UX DESIGN REPORT 2023

Introduction:

With the "UX Design Study" we want to provide you with an instrument with which you can compare yourself to your peers based on central metrics and whether your observations of trends and your expectations reflect those of a representative sample for the UX industry in central Europe & UK.

Employment Statistics & Development:

After conducting many studies that shed light on the automotive industry, we decided that the even more obscure UX landscape and the many people working in UX research, conceptual design, visual design, UX writing and many more would also deserve a light shined upon the structures, career paths and realities of the job and talent market.

In our first iteration, we decided to focus on the most important issues UX designers face when choosing a new role with another employer or staying in the safe harbor. We talk to designers every day about the complex decision-making process that is critical to success or failure, but up to this point in a qualitative way. Now we are quantifying this with an empirical study to get valid and reliable results.

Samuel Lottner & Valentin Kelm
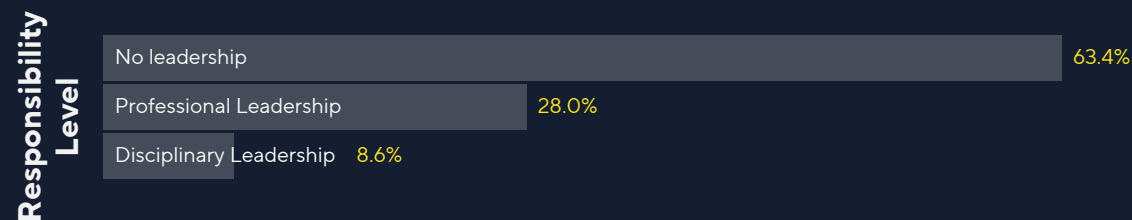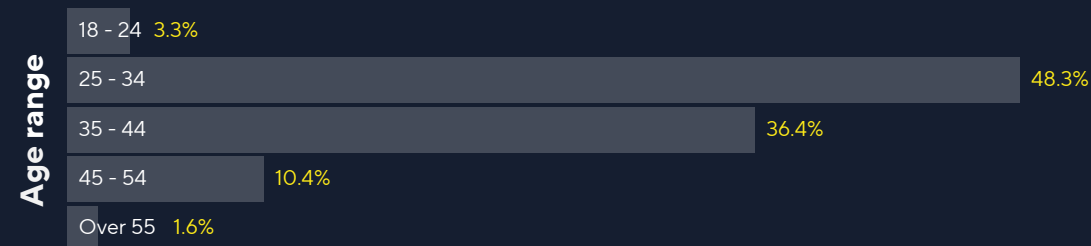Recruiting "Digital" @ Konzepthaus

Konzepthaus
UX DESIGN STUDY

About

The goal of the UX Design Study is to create the most comprehensive, empirical overview of UI/UX and digital product design departments. The results are aimed to support global Start-Up's, agencies and companies alike to prepare their departments for the challenges of the coming years.

Index:

Participants
632

51.9%

1.7%
Prefer not to specify

46.4%

Age range

18 - 24	3.3%
25 - 34	48.3%
35 - 44	36.4%
45 - 54	10.4%
Over 55	1.6%

Responsibility Level

No leadership	63.4%
Professional Leadership	28.0%
Disciplinary Leadership	8.6%

"WHAT IS YOUR CURRENT ANNUAL SALARY? (INCL. VAT AND BONUS)"
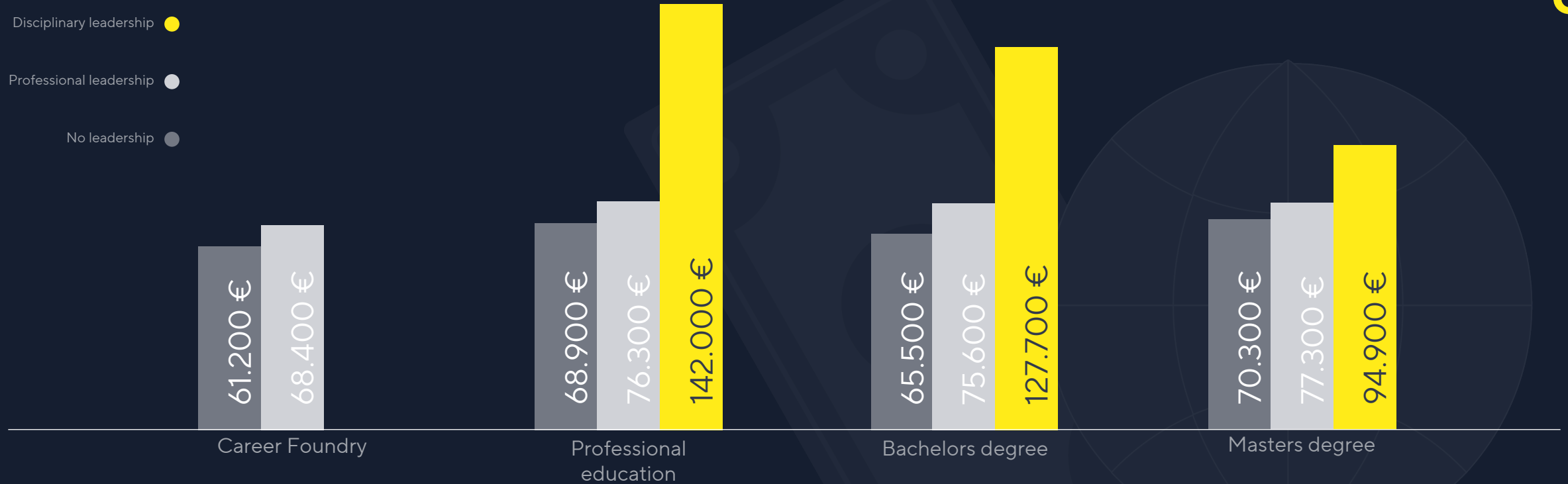↘ Employees in permanent and temporary positions

Annual salary based on responsibility and educational backgrounds

- Disciplinary leadership ●
- Professional leadership ●
- No leadership ●

Career Foundry
- 61.200 €
- 68.400 €

Professional education
- 68.900 €
- 76.300 €
- 142.000 €

Bachelors degree
- 65.500 €
- 75.600 €
- 127.700 €
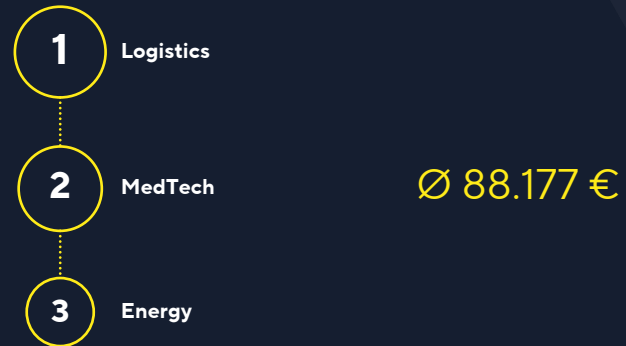
Masters degree
- 70.300 €
- 77.300 €
- 94.900 €

Samuel Lottner — "Taking a closer look at the various educational backgrounds we can see quite cleary, that a higher degree does not necessarily come with higher salary as well. People with a professional education on average bring 1-3 years more working experience than those with a Bachelors degree and additional 2 years more than those with a Masters degree. We see that working experience is still a huge factor and valued by most companies. Career Foundry is a foundry is often "only" the foundation of further education in the field. We see the better earning designers (in leading positions) often added a higher degree at some point before advancing in high salary ranges."
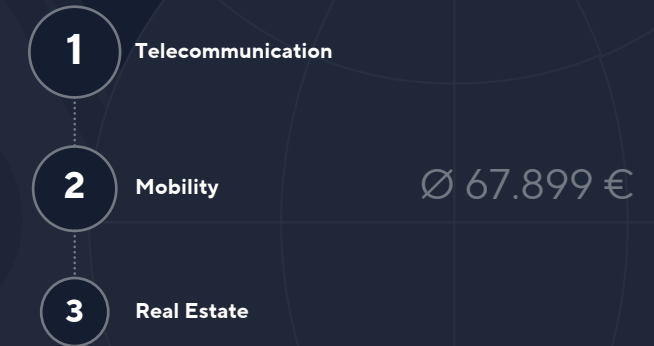
* Currencies were converted into € on 15th May 2023

"HOW MANY TRAINING DAYS DO YOU HAVE AVAILABLE FOR YOUR PERSONAL TRAINING PER YEAR?"
↘ Employees in permanent and temporary positions

Highest and lowest paying industries

Best paying industries

1	**Logistics**
2	**MedTech**
3	**Energy**

Ø 88.177 €

Worst paying industries

1	**Telecommunication**
2	**Mobility**
3	**Real Estate**

Ø 67.899 €

Valentin Kelm — "One metric strongly influencing the salary of designers is the industry they work in. We see that the average salary within the 3 highest paying industries is around 30% higher than within the 3 lowest paying industries. On the one hand some industries (e.g., MedTech) require more experienced designers with special skillsets for more complex solutions. On the other hand, we observe B2B companies tend to have larger budgets than B2C companies."

Salary comparison between agencies and companies

Companies with their own products pay their employees

10.9%

higher salaries than agencies

Samuel Lottner — "The difference in compensation between agencies and product developing companies is very similar to other industries as well. It is very interesting, that topics besides salary are more and more important for many employees in our industry. When it comes to talent attraction, other aspects should be taken into account as well. Agencies for example often tend to be more mature in terms of UX culture. That and the possibility to dive into various projects in a comparably short amount of time is something that lots of designers really value at their employer besides salary."

"WHAT IS YOUR MAXIMUM, ACHIEVABLE ANNUAL SALARY WITH BONUS?"
↘ Employees in permanent and temporary positions ↘ Freelancers

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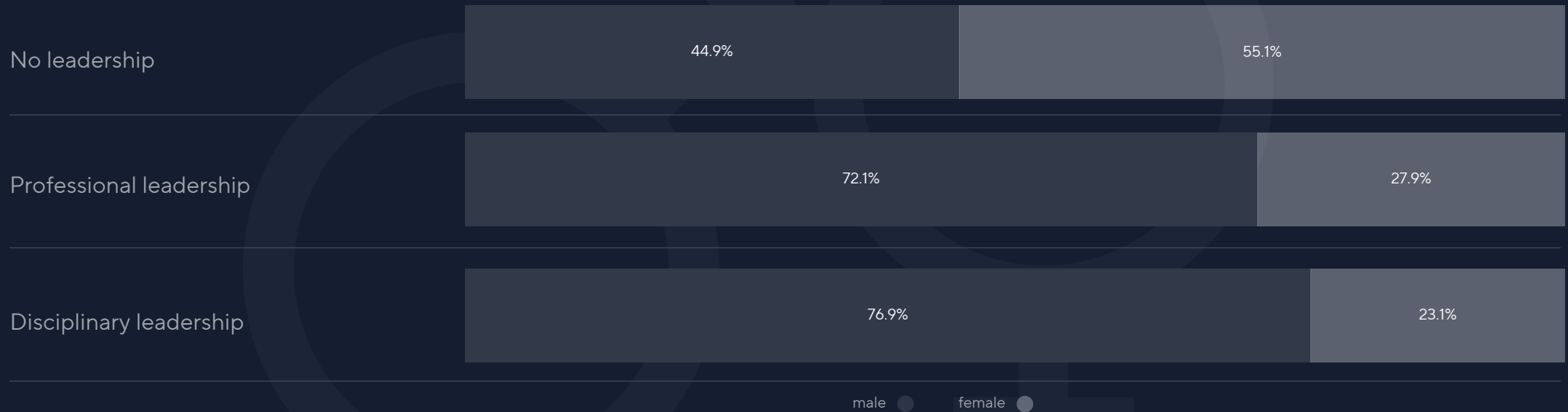# Gender pay gap

The average compensation of men is

16.4%

higher than those of women

Valentin Kelm — "When we solely look at this number it seems shockingly high. If we take a deeper dive into the numbers, we can identify two major factors contributing to the differences in pay which we'll take a more detailed look into. The underlying factor we found was the work experience of male designers being significantly higher than the experience of female designers in our survey. The other reason we found was the higher representation of males within leadership roles."

Gender distribution over leadership levels

Level	Male	Female
No leadership	44.9%	55.1%
Professional leadership	72.1%	27.9%
Disciplinary leadership	76.9%	23.1%

male ● female ●

Valentin Kelm — "This Graphic shows women being overrepresented in hands-on roles while men clearly outnumber women within leadership roles. As seen with the difference in pay, this is a result of most designers with vast experience being male.

We expect the representation of women within leadership roles to rise in the coming years as the gender-distribution of the most senior designers will equal out as women rise to the highest levels."

"IN WHICH SECTION OF THE DESIGN DEPARTMENT ARE YOU CURRENTLY WORKING IN?"
↘ Employees in permanent and temporary positions ↘ Freelancers

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Gender distribution depending on industry experience

*The dotted lines are trend lines

Number of male designers

Number of female designers

Relevant working experience in years

Valentin Kelm — "Taking a look into the relevant experience that designers, writers and researchers bring with them, we see that within higher levels of seniority female designers become less represented . When UX was new, early adopters often came from male dominated areas like front-end development and computer science. With UX becoming bigger, more attractive and a safer career choice we can see a turn with more women choosing a career in UX and women already being overrepresented within the lower experience levels."

Percentage of time spent on administrative vs hands-on work

● Time spent on creative work
⋰ Time spent on administrative work

92.3%
of time spent on
hands-on work

68.6%
of time spent on
hands-on work

62.4%
of time spent on
hands-on work

7.7%
of time spent on
management
work

31.4%
of time spent on
management
work

37.6%
of time spent on
management
work

No leadership

Professional leadership

Disciplinary leadership

Yannick Silberreiss — "It is evident that without a leadership responsibility you can dedicate most of your time for creative work, allowing focused design efforts. As you take on leadership roles your time spent on administrative work multiplies to roughly a third of your working time. Yet, it is encouraging to see that even in professional leadership positions, a significant portion is still available for hands-on work, ensuring to focus on creative tasks. By balancing administrative and operative creative work you guarantee to maintain innovation and drive successful outcomes."

Contracted and actual average working hours per week

No leadership

Professional leadership

Disciplinary leadership

+0.6 hours

+4.1 hours

+3.8 hours

contracted working hours/week	actual average working hours/week		contracted working hours/week	actual average working hours/week		contracted working hours/week	actual average working hours/week
Ø37.1	Ø37.7		Ø37.2	Ø41.3		Ø40.0	Ø43.8

Samuel Lottner — "What surprised me the most was that the biggest amount of overtime can be seen in professional leadership roles with kind of hybrid responsibilities. Keeping the balance between the hands-on work and leadership/mentoring tasks at the same time can often be challenging and resulting in overtime.

In general, we can see that the amount of overtime in comparison to other industries is relatively okay in all of the categories. The question that arises for me is: Are these additional hours compensated? How are people in leadership roles compensated (salary bonus, etc.). "

Most important reasons for job changes besides salary
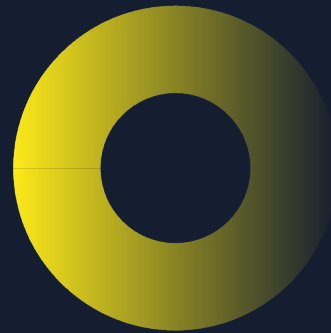
Lack of
flexibility
53.6%
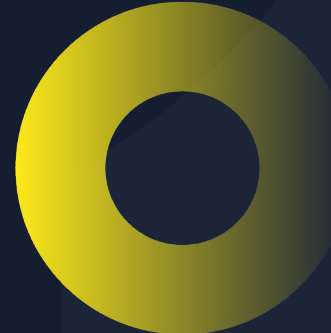
Company
Culture
54.4%

Tasks
of the role
67.6%
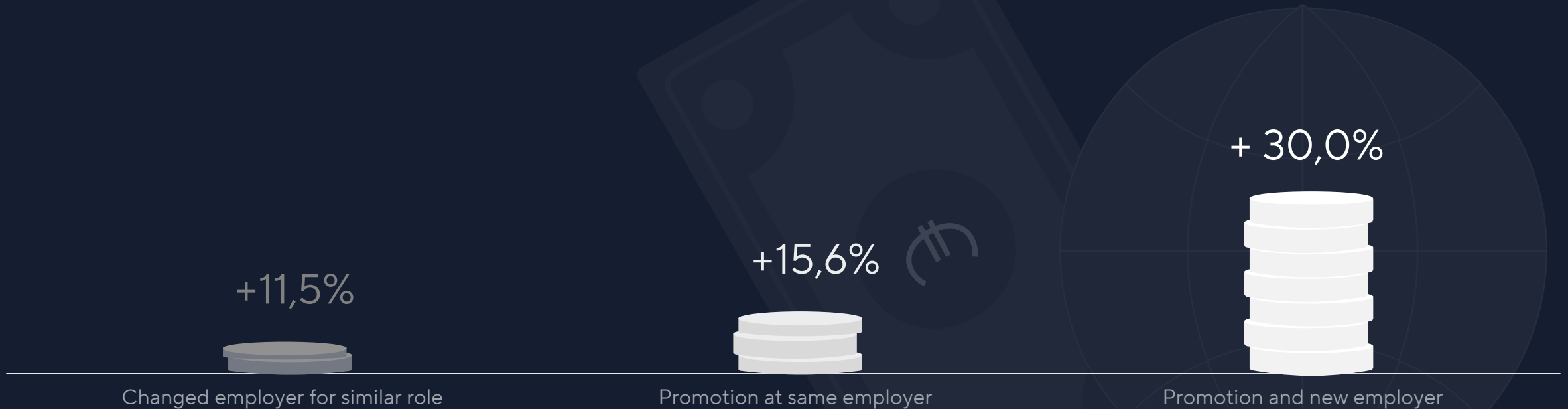
No leadership

Professional leadership
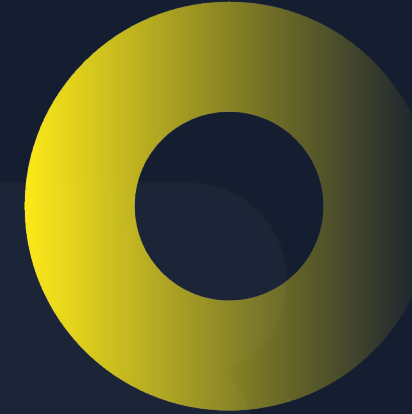
Disciplinary leadership

Mathieu Röstermundt — "We can see flexibility being the primary reason for job changes for designers in non-leadership roles, whereas culture and tasks become more important with higher responsibility levels.

We see this being due to having less room for flexibility if you are responsible for projects, clients and employees. Another factor in this might be that designers rise to different responsibility levels based upon the criteria they apply."

"WHAT IS YOUR MAXIMUM, ACHIEVABLE ANNUAL SALARY WITH BONUS?"
↘ Employees in permanent and temporary positions

Salary increases when changing employer or getting promoted

+ 30,0%

+15,6%

+11,5%

Changed employer for similar role

Promotion at same employer

Promotion and new employer

Yannick Silberreiss — "You can achieve a significant salary boosts by changing your employer and receiving a promotion. In this case you gain a significantly higher salary boost than if you'd get promoted at your company. These insights highlight the importance of professional growth and strategic career moves in unlocking greater financial rewards in the UX/UI industry. Further it reveals why it can be very attractive for employees to change their company when a promotion is offered by another one."

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"HOW MANY WORKING DAYS IN A WEEK DO YOU WANT TO WORK FROM HOME?"
↘ Employees in permanent and temporary positions

Satisfaction with amount of home office possible

- ■ Satisfied
- ■ Would prefer less HO
- ■ Would prefer more HO

24,9%

52,0%

23,1%
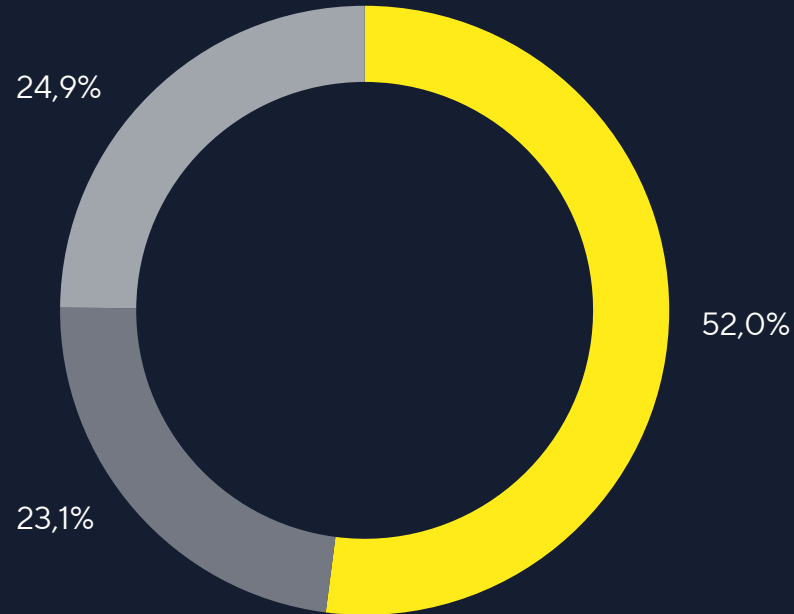
Valentin Kelm — "Since Corona we have seen fundamental changes in the way designers work, collaborating remotely and working from home. Most designers we talk to have a strong preference for either saving time by working from home or for the collaboration while working on-site with their teams. This is replicated here by having similar amounts of designers wanting to work more from home vs. wanting to work more in the office. The relatively high amount of designers wanting to work less remotely seems to be a result of designers having started full-remote positions either because of Corona or the time saving aspects, yet missing the upsides of office work.

Your Konzepthaus Team

Samuel Lottner

Recruiting Manager

+49 151 18150504
samuel@konzepthaus-consulting.com
Linkedin

Valentin Kelm

Recruiting Consultant UI/UX + automotive HMI

+49 151 67542170
valentin@konzepthaus-consulting.com
Linkedin

Yannick Silberreiss

Recruiting Consultant UI/UX

+49 151 70634826
yannick@konzepthaus-consulting.com
Linkedin

Mathieu Röstermundt

Recruiting Consultant UI/UX

+49 151 18152893
mathieu@konzepthaus-consulting.com
Linkedin