attitude and a killer portfolio, you've got the total package.



WHO?

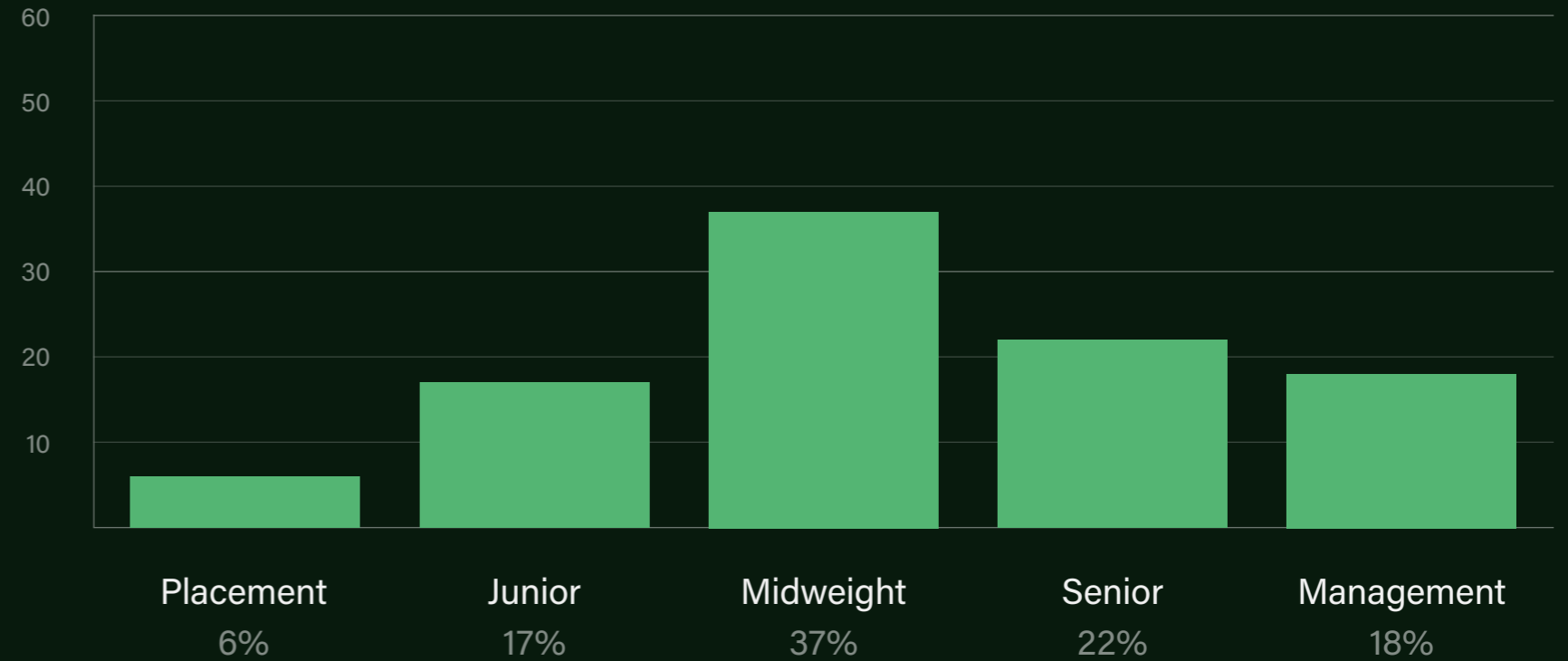


0-20+ XP

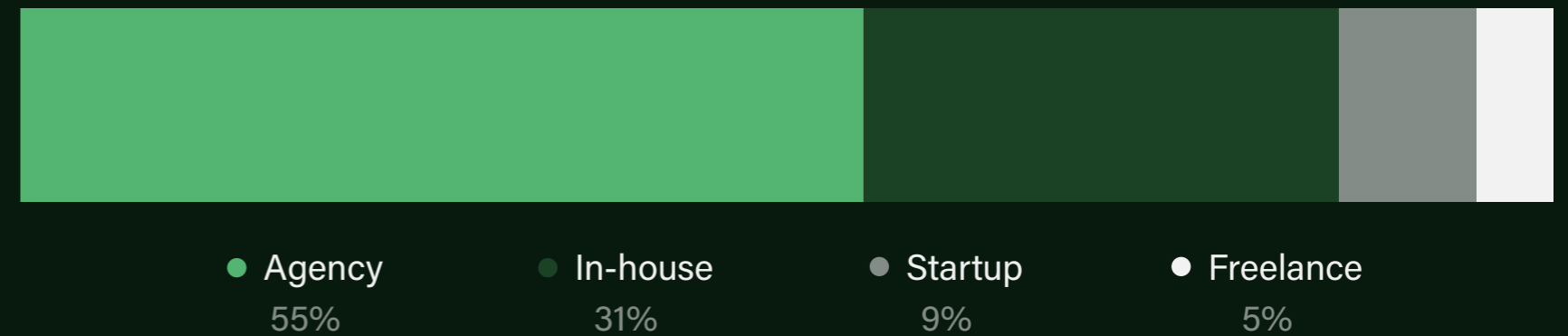
Our survey got a great response – with a range of disciplines, experience and seniority. A perfect 50/50 gender split had us smiling, and getting responses from new starts and veterans alike made this a truly diverse survey group.

78 responses
March–April 2021

Position



Category





RESULTS





No domain knowledge or no direct experience in the sector. Meets academic/transferable skills requirements. 1-1 supervision required. Expected to learn new skills and interacts with immediate colleagues.

Placement Student
Self-taught Designer

Level 1

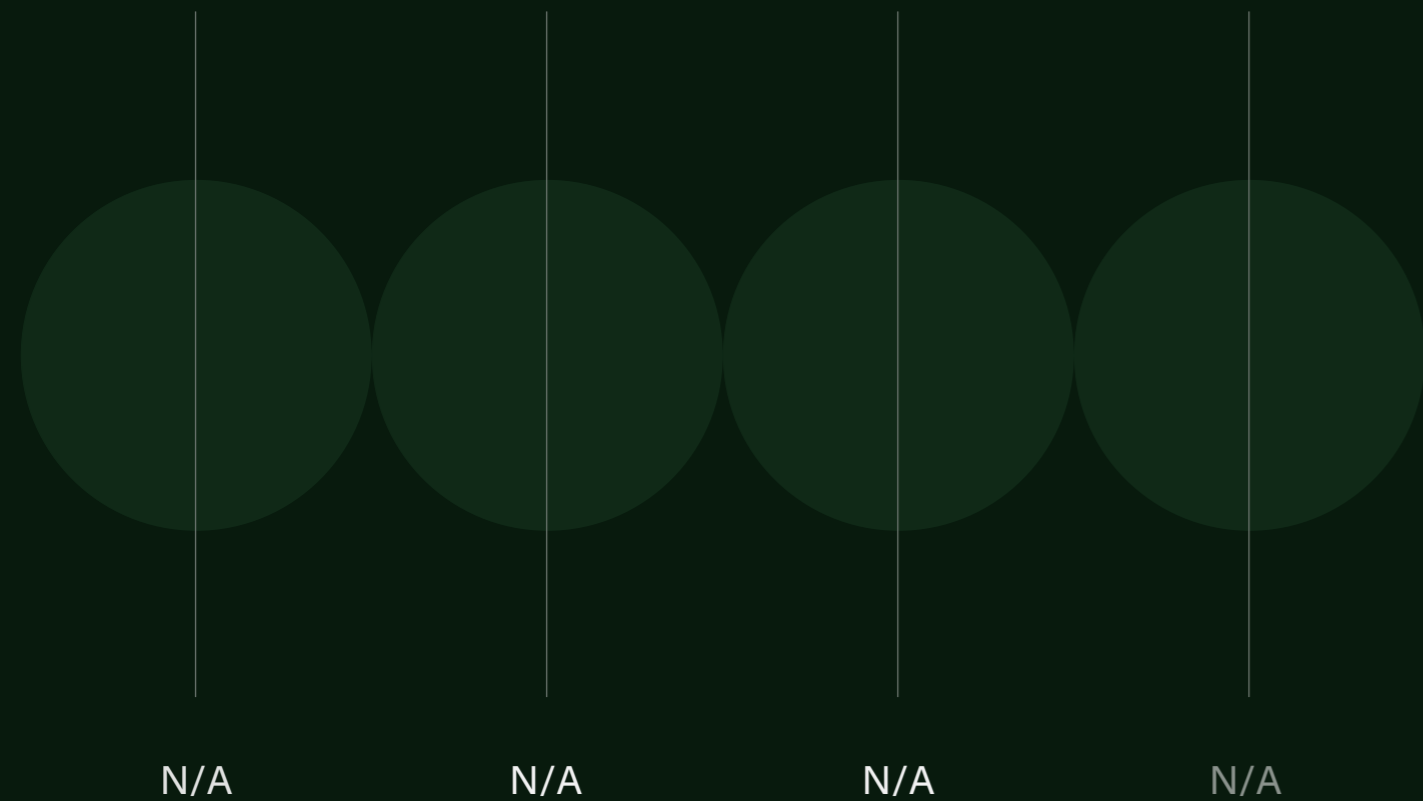
INTERN

0-1 YRS

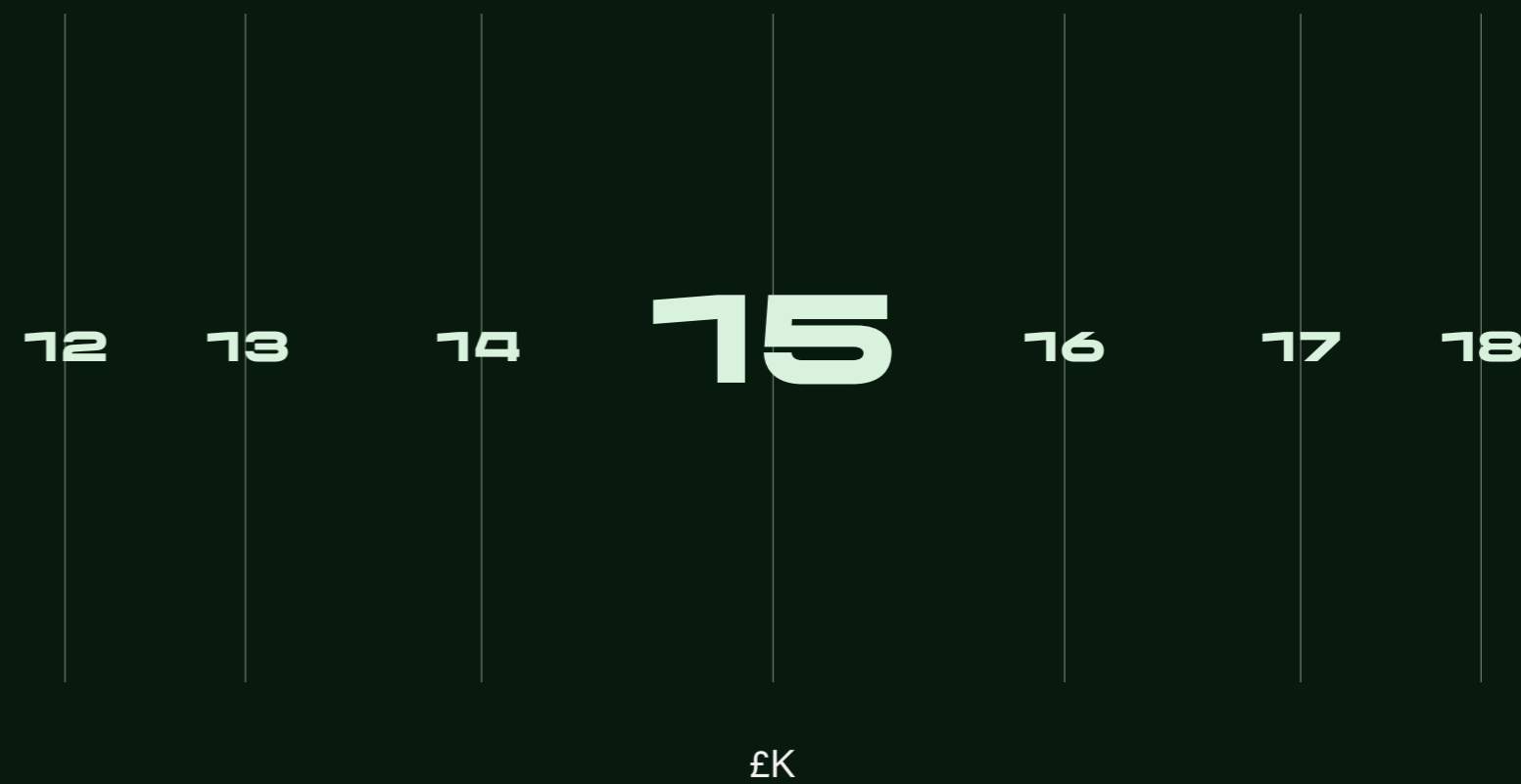
Experience

£12-18K

Salary



Not applicable





Level 2

Has developed basic domain knowledge and performs a variety of work activities in a structured working environment. Working under supervision. Understands and uses appropriate methods, tools and applications.

- Animator/Illustrator
- Brand Designer
- Graphic Designer
- Product Designer
- UX Designer
- UX/UI Designer

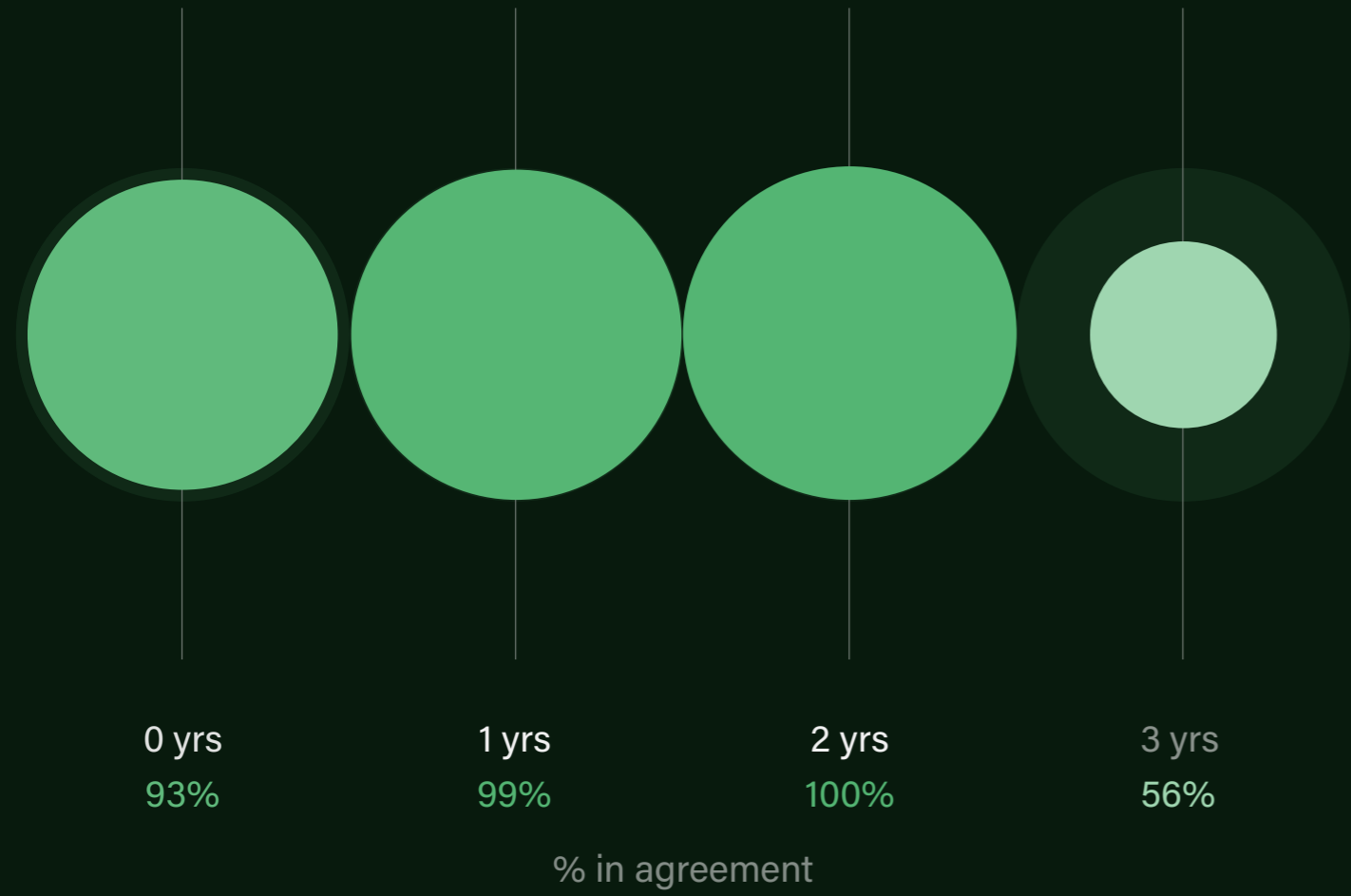
JUNIOR

0-3 YRS

£19-25K

Experience

Salary





Level 3

Works under general supervision. Has the ability to resolve complex queries often without referral to management. Good technical domain knowledge and contributes actively and fully to the team.

- Animator/Illustrator
- Brand Designer
- Graphic Designer
- Product Designer
- UX Designer
- UX/UI Designer

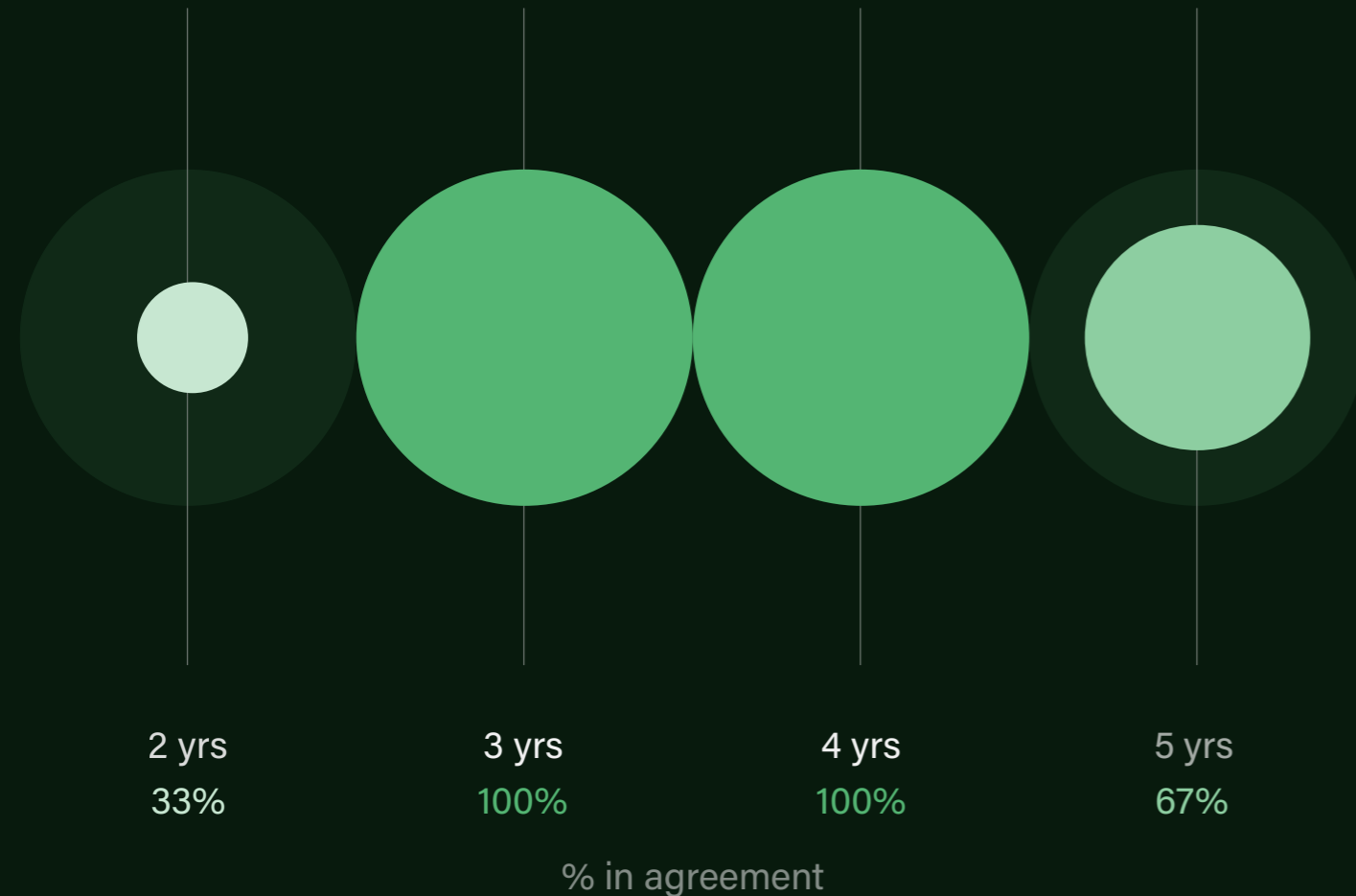
MIDWEIGHT

2-5 YRS

£26-32K

Experience

Salary





Level 4

Defined expertise, authority and responsibility for a significant area of work. Includes direct supervisory responsibility for team members. Demonstrating clear leadership and influencing skills in an organisation.

Art Director
Creative Lead
Graphic Designer
Lead UX/UI Designer
Product Designer
Specialist

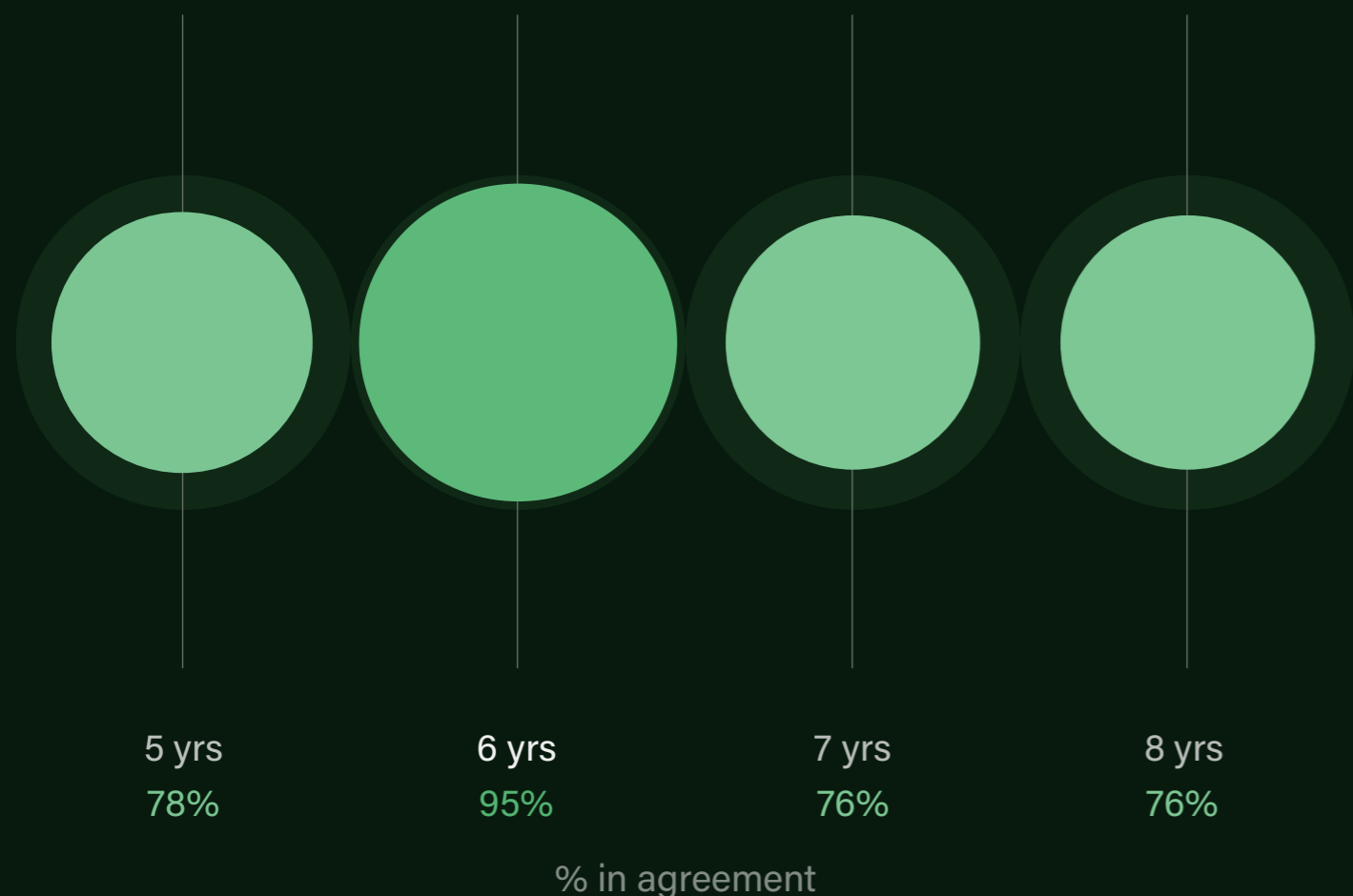
SENIOR

5-8 YRS

£34-40K

Experience

Salary





An expert in their field. With excellent technical domain knowledge, contributing to the strategic direction of an organisation. Has direct supervisory experience of managers/team leaders.

- CCO/CDO
- Creative Director
- Design Director
- Head of Department
- Managing Director

Level 5

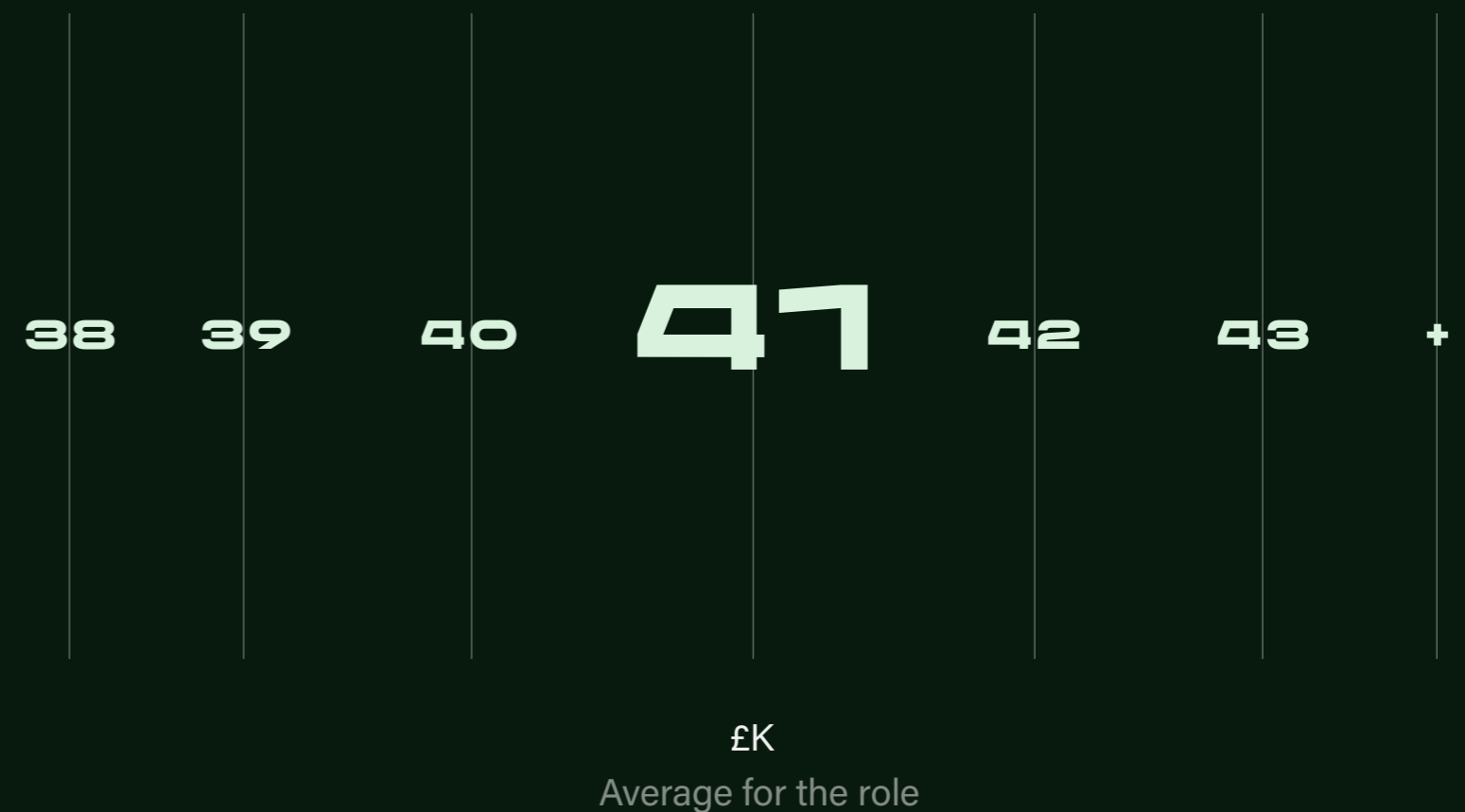
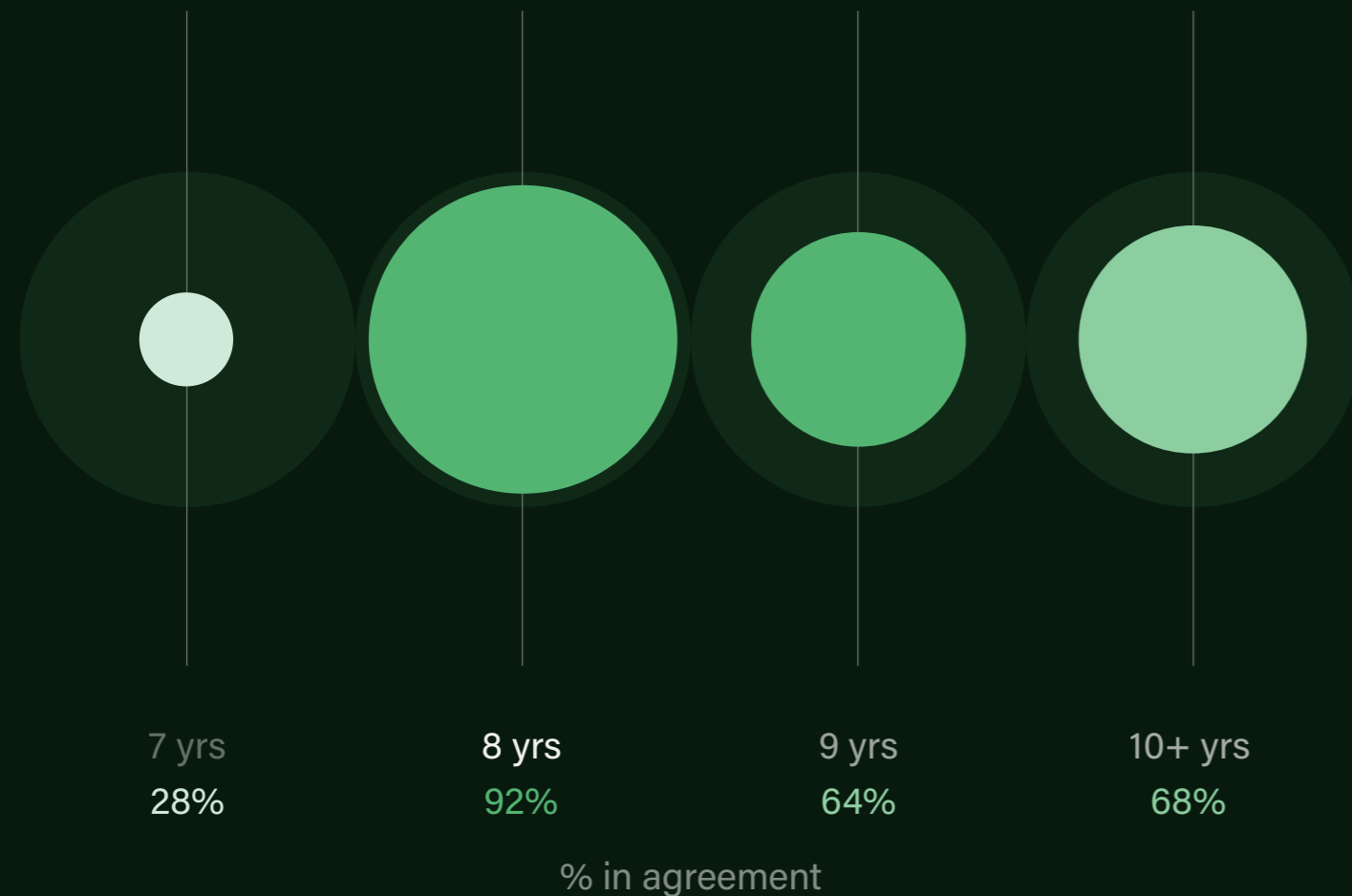
MANAGEMENT

8+ YRS

Experience

£38K+

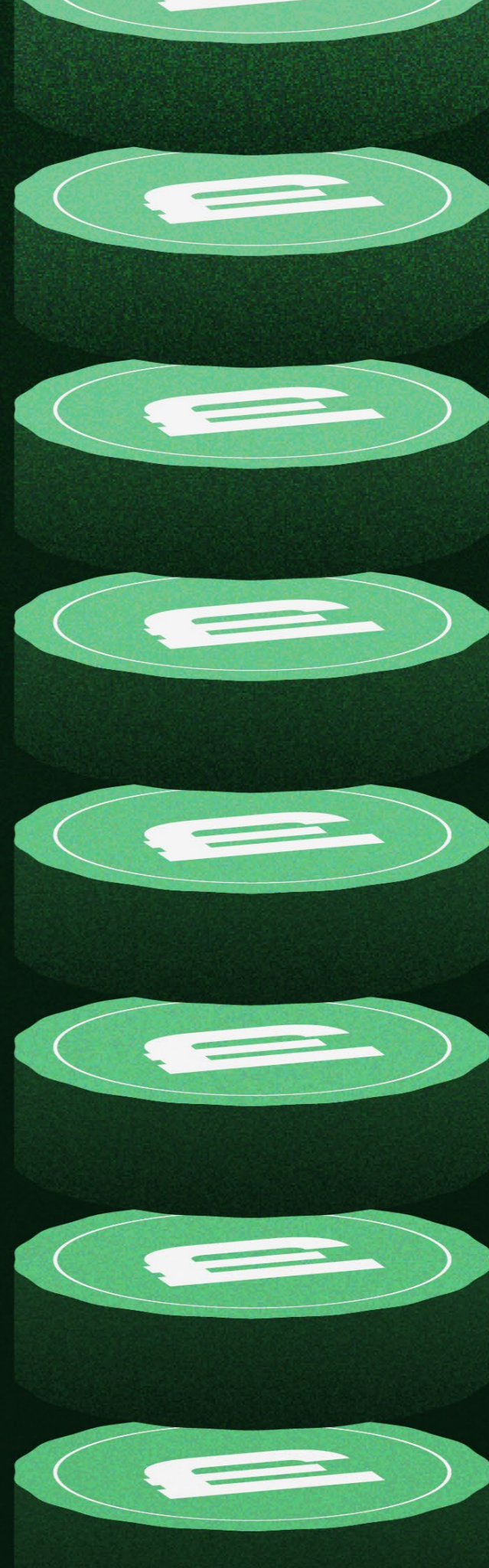
Salary





GENDER

GAP





Gender Split by Salary vs XP



It was really positive to learn that there was no discernible gap in salary between male and female. It seems Northern Ireland is doing a good job at treating talent equally.

Especially in a survey with an exact 50/50 split in representation, this is really encouraging.

MAYBE

NOT?

Level 1 Intern	
MALE	FEMALE
£16,000	£20,000
2.5 yrs	1 yr

Level 2 Junior	
MALE	FEMALE
£24,000	£23,000
2.5 yrs	2 yr

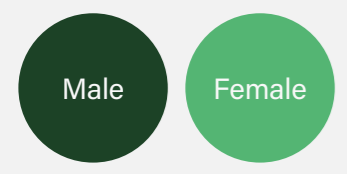
Level 3 Midweight	
MALE	FEMALE
£31,000	£32,000
7 yrs	4 yr

Level 4 Senior	
MALE	FEMALE
£64,000	£69,000
9 yrs	10 yr

Level 5 Management	
MALE	FEMALE
£65,000	£83,000
12 yrs	16 yr

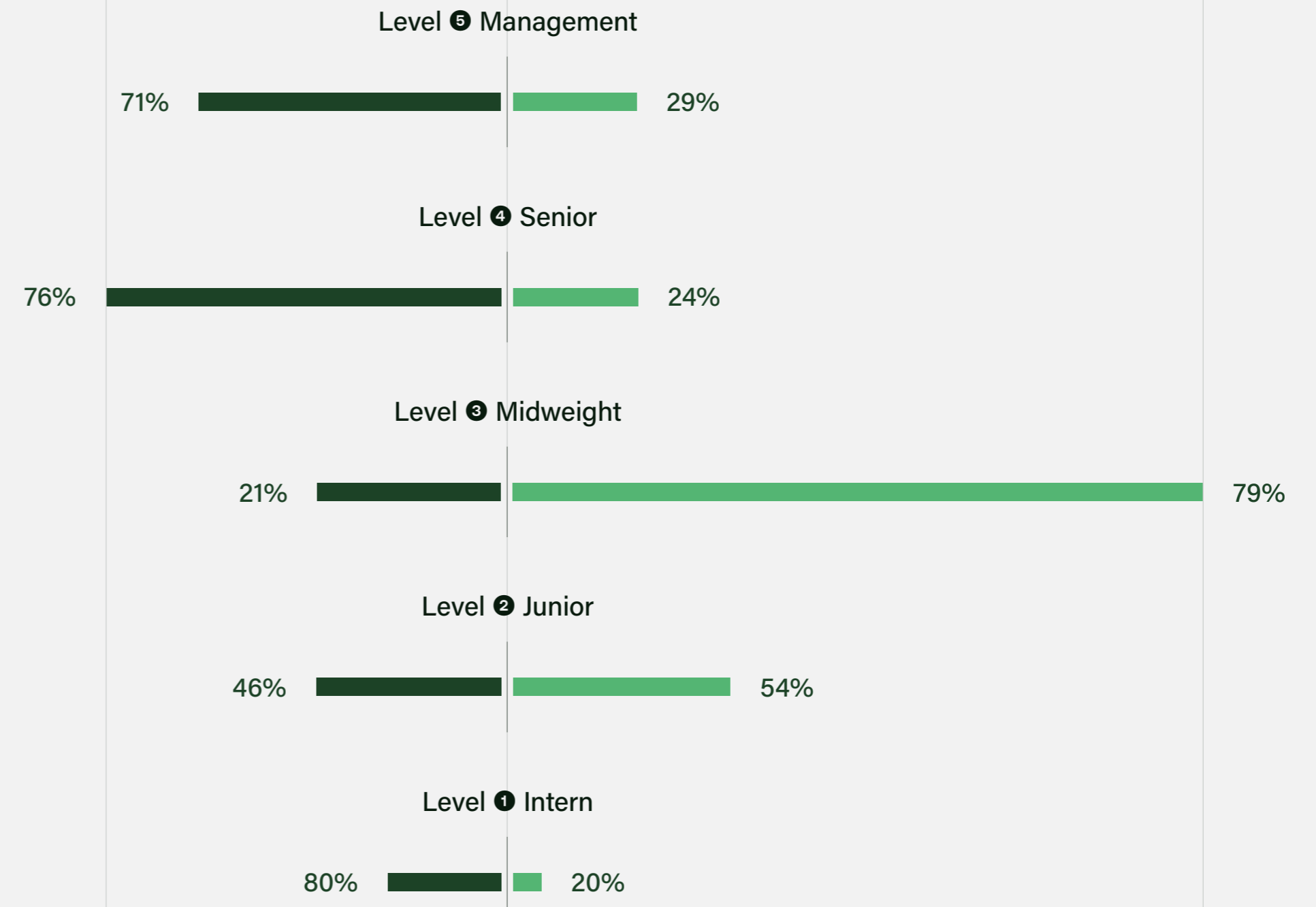


Gender Split by Seniority



On the other hand, there was a lack of female representation at senior and management level. With a high number of female respondents working at midweight level.

The length of the entire bar represents how many responses we got in each level 1-5. From there, the bar is split according to the male and female difference in responses.





OUR TWO CENTS

This may be a reality check to some, or a welcome boost to others. With that said, these findings should be considered as minimums – a solid baseline.

Your role doesn't define your talent.
Being a junior is great. If you're in a good working environment, be a sponge and take the time to learn. Location and industry choices may pay more, they may pay less.

Our advice, make sure you get your fair share.

Hundred ♦♦

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creative agency based in Belfast.

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Thank you.

If you'd like to contact us about this survey
please email one@hundredstudio.co.uk.

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