2024 UX Salary Survey

Research Methodology

STUDY DESIGN

Online survey
(12 minutes)

SAMPLE SIZE

444 UX Professionals

Initial respondents were recruited through postings on professional networks and websites, such as UXPA and LinkedIn. Additional respondents were recruited using snowball sampling.

DATES OF STUDY

April 2024
- October 2024

Respondent Demographics

Respondents (Global)

We received responses from people in 37 countries. The majority of respondents were from the United States (67%), the United Kingdom (4%), Canada (4%) and Germany (3%).

The respondent sample differed slightly from 2022, where more respondents were from the United States (72% -- fluctuating between 64% and 75% over the past ten years).

	Percentage (2024)	Percentage (2022)	Percentage (2018)	Percentage (2016)	Percentage (2014)
United States (USA)	67%	72%	64%	75%	66%
United Kingdom (UK)	4%	9%	5%	4%	13%
Canada	4%	5%	5%	3%	3%
Germany	3%	2%	2%	2%	1%
India	1%	1%	2%	1%	2%
France	1%	1%	5%	5%	<1%
Australia	1%	1%	2%	1%	2%

N = 444 in 2024

Global Responses (Full List, 2024)

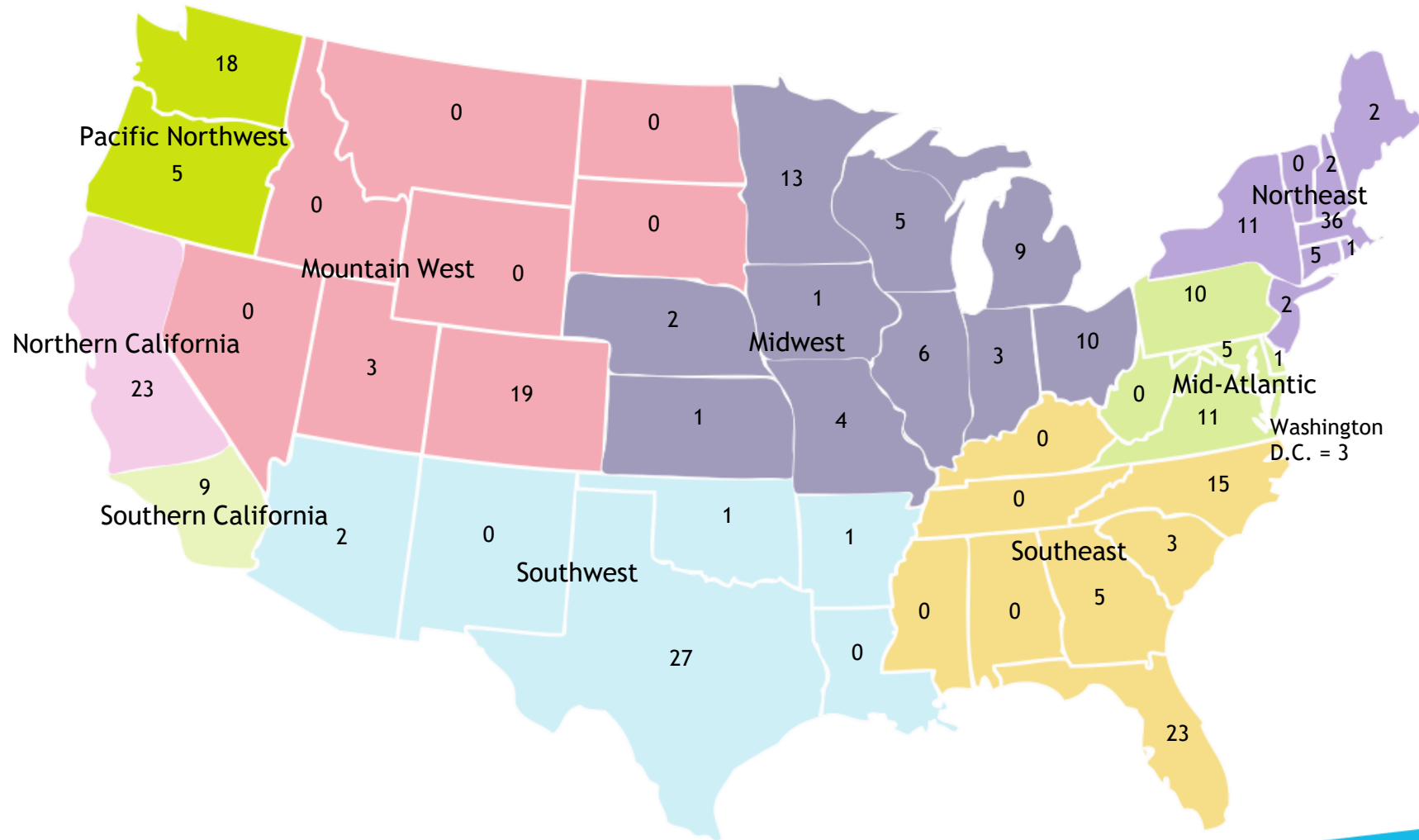|				
United States	67%		Palestine	1%
United Kingdom	4%		Sweden	1%
Canada	4%		Syria	1%
Germany	3%		Algeria	<1%
Jordan	3%		Argentina	<1%
Egypt	2%		Armenia	<1%
Portugal	2%		Chile	<1%
Bulgaria	2%		China	<1%
Spain	1%		Costa Rica	<1%
India	1%		Ecuador	<1%
Australia	1%		Greece	<1%
Brazil	1%		Malaysia	<1%
France	1%		Norway	<1%
Saudi Arabia	1%		Peru	<1%
Turkey	1%		South Africa	<1%
United Arab Emirates	1%		Sudan	<1%
Austria	1%		Switzerland	<1%
Denmark	1%			
Italy	1%			
Mexico	1%			

N = 444

Respondents (US Regions)

The respondents from the US were mostly from the Northeast (20%), Midwest (18%), and Southeast (15%). The largest changes from 2022 to 2024 were an increase of 5 percentage points for the Southeast and a decrease of 5 percentage points for Southern California.

US Region	Percentage (2024)	Percentage (2022)	Percentage (2018)	Percentage (2016)	Percentage (2014)
Northeast	20%	21%	22%	17%	23%
Midwest	18%	19%	16%	18%	20%
Southeast	15%	10%	15%	5%	9%
Mid-Atlantic	10%	13%	10%	23%	14%
Southwest	10%	9%	9%	5%	10%
Pacific Northwest	8%	11%	11%	9%	6%
Northern California	8%	4%	9%	15%	12%
Mountain West	7%	5%	4%	3%	3%
Southern California	3%	8%	4%	6%	4%
Total N =	297	452	848	924	881

n = 297

Respondents (US Regions)

Pacific Northwest: 18, 5

Mountain West: 0, 0, 0, 0, 0, 0, 3, 19

Northern California: 23

Southern California: 9

Southwest: 2, 0, 1, 1, 27, 0

Midwest: 13, 5, 9, 1, 2, 6, 3, 10, 1, 4

Northeast: 2, 0, 2, 36, 11, 5, 1, 2

Mid-Atlantic: 10, 5, 1, 0, 11
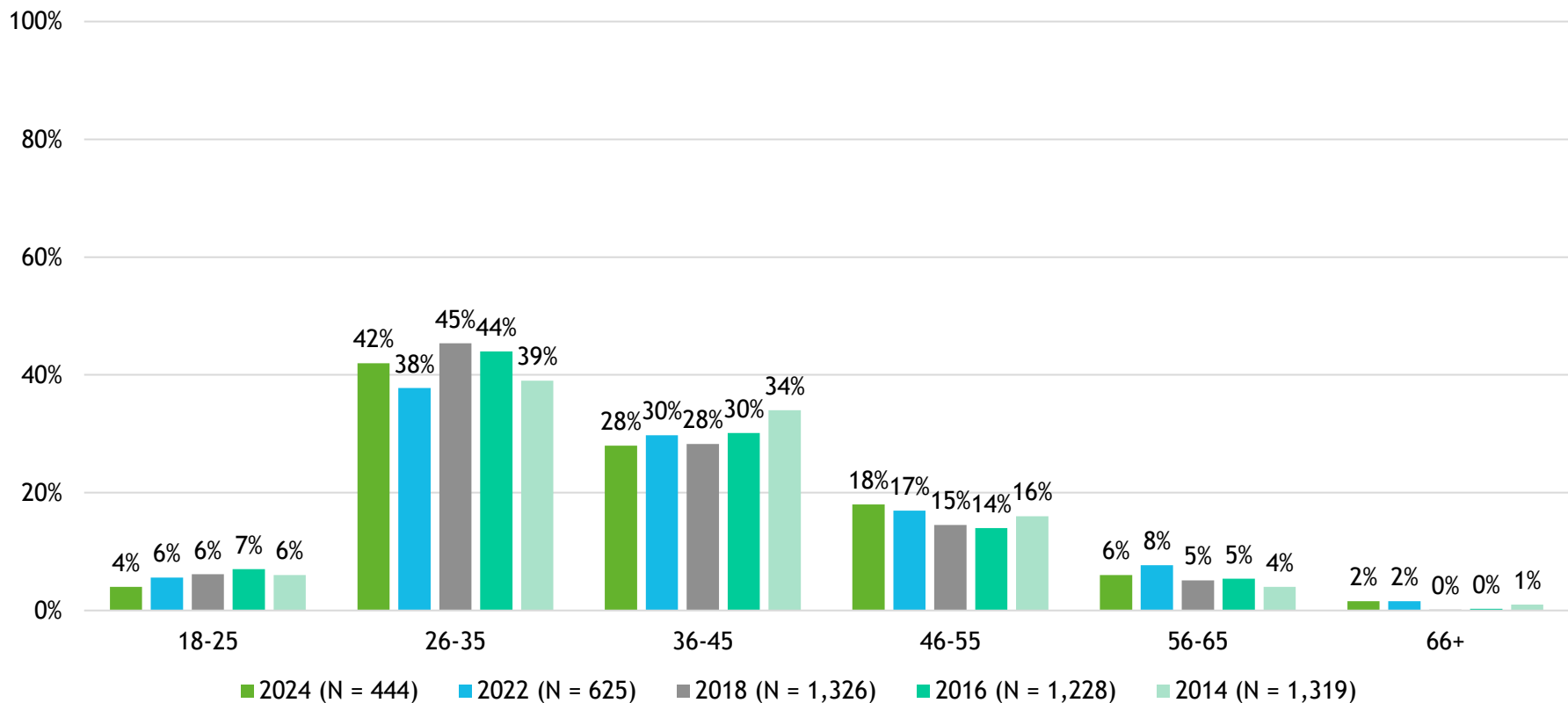
Washington D.C. = 3

Southeast: 0, 0, 15, 3, 0, 0, 5, 23

# = Number of Responses by State   *N* = 297

Respondents' Age

70% of the respondents were between the ages of 26 and 45 at the time of this survey, similar to results seen in 2022, 2018, 2016, and 2014.

Legend: 2024 (N = 444) · 2022 (N = 625) · 2018 (N = 1,326) · 2016 (N = 1,228) · 2014 (N = 1,319)

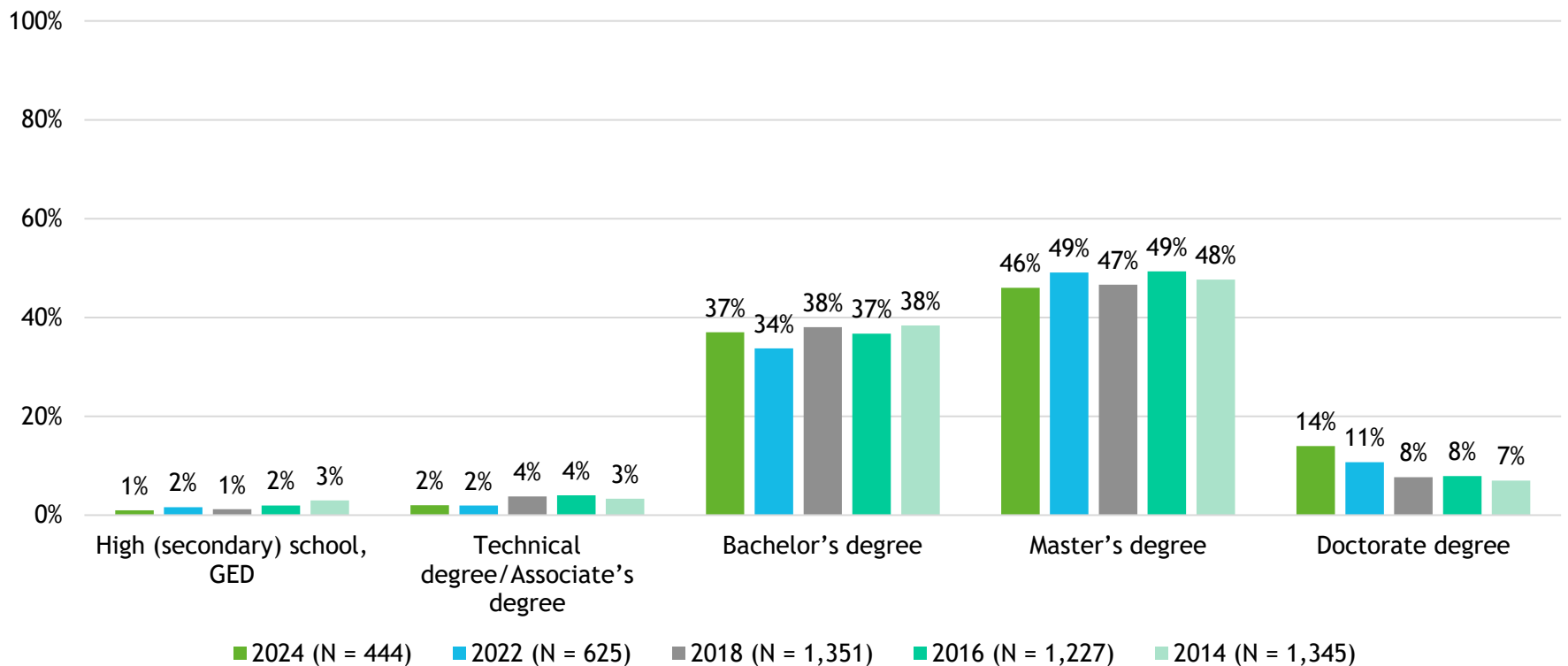| Age	2024	2022	2018	2016	2014
18-25	4%	6%	6%	7%	6%
26-35	42%	38%	45%	44%	39%
36-45	28%	30%	28%	30%	34%
46-55	18%	17%	15%	14%	16%
56-65	6%	8%	5%	5%	4%
66+	2%	2%	0%	0%	1%

Respondents' Gender

A slight majority (55%) of respondents in this year's survey were female, a smaller proportion than 2016 when women made up a slightly larger share (59%).
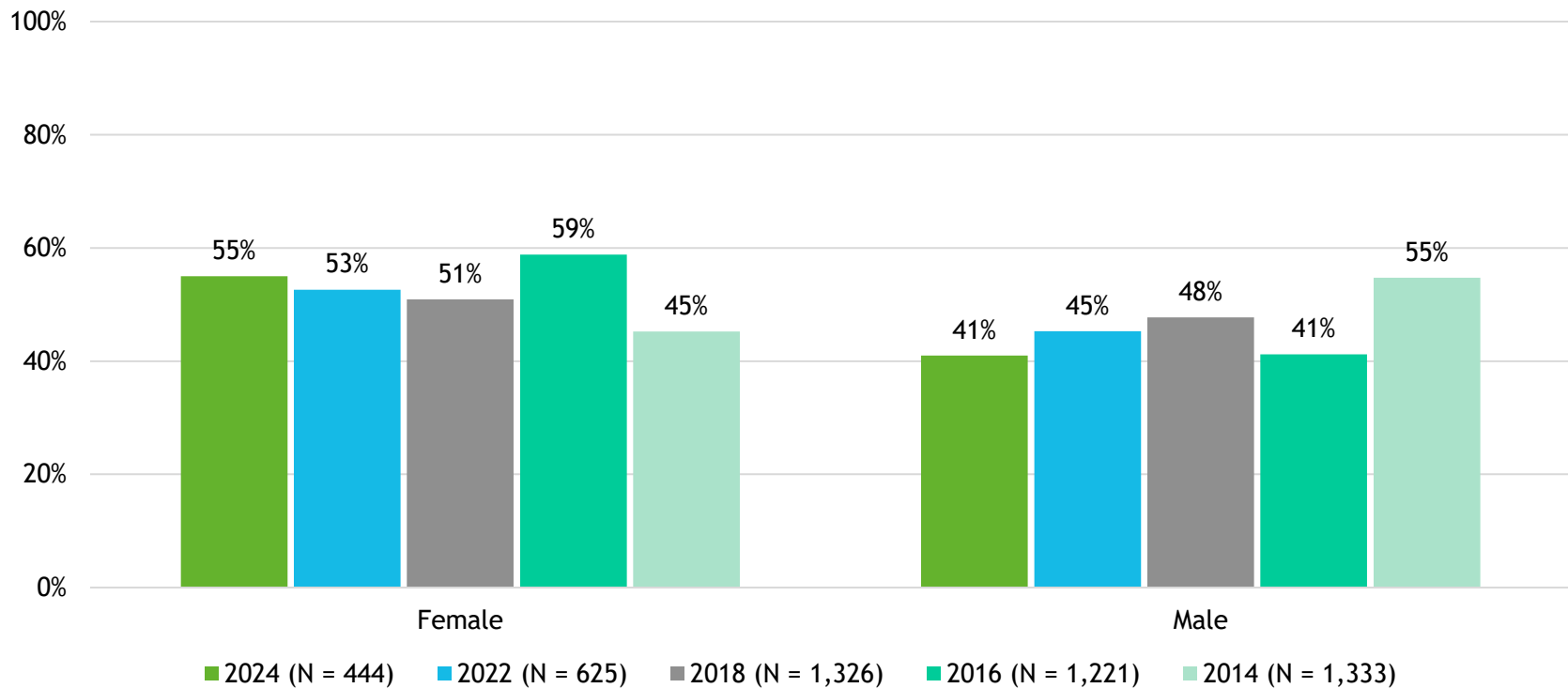
2% selected Genderqueer/nonbinary
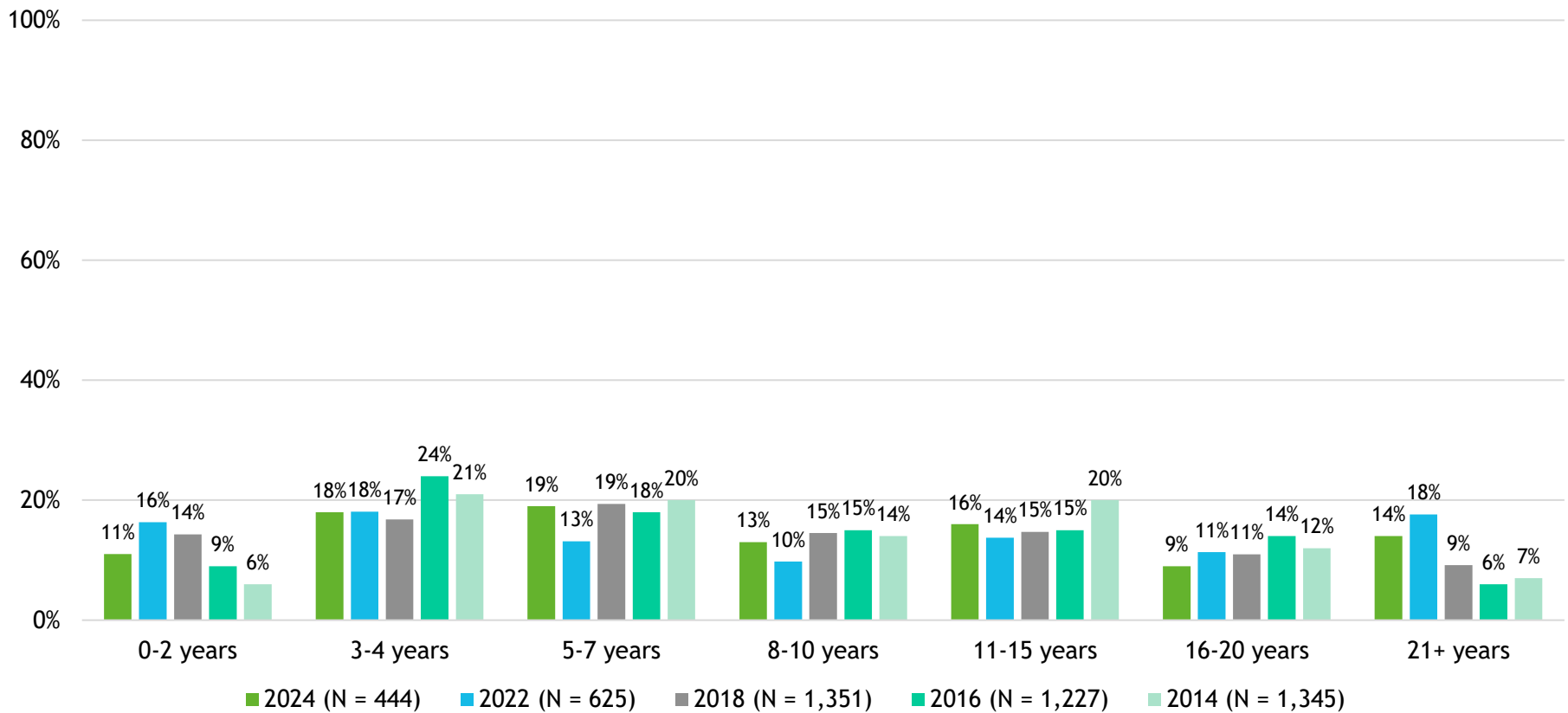1% selected Prefer not to answer

Respondents' Highest Degree Held

Almost half of the respondents hold a Master's degree (46%) and 97% of respondents report having a Bachelor's degree or higher, mirroring results seen in earlier years. The percentage of respondents that hold a Doctorate degree (14%) has increased slightly since 2014.

Legend: 2024 (N = 444) ■ 2022 (N = 625) ■ 2018 (N = 1,351) ■ 2016 (N = 1,227) ■ 2014 (N = 1,345)

High (secondary) school, GED: 1%, 2%, 1%, 2%, 3%
Technical degree/Associate's degree: 2%, 2%, 4%, 4%, 3%
Bachelor's degree: 37%, 34%, 38%, 37%, 38%
Master's degree: 46%, 49%, 47%, 49%, 48%
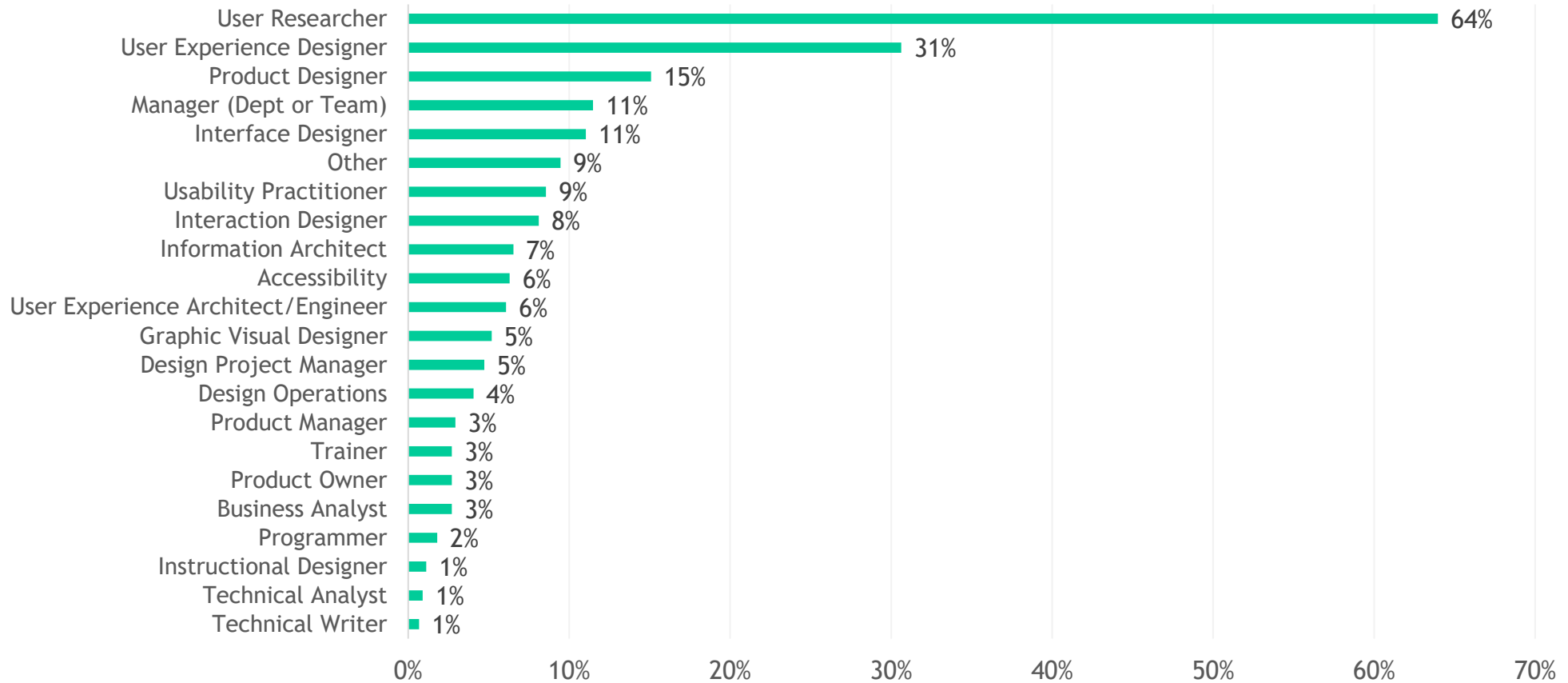Doctorate degree: 14%, 11%, 8%, 8%, 7%

Respondents' In-Field Experience

In 2024, about half of respondents (48%) reported between 0 and 7 years of in-field experience. 29% reported 8 to 15 years in the field, and 23% reported have 16 or more years of experience. From 2022 to 2024 there was a drop in the percentage of those with 0-2 years of experience.

Legend: 2024 (N = 444), 2022 (N = 625), 2018 (N = 1,351), 2016 (N = 1,227), 2014 (N = 1,345)

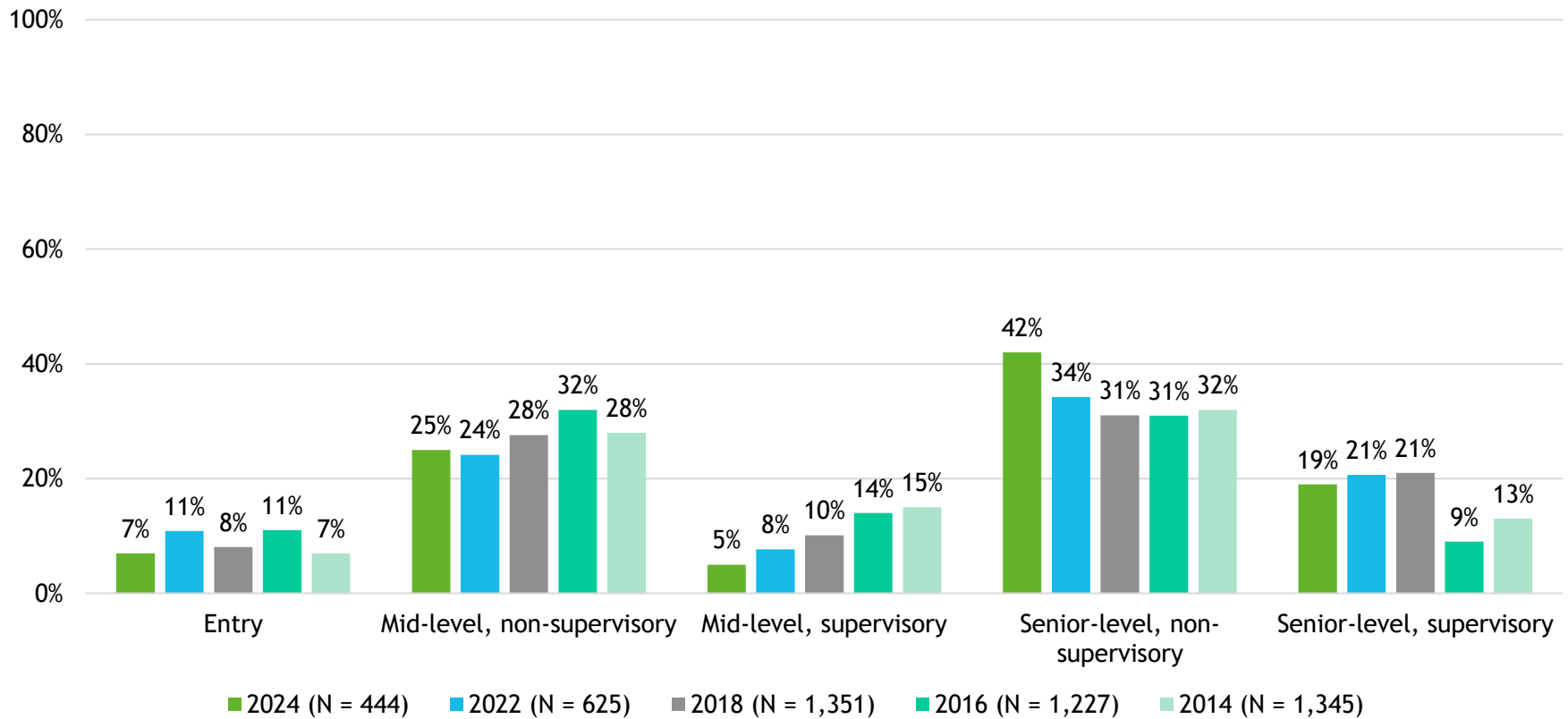| Experience	2024	2022	2018	2016	2014
0-2 years	11%	16%	14%	9%	6%
3-4 years	18%	18%	17%	24%	21%
5-7 years	19%	13%	19%	18%	20%
8-10 years	13%	10%	15%	15%	14%
11-15 years	16%	14%	15%	15%	20%
16-20 years	9%	11%	11%	14%	12%
21+ years	14%	18%	9%	6%	7%

Respondents' Job Title

A variety of different professions were represented in the data set and respondents were able to select multiple titles. "User Researcher" was the most popular job title, being selected by more than half of respondents (64%).

| Job Title	Percentage
User Researcher	64%
User Experience Designer	31%
Product Designer	15%
Manager (Dept or Team)	11%
Interface Designer	11%
Other	9%
Usability Practitioner	9%
Interaction Designer	8%
Information Architect	7%
Accessibility	6%
User Experience Architect/Engineer	6%
Graphic Visual Designer	5%
Design Project Manager	5%
Design Operations	4%
Product Manager	3%
Trainer	3%
Product Owner	3%
Business Analyst	3%
Programmer	2%
Instructional Designer	1%
Technical Analyst	1%
Technical Writer	1%

N = 444

Respondents' Employment Level

30% of the respondents reported being in a mid-level position and more than half being at least at the senior level (61%). 24% of respondents are in a supervisory position. The percentage of mid-level supervisory respondents has fallen steadily since 2014.

Legend: 2024 (N = 444) · 2022 (N = 625) · 2018 (N = 1,351) · 2016 (N = 1,227) · 2014 (N = 1,345)

Employment Level	2024	2022	2018	2016	2014
Entry	7%	11%	8%	11%	7%
Mid-level, non-supervisory	25%	24%	28%	32%	28%
Mid-level, supervisory	5%	8%	10%	14%	15%
Senior-level, non-supervisory	42%	34%	31%	31%	32%
Senior-level, supervisory	19%	21%	21%	9%	13%

Respondents' Company Size

40% of the respondents reported working for a company with more than 10,000 employees. Only 11% worked for companies with 100 or fewer employees.
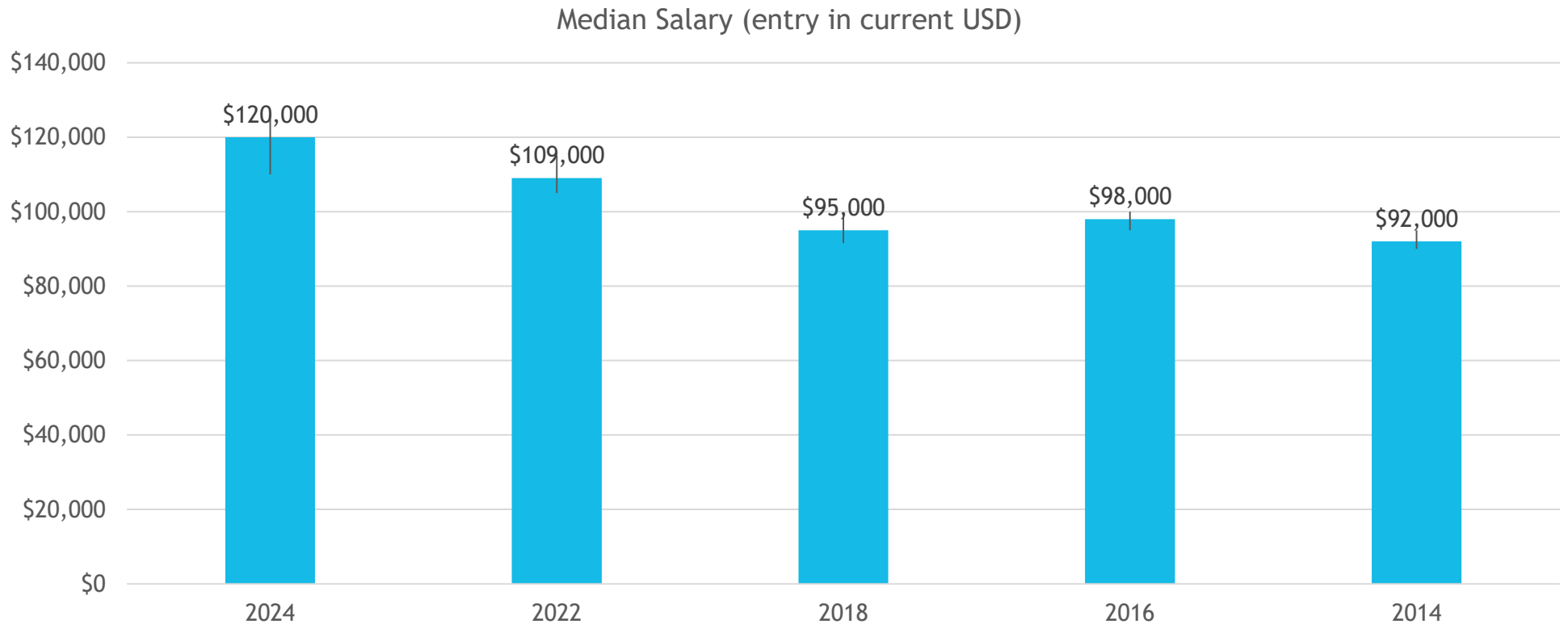

Company Size

- 1-10
- 11-100
- 101-1,000
- 1,001-5,000
- 5,000-10,000
- 10,000+
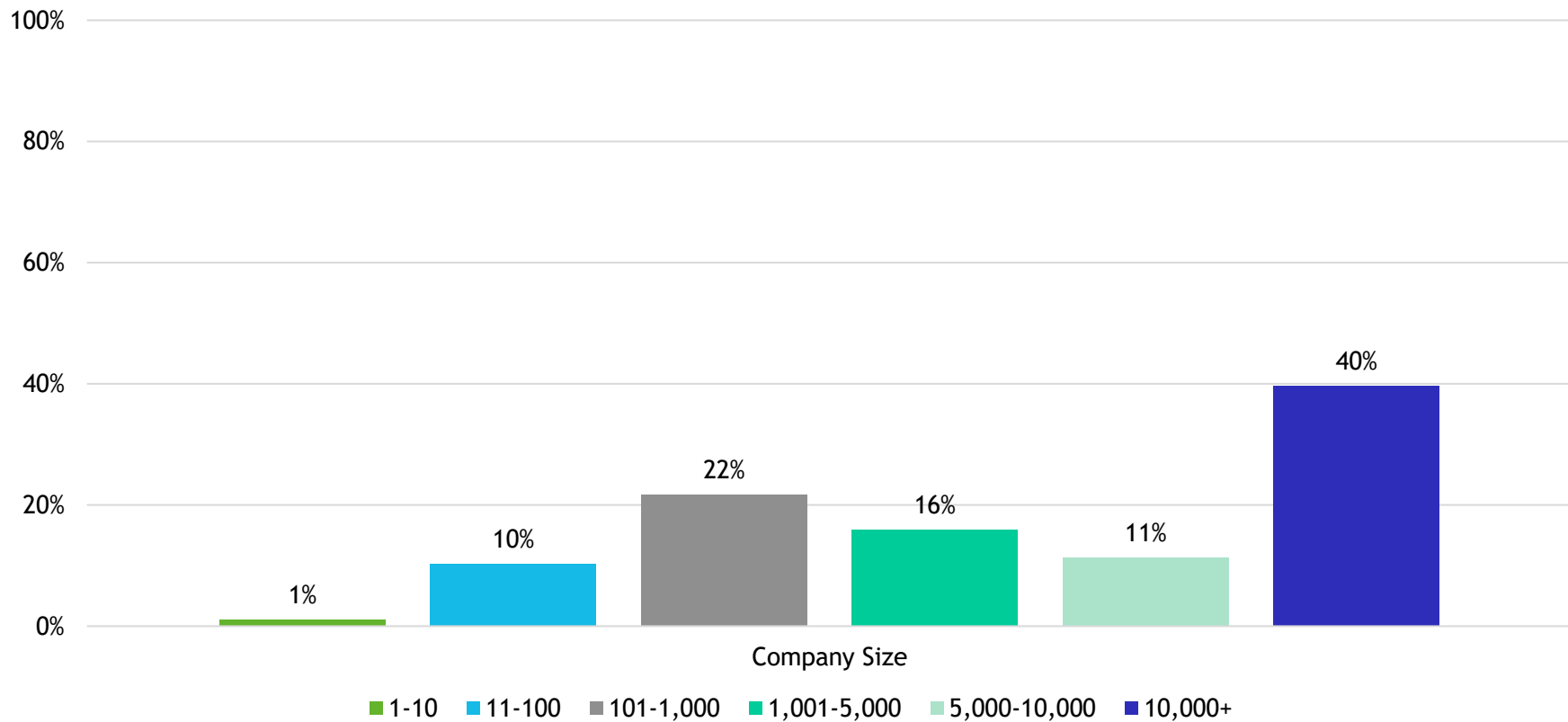
n = 388

UX Salary

Median Salary by Year

Median salaries increased by 10% ($11k) from 2022 to 2024.
All currencies have been converted to US Dollars.

Median Salary (entry in current USD)

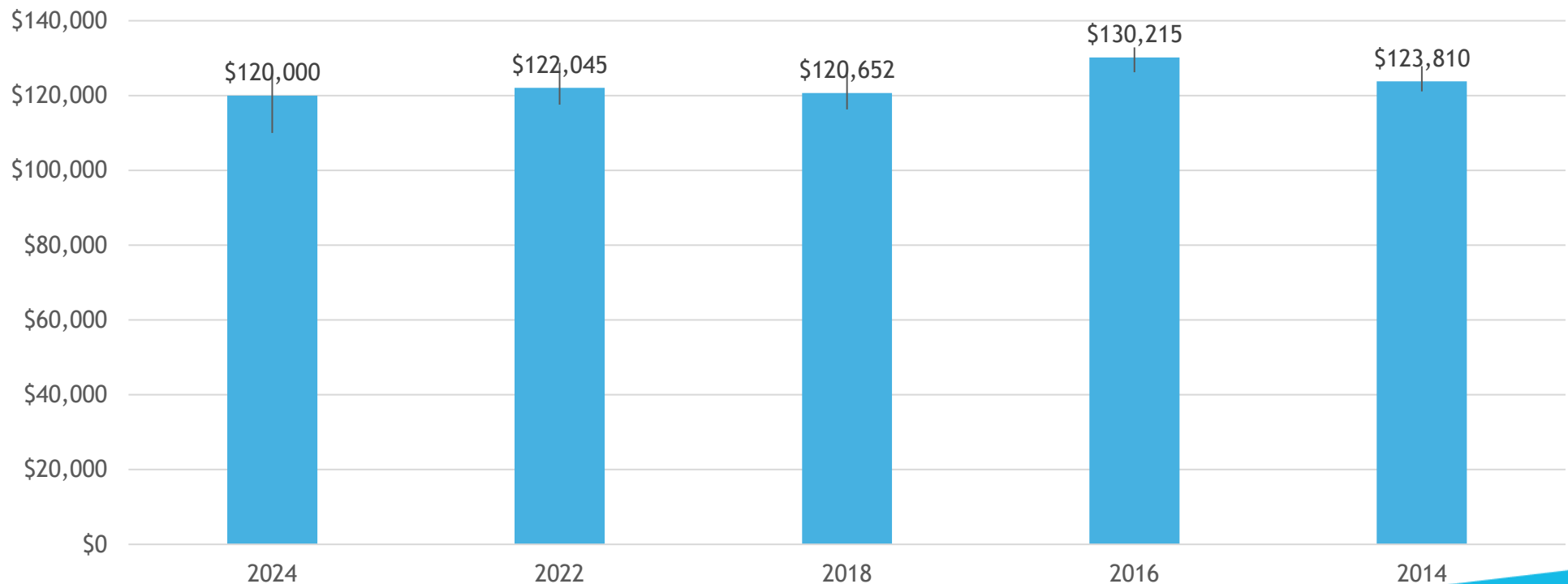| Year	Median Salary
2024	$120,000
2022	$109,000
2018	$95,000
2016	$98,000
2014	$92,000

Median Salary by Year Constant 2024 Dollars
(Inflation Adjusted)

Median salaries decreased by $2,045 (-2%) from 2022 to 2024 after factoring in inflation (not statistically significant). The inflation adjusted median salary hasn't changed much since UXPA started conducting its surveys in 2011.
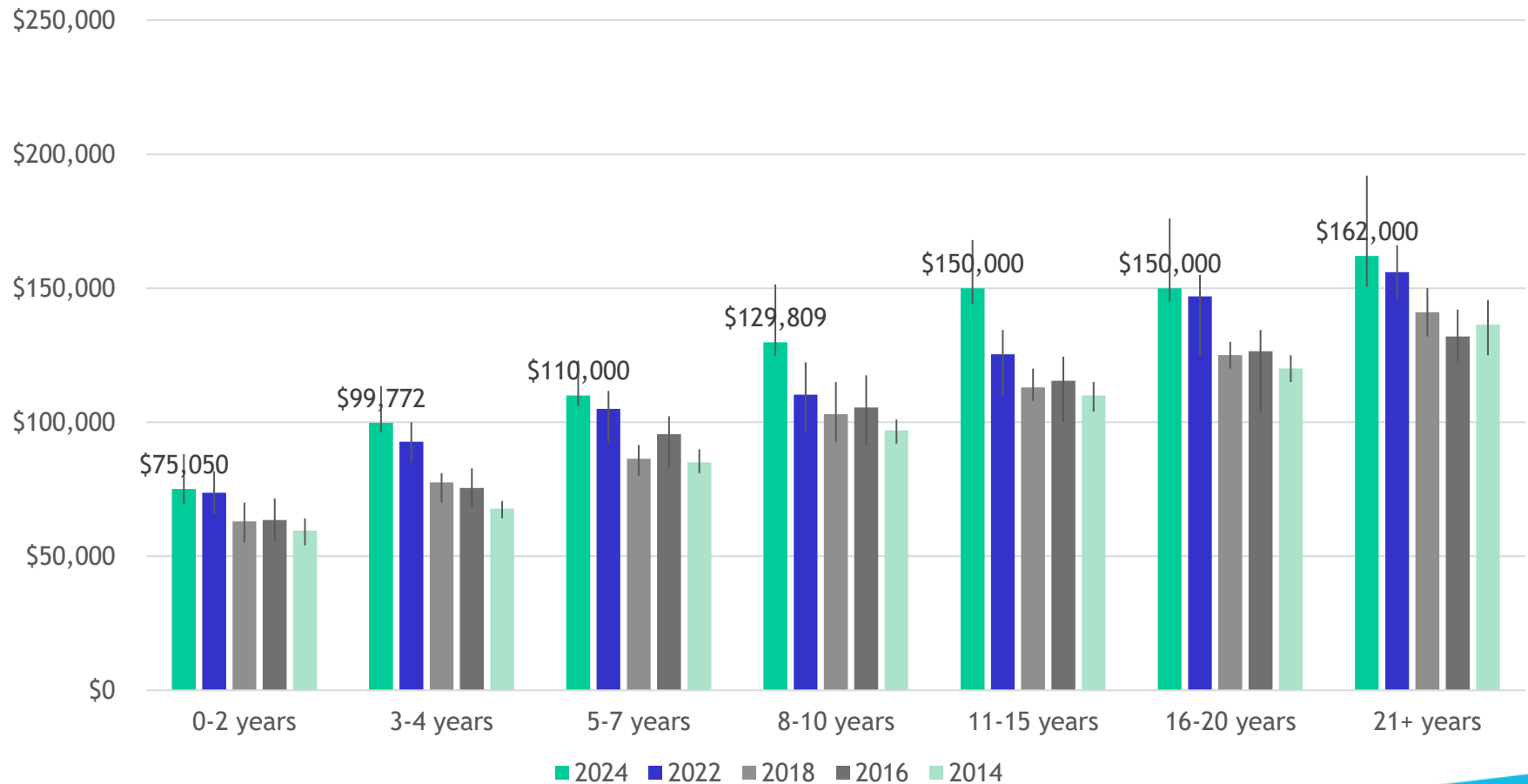*All currencies have been converted to August 2024 US Dollars.*

Median Salary by Year (inflation adjusted 2024 USD)

Year	Median Salary
2024	$120,000
2022	$122,045
2018	$120,652
2016	$130,215
2014	$123,810

Inflation adjustment calculator
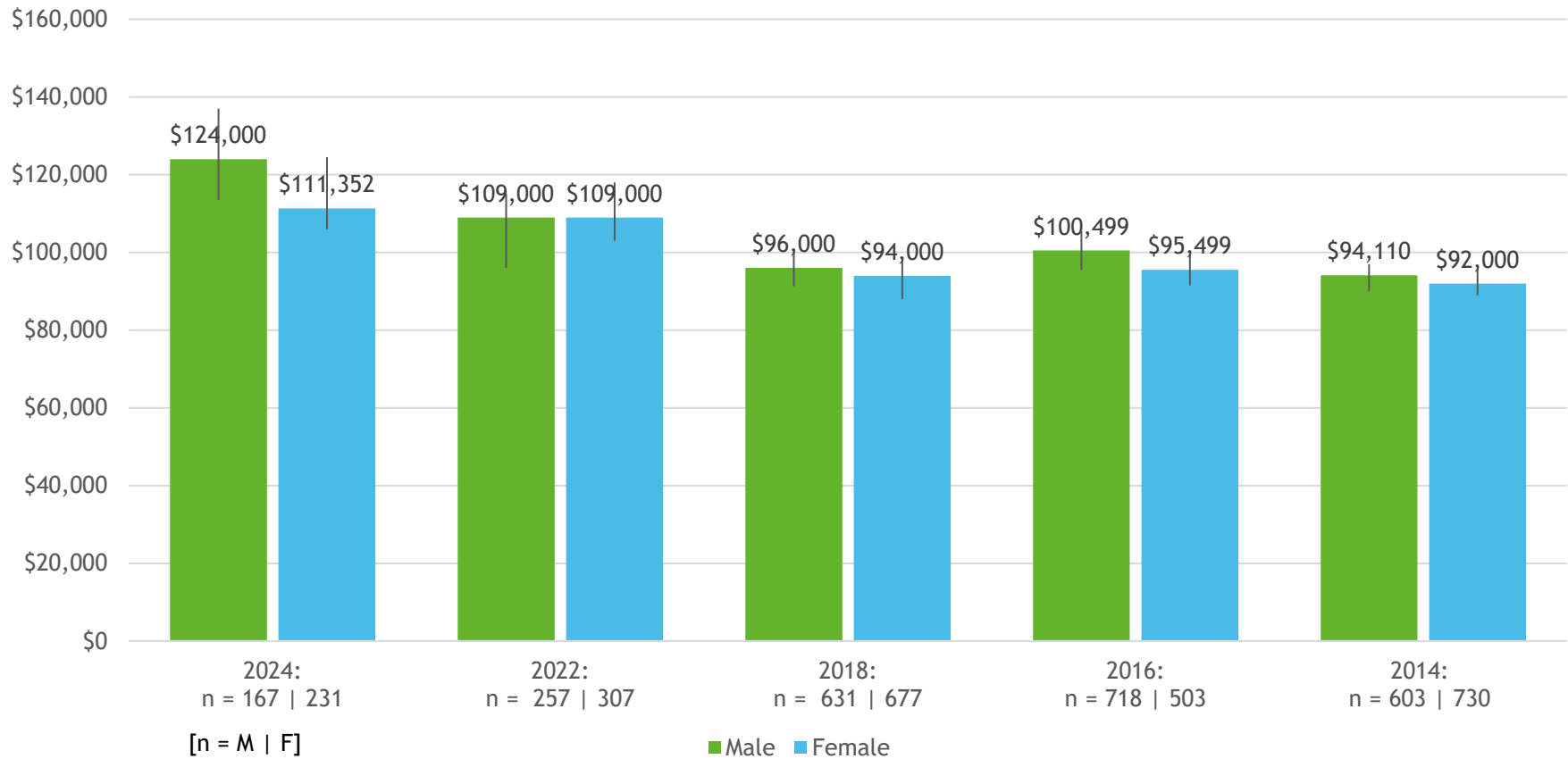
Median Salary By Years of Experience

As shown in previous years, salary is strongly affected by the number of years in the field. Respondents with 21+ years of experience report making, on average, 8% ($12k) more annually than those with 16-20 years of experience.

	$75,050	$99,772	$110,000	$129,809	$150,000	$150,000	$162,000

Legend: ■ 2024 ■ 2022 ■ 2018 ■ 2016 ■ 2014

Categories: 0-2 years, 3-4 years, 5-7 years, 8-10 years, 11-15 years, 16-20 years, 21+ years

USD not inflation adjusted

Median Salary by Gender

As is typical historically, the median salary for male respondents in 2024 was higher than that for female respondents with differences within the margins of error.

	2024: n = 167	231	2022: n = 257	307	2018: n = 631	677	2016: n = 718	503	2014: n = 603	730
Male	$124,000	$109,000	$96,000	$100,499	$94,110
Female	$111,352	$109,000	$94,000	$95,499	$92,000

[n = M | F]

■ Male ■ Female

USD not inflation adjusted

Salary Ranges by Gender

As in 2022, first quartile salary ranges in 2024 were higher for women than men. Men's third quartile salaries were larger than those for women. Men's salaries show higher variability than women (a larger interquartile range).

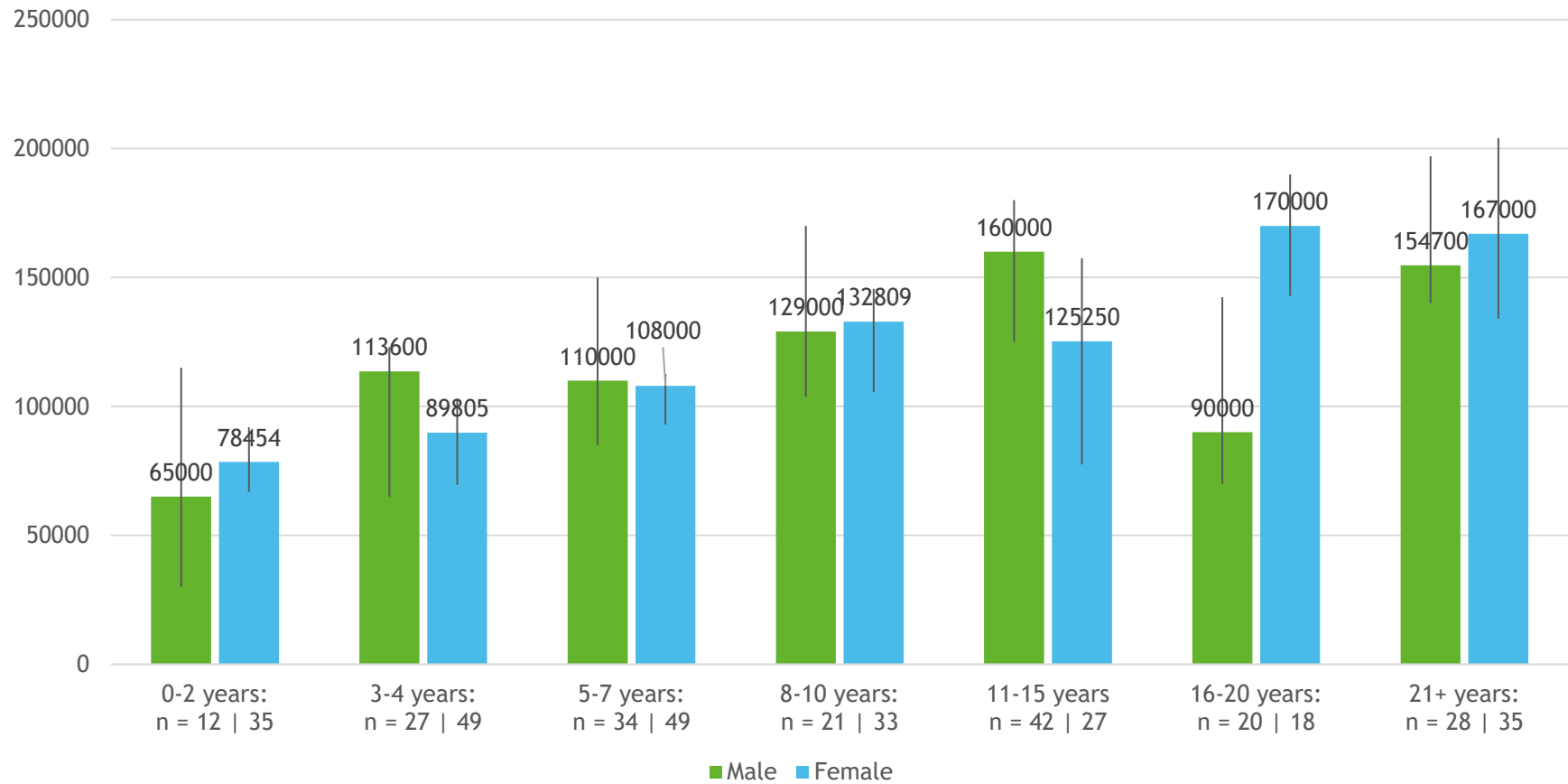| Gender	1st Quartile	2nd Quartile	3rd Quartile
Male	$75,000	$124,000	$165,000
Female	$82,500	$111,352	$158,200

Q1: *The 25th percentile, or the mid-point between the lower number and the median of the entire data set.*

Q2: *The median (also the 50th percentile) of the entire data set.*

Q3: *The 75th percentile, or the median between the highest number and the median of the entire data set.*

Median Salary By Gender and Experience

For 2024, women make nominally more than men in 4 of 7 experience brackets and men make nominally more than women in 3 of 7 experience brackets.

Chart data (Median Salary by gender and experience):

Experience	Male	Female
0-2 years: n = 12 | 35	65000	78454
3-4 years: n = 27 | 49	113600	89805
5-7 years: n = 34 | 49	110000	108000
8-10 years: n = 21 | 33	129000	132809
11-15 years: n = 42 | 27	160000	125250
16-20 years: n = 20 | 18	90000	170000
21+ years: n = 28 | 35	154700	167000

[n = M | F]

■ Male ■ Female

Median Salary by Country

The median salary in the United States is statistically higher compared to the United Kingdom, Canada and Germany.
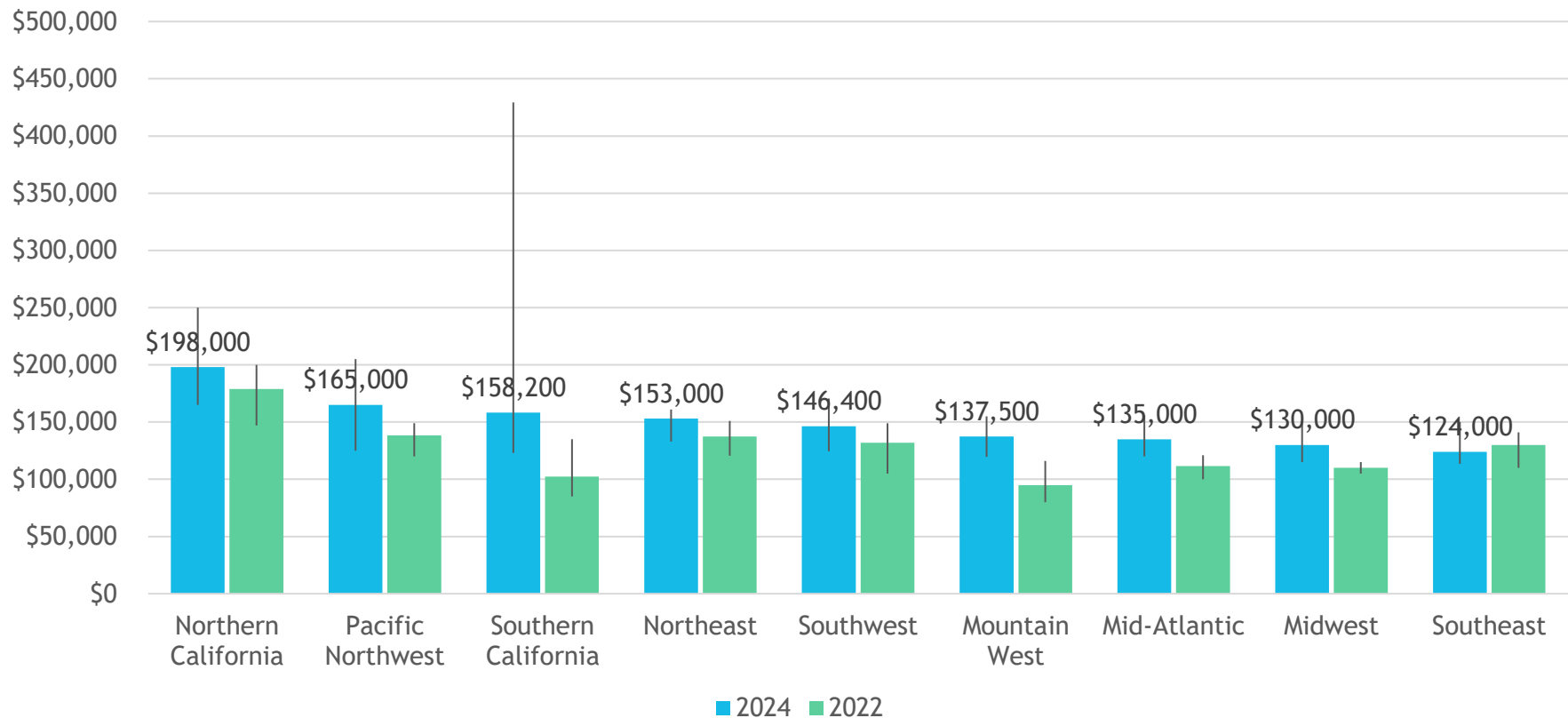
Compared to 2018, the United States, the United Kingdom and Canada are showing a median salary increases while Germany is showing a median salary decrease from 2018.

	United States (USA) n=298	United Kingdom (UK) n=19	Canada n=20	Germany n=14
Median	$142,000	$85,000	$87,500	$85,000
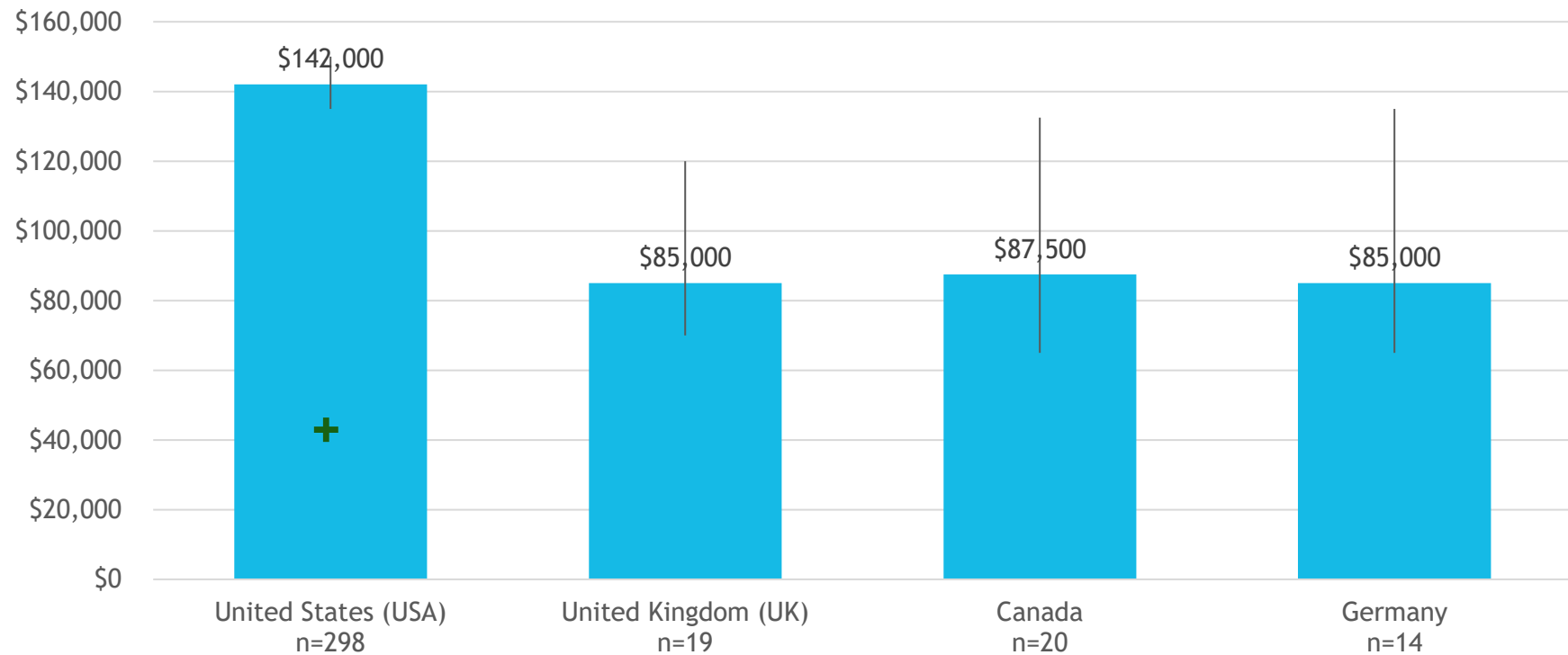
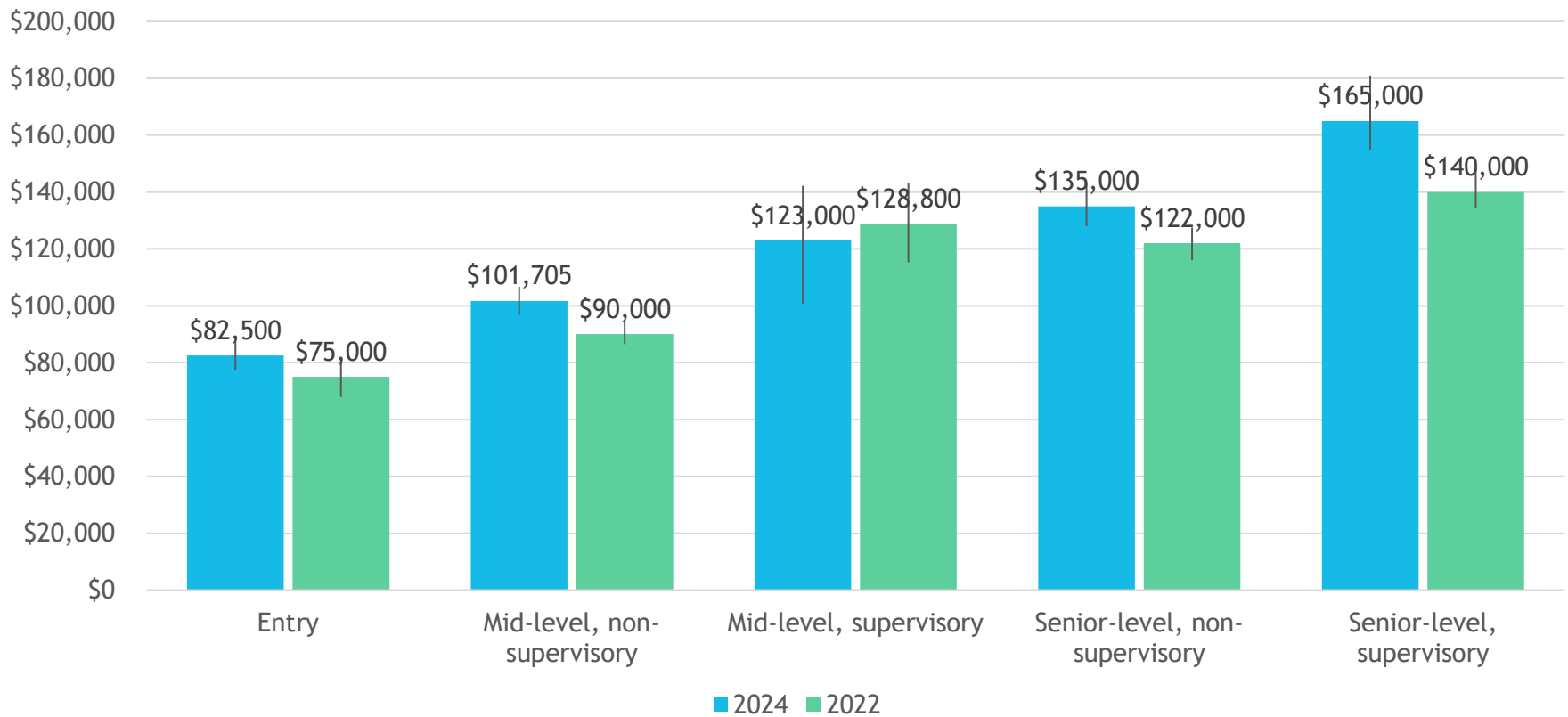**+** *Statistically highest*

Median Salary by US Region

Northern California has a reported median salary that is at least 20% ($33k) higher than all other regions in 2024. Most US regions had a higher median salary in 2024 compared to 2022, except for Southeast. However, after considering the 12% inflation from 2022 to 2024, the Northern California, Northeast, Southwest, and Southeast regions experienced some loss in effective income.

Chart: Median Salary by US Region (2024 vs 2022)

- Northern California: $198,000
- Pacific Northwest: $165,000
- Southern California: $158,200
- Northeast: $153,000
- Southwest: $146,400
- Mountain West: $137,500
- Mid-Atlantic: $135,000
- Midwest: $130,000
- Southeast: $124,000

Legend: ■ 2024 ■ 2022

USD not inflation adjusted (inflation from 2022-2024: 12%)
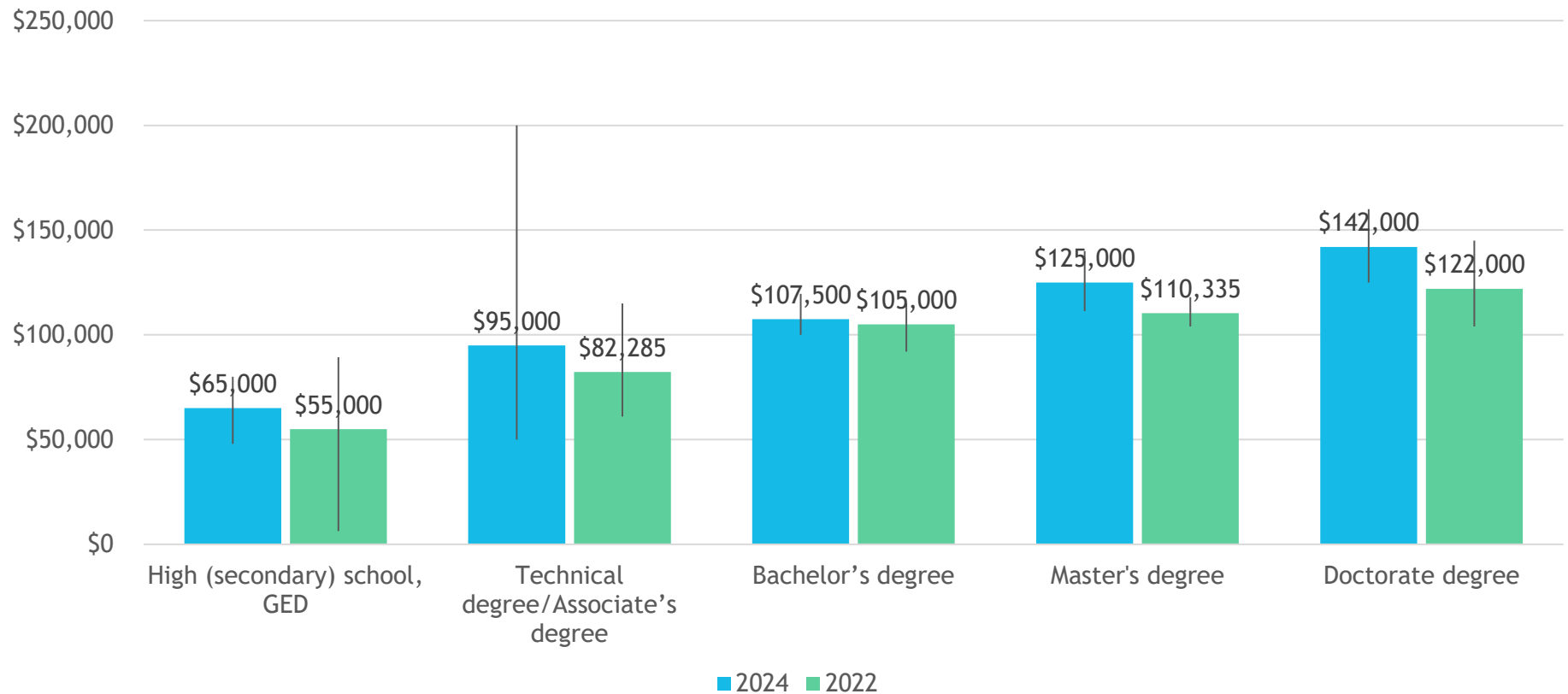
Median Salary by Job Level

As in 2022, those in a senior-level supervisory position earned the highest amount in 2024. Salaries increased from 2022 to 2024 for all levels except mid-level, supervisory (not a statistically significant decline). However, after considering the 12% inflation from 2022 to 2024, only the increase for senior-level supervisory positions improved their effective income.

Job Level	2024	2022
Entry	$82,500	$75,000
Mid-level, non-supervisory	$101,705	$90,000
Mid-level, supervisory	$123,000	$128,800
Senior-level, non-supervisory	$135,000	$122,000
Senior-level, supervisory	$165,000	$140,000

■ 2024 ■ 2022

USD not inflation adjusted (inflation from 2022-2024: 12%)

Median Salary by Education Level

For a given year there is typically a linear pattern when median salaries are broken out by education level. In 2024 those with a doctorate degree reported the highest annual median salary at $142,000. Even after accounting for the 12% inflation from 2022 to 2024, most of the year-to-year increases improved effective salaries (except for Bachelor's degree).

	2024	2022
High (secondary) school, GED	$65,000	$55,000
Technical degree/Associate's degree	$95,000	$82,285
Bachelor's degree	$107,500	$105,000
Master's degree	$125,000	$110,335
Doctorate degree	$142,000	$122,000

■ 2024 ■ 2022

USD not inflation adjusted (inflation from 2022-2024: 12%)
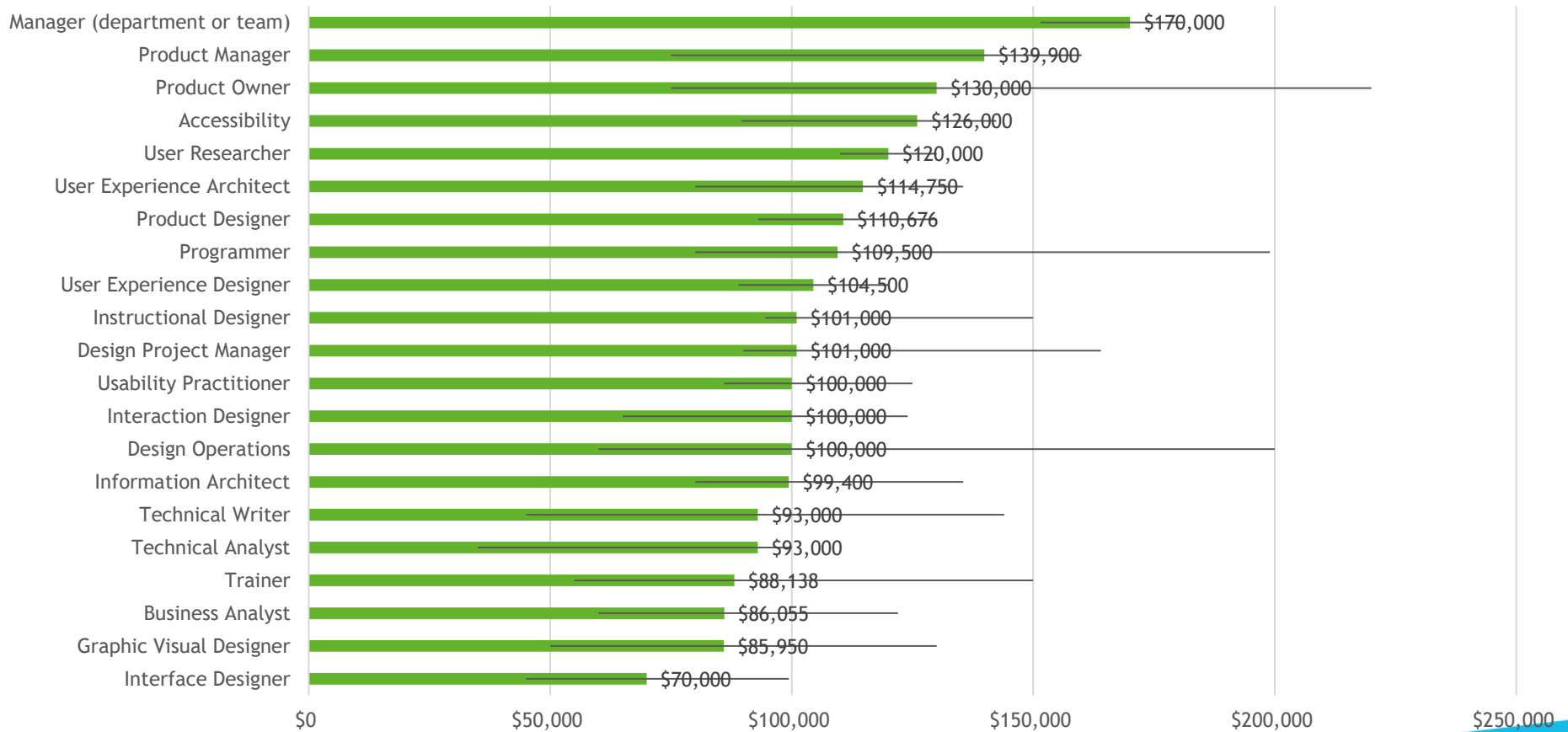
Median Salary by Company Size

Salaries tend to be higher for larger companies. The estimated median salary for companies with 10 or fewer employees ($75,000) was half that for the largest companies ($149,000).
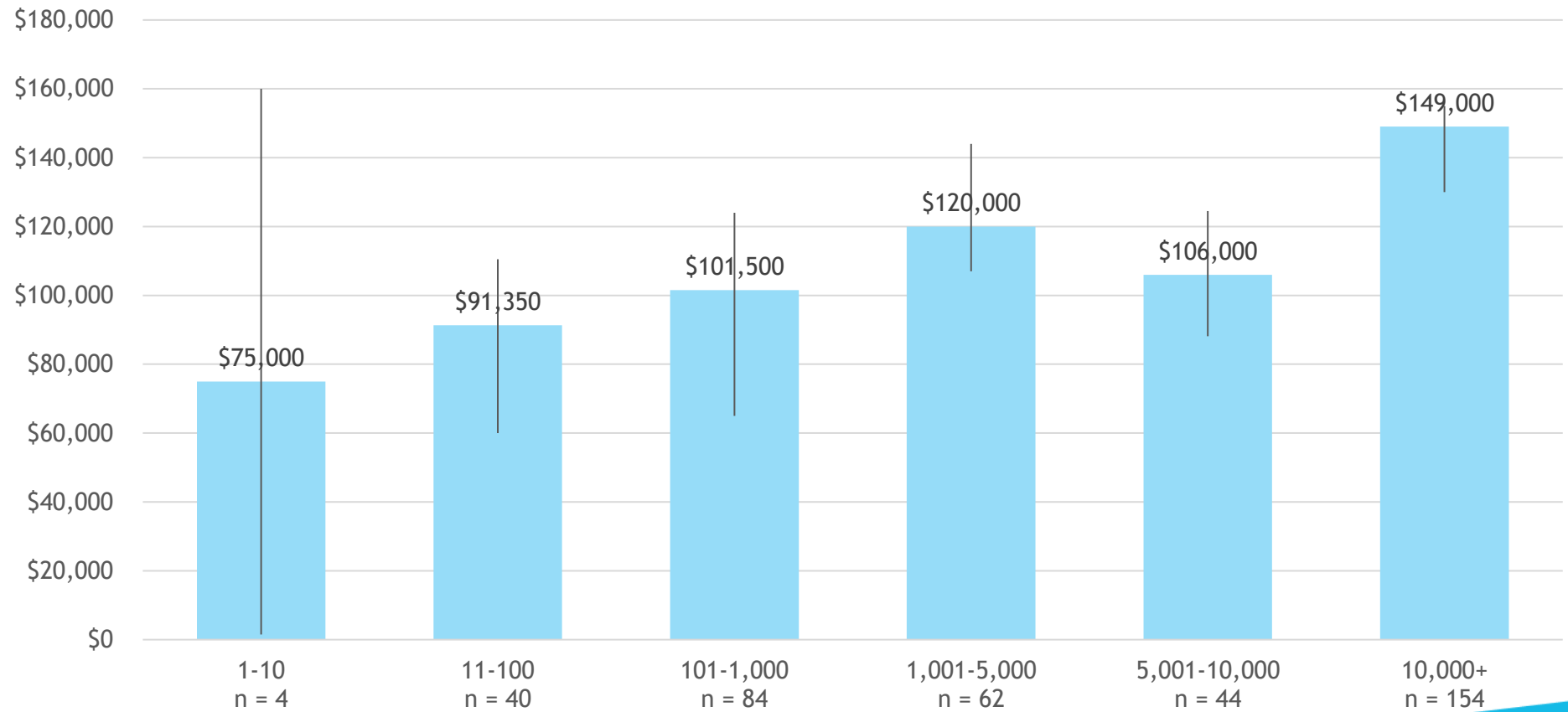
n = 388

Median Salary by Job Title

Respondents who reported that at least one of their job titles as manager (department or team) had the highest median salary ($170k).

| Job Title	Median Salary
Manager (department or team)	$170,000
Product Manager	$139,900
Product Owner	$130,000
Accessibility	$126,000
User Researcher	$120,000
User Experience Architect	$114,750
Product Designer	$110,676
Programmer	$109,500
User Experience Designer	$104,500
Instructional Designer	$101,000
Design Project Manager	$101,000
Usability Practitioner	$100,000
Interaction Designer	$100,000
Design Operations	$100,000
Information Architect	$99,400
Technical Writer	$93,000
Technical Analyst	$93,000
Trainer	$88,138
Business Analyst	$86,055
Graphic Visual Designer	$85,950
Interface Designer	$70,000

Salary Ranges by Job Title

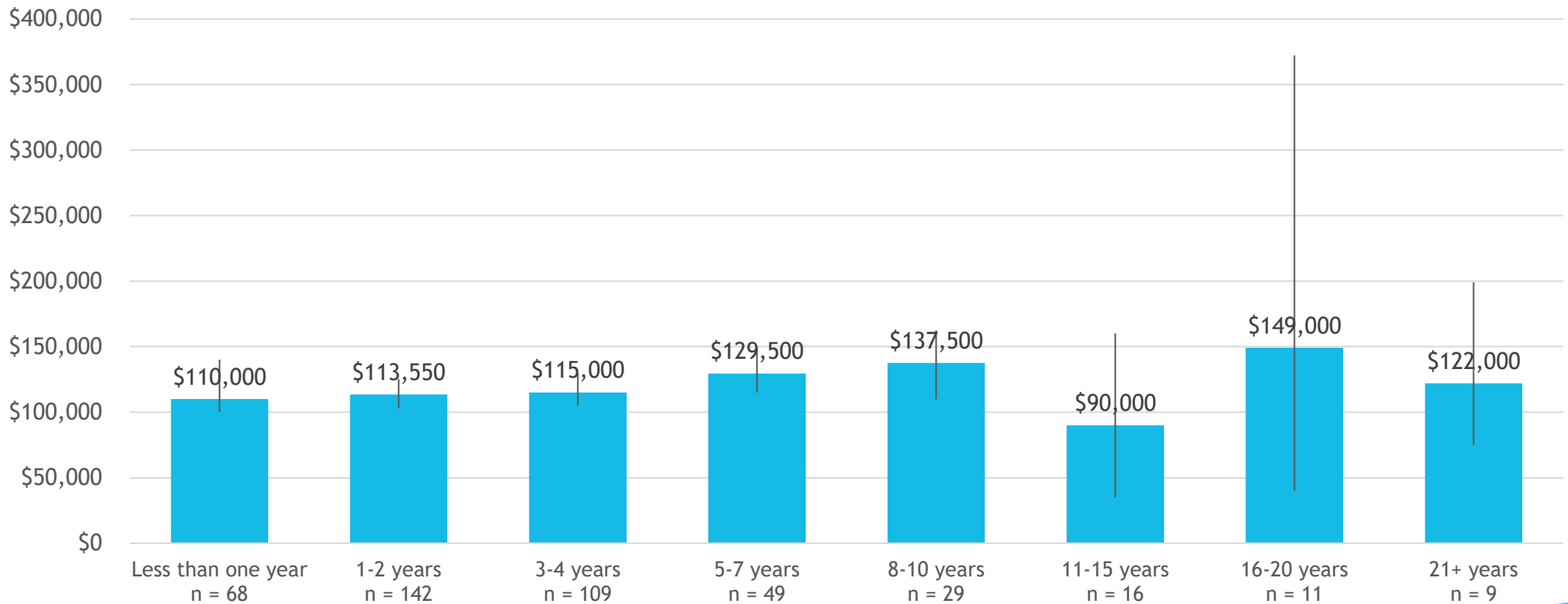| Job Title	1st Quartile 25th Percentile	Median 50th Percentile	3rd Quartile 75th Percentile
Manager (department or team)	$112,500	$170,000	$200,750
Product Manager	$85,000	$139,900	$148,000
Product Owner	$80,000	$130,000	$142,000
Accessibility	$81,500	$126,000	$146,250
User Researcher	$85,000	$120,000	$160,750
User Experience Architect	$76,250	$114,750	$136,625
Product Designer	$56,250	$110,676	$159,780
Programmer	$89,610	$109,500	$140,000
User Experience Designer	$65,000	$104,500	$140,000
Design Project Manager	$87,500	$101,000	$182,000
Instructional Designer	$96,950	$101,000	$140,000
Design Operations	$61,250	$100,000	$193,680
Interaction Designer	$52,500	$100,000	$141,000
Usability Practitioner	$65,000	$100,000	$142,088
Information Architect	$62,500	$99,400	$142,175
Technical Analyst	$35,000	$93,000	.
Technical Writer	$45,000	$93,000	.
Trainer	$60,000	$88,138	$148,000
Business Analyst	$63,775	$86,055	$119,000
Graphic Visual Designer	$48,750	$85,950	$132,500

Professional Certification

66% of respondents hold some type of professional certification. 10% received an academic certificate from a university course and 9% have received a Nielsen Norman Group certificate. Median salaries were slightly higher for those with a certificate, although not statistically.

Type of Certification	%
I don't hold a certificate	66%
University/Academic Certificate course in Usability/UX	10%
Other	9%
Nielsen Norman Group	9%
CUA/CXA	3%
CPE/AEP/CEA	1%
CUXP/AUXP	1%
PMP	1%
CHFP/AHFP	<1%

Median Salary by Certification

	Certificate	No Certificate
	$122,000	$118,790
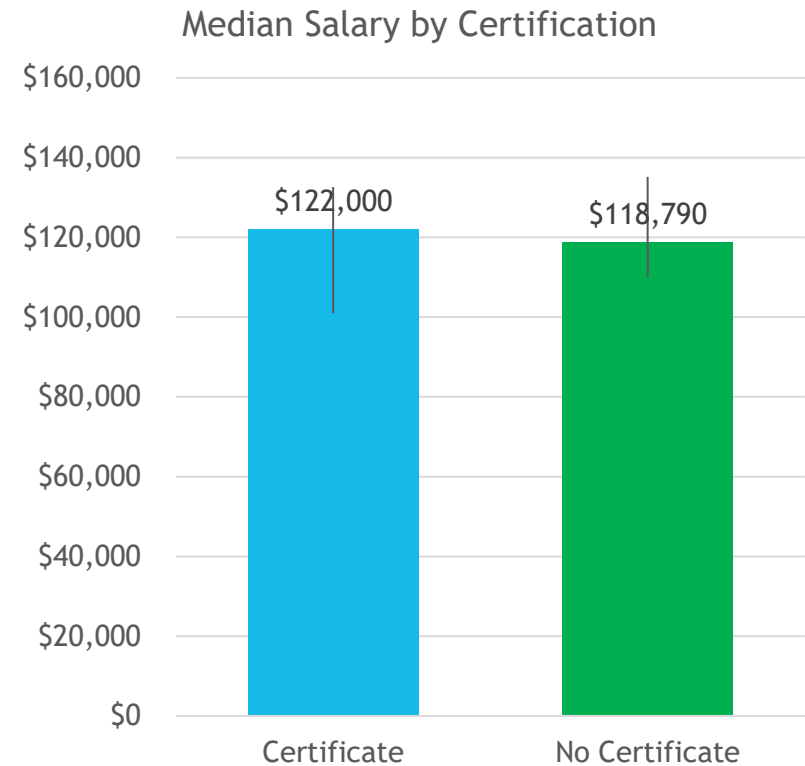
Median Salary by Tenure at Current Position

There are some wild swings in the medians of reported salaries by tenure at current position, but all confidence intervals show considerable overlap which indicates the differences are not statistically significant (e.g., they could all plausibly be $125,000).

$110,000	$113,550	$115,000	$129,500	$137,500	$90,000	$149,000	$122,000
Less than one year n = 68	1-2 years n = 142	3-4 years n = 109	5-7 years n = 49	8-10 years n = 29	11-15 years n = 16	16-20 years n = 11	21+ years n = 9

Additional Analyses

Impact of Certification on Jobs and Pay

About a third (49/151) of respondents with certification were looking for a job when they received their certification, with 23% reporting certification helped them break into the field and 18% saying it helped them get a new job. 49% indicated certification improved their job skills while 58% reported no impact of certification on their pay.

Impact of Certification on Job	%
Improved skills in my current job	49%
Had no impact on my career	26%
Helped me break into the field	23%
Helped me get a new job	18%
Helped me secure a promotion	9%

Impact of Certification on Pay	%
Had no impact on my pay	58%
Helped increase my pay	16%
I don't know	26%

n = 151

Full-Time Hours and Vacation Time

Most (87%) full-time employees work 5 days a week. Vacation days per year were spread evenly across all categories (from 15-22%) except for no paid vacation (3%).

Full-Time Hours (Days per Week)	%
No set schedule	<1%
Less than 4 days	<1%
4 days	1%
5 days	87%
More than 5 days	2%

Vacation Time (Days per Year)	%
No paid vacation	3%
6-10 days	15%
11-15 days	13%
16-20 days	15%
21-25 days	22%
More than 25 days	18%
I have unlimited vacation time	18%

N = 444

Percent Pay Change and Compensation Feelings

Most respondents who responded to this question had pay increase and, with about the same percentages, expect on next year (72% this year, 79% next year). The average reported increase was 8±1% with 95% confidence. About half of respondents felt fairly compensated but a substantial minority (41%) felt underpaid.

Pay Change This Year	%
Increased	72%
Stayed the same	23%
Decreased	5%

Expected Pay Change Next Year	%
Increase	79%
Stay the same	20%
Decrease	2%

Feeling About Compensation	%
Fairly compensated	51%
Underpaid	41%
Unsure	6%
Overpaid	2%

n = 399

Pay Transparency

Respondents indicated that pay transparency is still a rare company policy. Improvement in pay transparency policies might lead to higher levels of satisfaction with pay transparency and the perceived fairness of compensation decisions.

Pay Transparency Scope	%
Anyone in my company	7%
Anyone on my team	10%
Key executives	6%
New job postings	24%
None of these	49%

Satisfaction with Pay Transparency and Fairness

Satisfaction with pay transparency: 3.9

Satisfaction that compensation decisions are fair: 4.7

N = 444

Job Events in 2023/2024

Half of respondents reported getting a raise in 2023 or 2024. About a third of respondents indicated layoffs from their company and/or team; 9% reported having been laid off. For the 78 respondents who reported getting promoted, about three-fourths indicated it had taken 1-2 years.

Key Job Events (2023/2024)	%
I got a raise	50%
My company had layoffs	37%
Some people on my team were laid off	30%
My title changed	23%
I got a promotion	18%
I changed jobs	17%
I was laid off	9%
None of the above	9%

How Long Did It Take to Get Promoted?	%
Less than a year	3%
1-2 years	78%
3-5 years	15%
6+ years	4%

n = 78

N = 444

Planned Hiring in 2025

Of the 71 respondents who have plans to hire in 2025, 72% plan to make one or two UX hires. The top two skills they're planning to hire are user research/interviews/surveys and usability testing.

Number of Planned UX Hires in 2025	%
1	31%
2	41%
3	11%
4	3%
5	8%
8	1%
10	3%
20	1%

Top 10 Skills Planned to Hire in 2025	%
User research/interviews/surveys	77%
Usability testing	75%
Personas/user profiles	59%
Heuristic expert review	51%
Information architecture	49%
Surveys	49%
Benchmarking competitive studies	48%
Online research	48%
Card sorting	44%
Interface interaction design	44%

n = 71

What Hiring Managers Want and What Respondents Report Doing

The percentages of skills that hiring managers want in 2025 and what respondents report doing closely match (correlation of .91).

What Hiring Managers Want

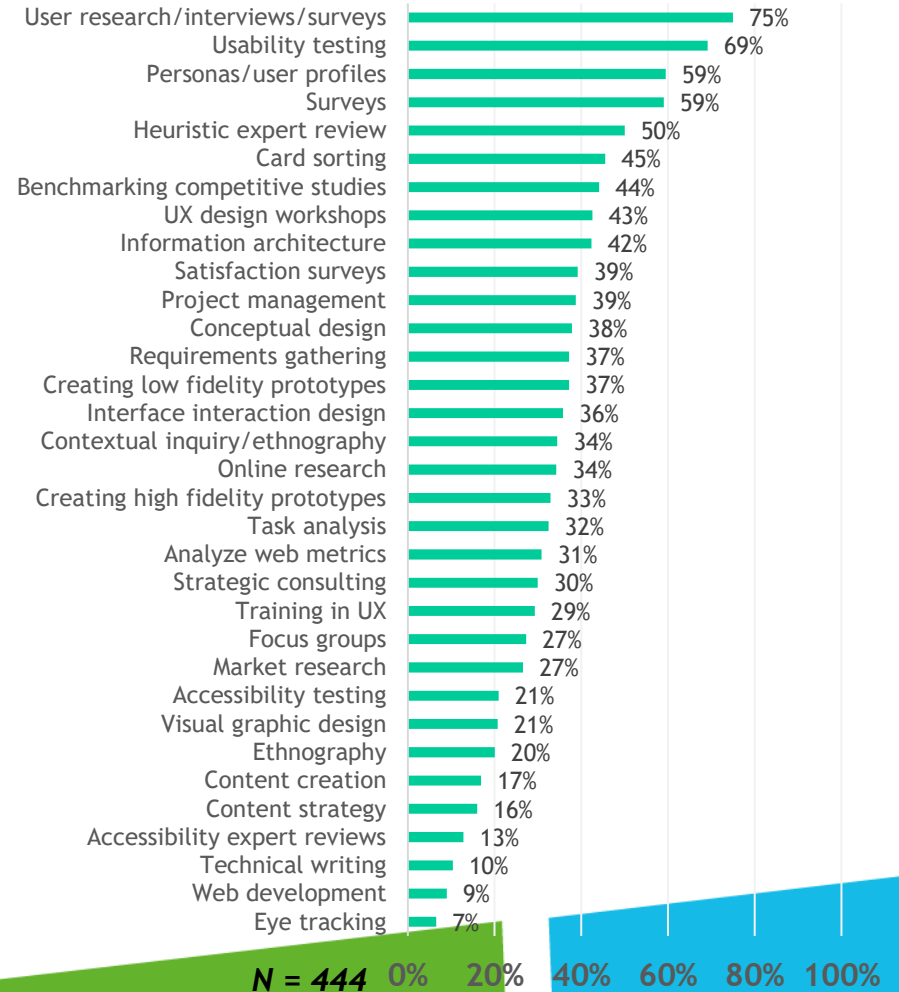| Skill	%
User research/interviews/surveys	77%
Usability testing	75%
Personas/user profiles	59%
Heuristic expert review	51%
Surveys	49%
Information architecture	49%
Online research	48%
Benchmarking competitive studies	48%
Interface interaction design	44%
Card sorting	44%
Task analysis	42%
Creating high fidelity prototypes	42%
UX design workshops	41%
Creating low fidelity prototypes	38%
Requirements gathering	37%
Visual graphic design	35%
Contextual inquiry/ethnography	34%
Satisfaction surveys	30%
Focus groups	30%
Conceptual design	30%
Strategic consulting	28%
Ethnography	25%
Analyze web metrics	25%
Project management	21%
Market research	21%
Training in UX	20%
Accessibility testing	18%
Accessibility expert reviews	17%
Content strategy	11%
Web development	10%
Technical writing	8%
Content creation	8%
Eye tracking	6%

N = 71

What Respondents Report Doing

Skill	%
User research/interviews/surveys	75%
Usability testing	69%
Personas/user profiles	59%
Surveys	59%
Heuristic expert review	50%
Card sorting	45%
Benchmarking competitive studies	44%
UX design workshops	43%
Information architecture	42%
Satisfaction surveys	39%
Project management	39%
Conceptual design	38%
Requirements gathering	37%
Creating low fidelity prototypes	37%
Interface interaction design	36%
Contextual inquiry/ethnography	34%
Online research	34%
Creating high fidelity prototypes	33%
Task analysis	32%
Analyze web metrics	31%
Strategic consulting	30%
Training in UX	29%
Focus groups	27%
Market research	27%
Accessibility testing	21%
Visual graphic design	21%
Ethnography	20%
Content creation	17%
Content strategy	16%
Accessibility expert reviews	13%
Technical writing	10%
Web development	9%
Eye tracking	7%

N = 444

Business Climate

Respondents reported equal percentages (35%) of adding and losing staff in the previous year. 35% projected improvement in the business climate while 19% projected a decline.

Staff Changes in Previous Year	%
Added staff	35%
Stayed the same	24%
Lost staff	35%
I don't know	7%

Projected Business Climate	%
Strongly improving	4%
Improving	31%
Same level	37%
Declining	17%
Strongly declining	2%
Not sure	9%

n = 408

UX Maturity

Most respondents reported that their company has had UX positions for more than 10 years and they rated their companies as having intermediate levels of UX maturity (59% Considered or Managed).

How Long Company Has Had UX Positions	%
We don't have any formal positions in UX	4%
Less than a year	5%
1-2 years	7%
3-5 years	20%
6-7 years	7%
8-10 years	13%
More than 10 years	28%
I don't know	17%

UX Maturity of Your Company	%
Unrecognized - UX is not an issue, UI designed mostly by developers.	3%
Ad hoc - UX defined as an issue; methods are inconsistent; includes heuristic review but not user engagement.	6%
Considered - Dedicated staff hired; not applied to all projects; may include mock-ups or prototypes.	30%
Managed - UX process well defined; iterative evaluation; may include personas or field research.	29%
Integrated UX - UX processes consistently integrated into the product dev life cycle; includes metrics and quantitative research.	23%
Institutionalized - UX is corporate business strategy and all products follow UX design process.	9%

n = 404

n = 408

Skills Acquisition and Growth/Retirement Confidence

The most frequent method for acquiring new skills is to read a book (64%). The least frequent methods are taking college courses (13%) or pursuing a new degree (5%), both of which are more time-consuming than the other methods. Respondents have moderate confidence that they will grow in their current role or that they will retire as a UX professional.

How Do You Acquire New Job Skills?	%
Read a book	64%
Review recent literature	53%
Watch social media videos	51%
Attend webinars	47%
Get a certification	35%
Take college courses	13%
Get a new degree	5%

N = 444
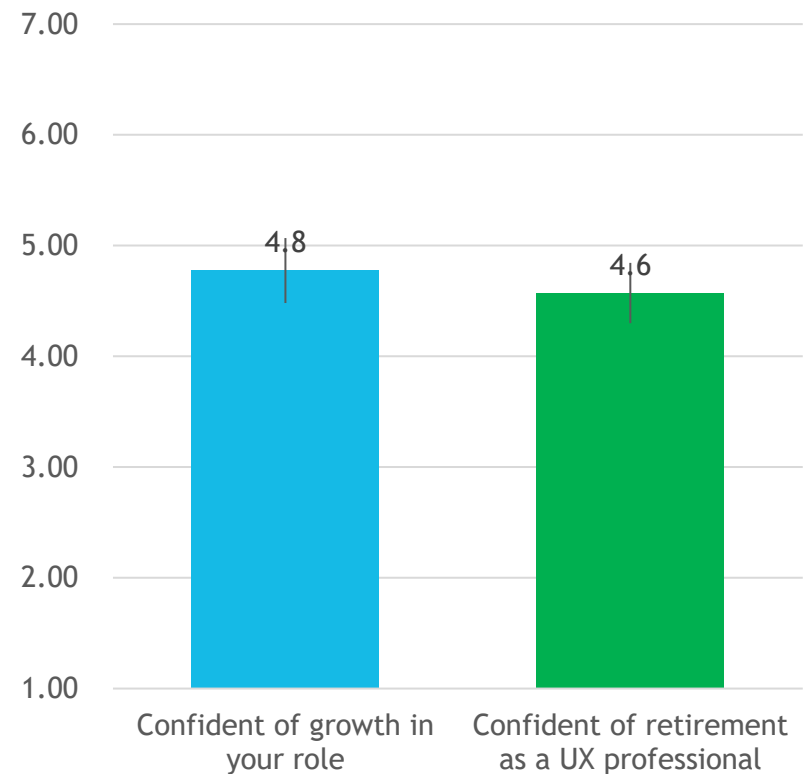
Previous and Expected Future Use of AI in UX

About half of respondents (47%) reported having tried AI in their roles and finding some value. About half (53%) expect to use AI more in the next year. Over the next five years respondents expect the UX profession to have a better understanding of the appropriate use of AI (65%) but there is some fear it will cause UX job losses (28%).

Impact of AI on Your Role Last Year	%
Tried to apply some AI, found some value	47%
Tried to apply some AI, not impressed	20%
Company encouraged use of AI when it made sense	37%
Company discouraged use of AI	6%
No impact	12%

Expected Impact of AI on the UX Profession in the Next 5 Years	%
Better understanding of appropriate use	65%
Will degrade user experiences	37%
Will improve user experiences	30%
Will cause UX job losses	28%

Expected AI Impact on Your Role Next Year	%
I expect to use more AI than I did last year	53%
I expect to use AI about the same as I did last year	36%
I expect to use AI less than I did last year	3%
No impact	9%

N = 444

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UXPA.org

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