

HOW MUCH CAN GRAPHIC DESIGNERS MAKE?

Currency in US dollars

In-House Graphic Designer

Data from indeed.com

1-2 years of experience

Hourly \$20.27 | Yearly \$54,678

10 years of experience

Hourly \$25.27 | Yearly \$70,379

Income growth is steady and gradual



Average per Hour

\$23.00

Income is capped at a lower rate but **income is more stable + benefits.**

Freelance Graphic Designer

Data from UpWork.com

1-2 years of experience

Hourly \$15.00 | Yearly \$28,000

3+ years of experience

Hourly \$35.00 | Yearly \$67,200

8+ years of experience

Hourly \$55.00 | Yearly \$105,600

Lower at first but can spike higher than in-house



Average per Hour

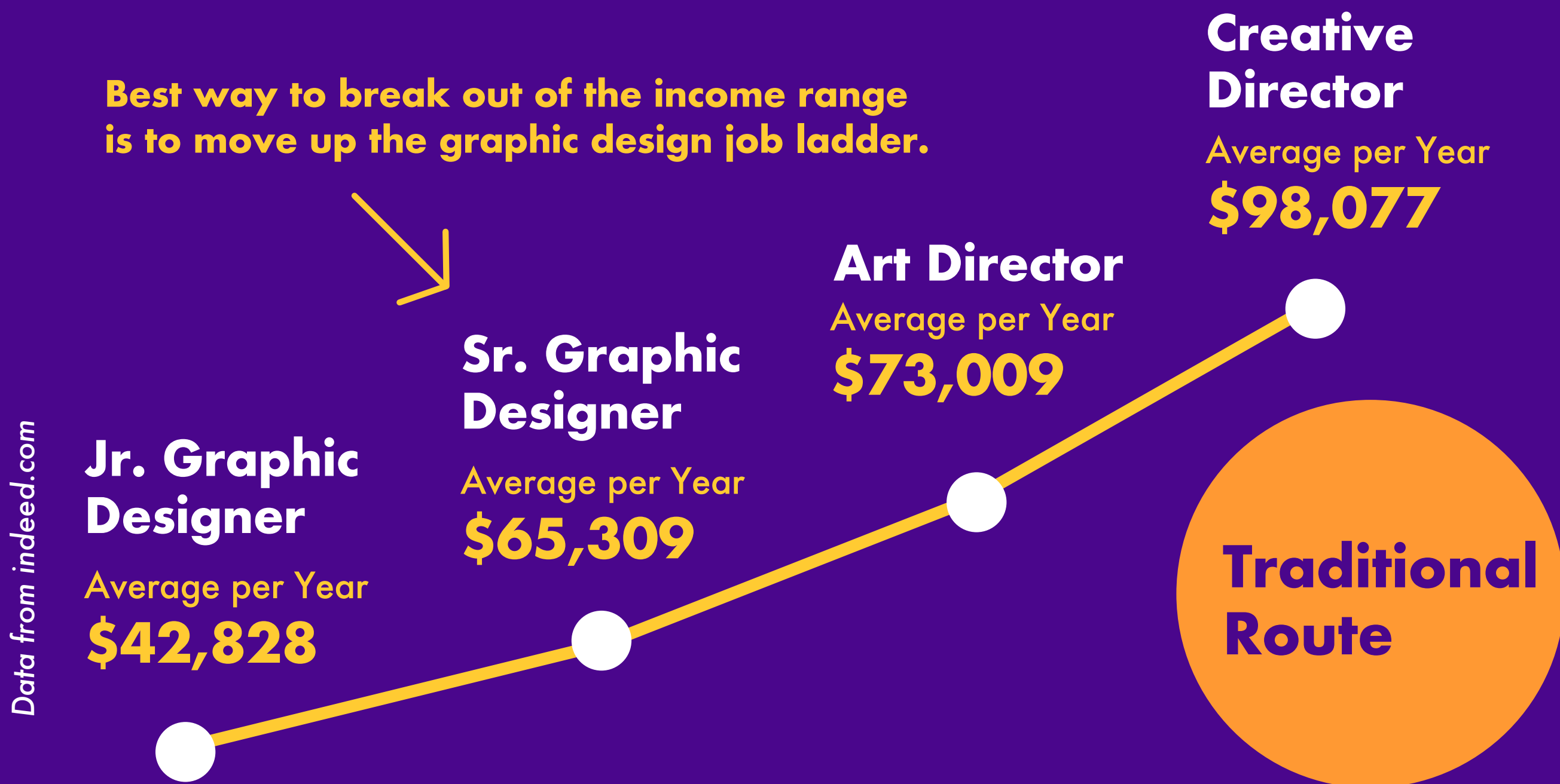
\$25.00

Income is **lower in the first few years** but can go much higher in later years (no price ceiling) but can be unstable, unpredictable and no benefits.

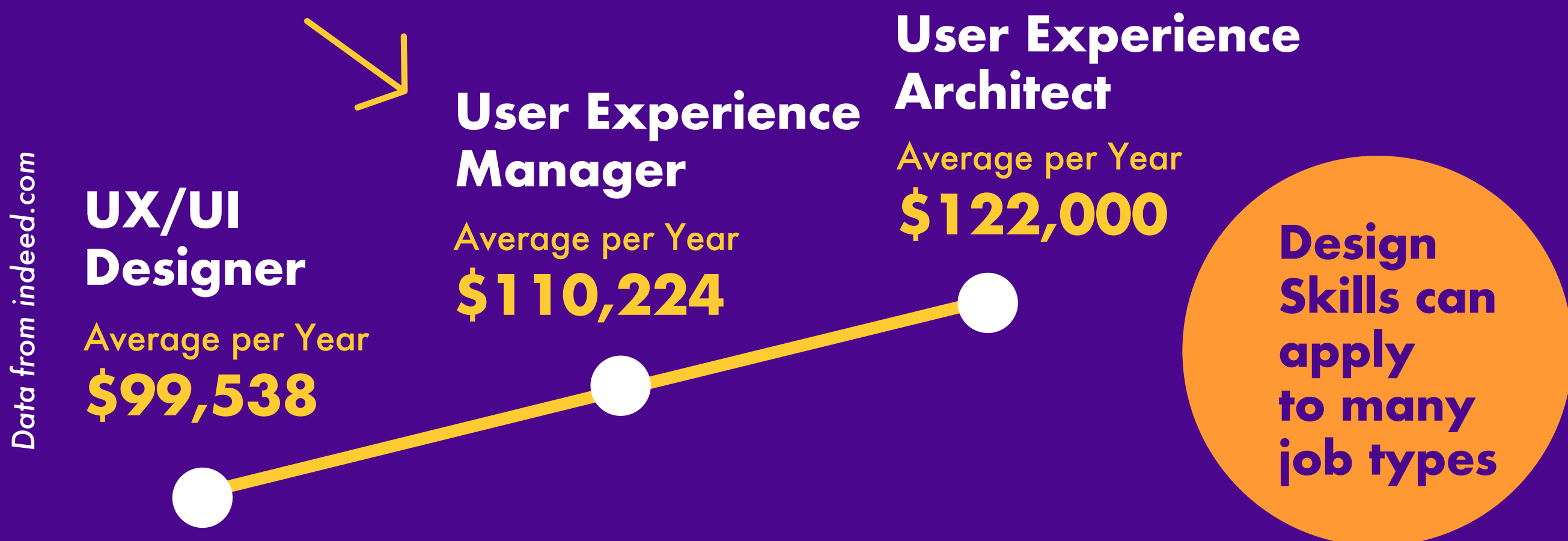
How to grow your income as a salaried in-house or agency graphic designer.

Is freelance work too unstable for you? Do you like benefits? Still want to grow your income beyond the price cap of a graphic designer longer term?

Best way to break out of the income range is to move up the graphic design job ladder.



Another option for income growth is to take your design skills and translate them to a relatable field with some additional training.



How do I move higher in this graphic design job chain?

Some tips on how to move through this design job ladder with ease.

Each evolution brings more and more collaboration and less time working on your own. Being a good manager of people, reigning in their best talents and expectations is paramount.



Adobe Stock

\$

Jr. Graphic Designer

Complete tasks given by your team manager

Beat deadlines

Create work that goes beyond expectations

\$\$

Sr. Graphic Designer

Gain larger project experience

Manage long-term projects and meet deadlines

Take initiative to bring up ideas for overall project direction

Complete a wider array of project types

\$\$\$

Art Director

Manage multiple creatives in a team

Be able to maximize the talent of your creative team

Create projects that make clients exceed their goals with real world results to back it up

\$\$\$\$

Creative Director

Manage multiple large scale projects at one time with ease

Manage difficult creative conflicts in a project

Be able to find clear directions when multiple good options are present

Manage projects alongside non-creatives to increase client satisfaction

How to grow your income as a freelance designer.

There are two big things that contribute to income growth as a freelancer and getting your hourly or per project rates up.

1

Gaining Years of Experience and Social Proof



Time and good reviews can help you slowly inch up your prices beyond in-house or salaried levels.

John Jordan T.
TOP RATED Creative Director | Graphic an...
Philippines

\$110.00/hr \$80k+ earned 98% Job Success TOP RATED

TOP RATED PLUS WITH CREATIVE DIRECTION CERTIFICATION I have 12+ years of professional experience a...

1 of 8

Offers Consultations Graphic Design Ad Creative Creative Direction Facebook Advertis

2

Expanding Beyond the Basics



Go beyond just simple design projects and expand into brand design and marketing strategy (just one example).

Alexandra S.
Graphic Designer, Photographer & Marketin...
United States

\$68.00/hr \$90k+ earned 100% Job Success TOP RATED

Portfolio : Some items can be viewed below - Please message me for a link to my full portfolio. Due to Upwork restrictions, my...

1 of 10

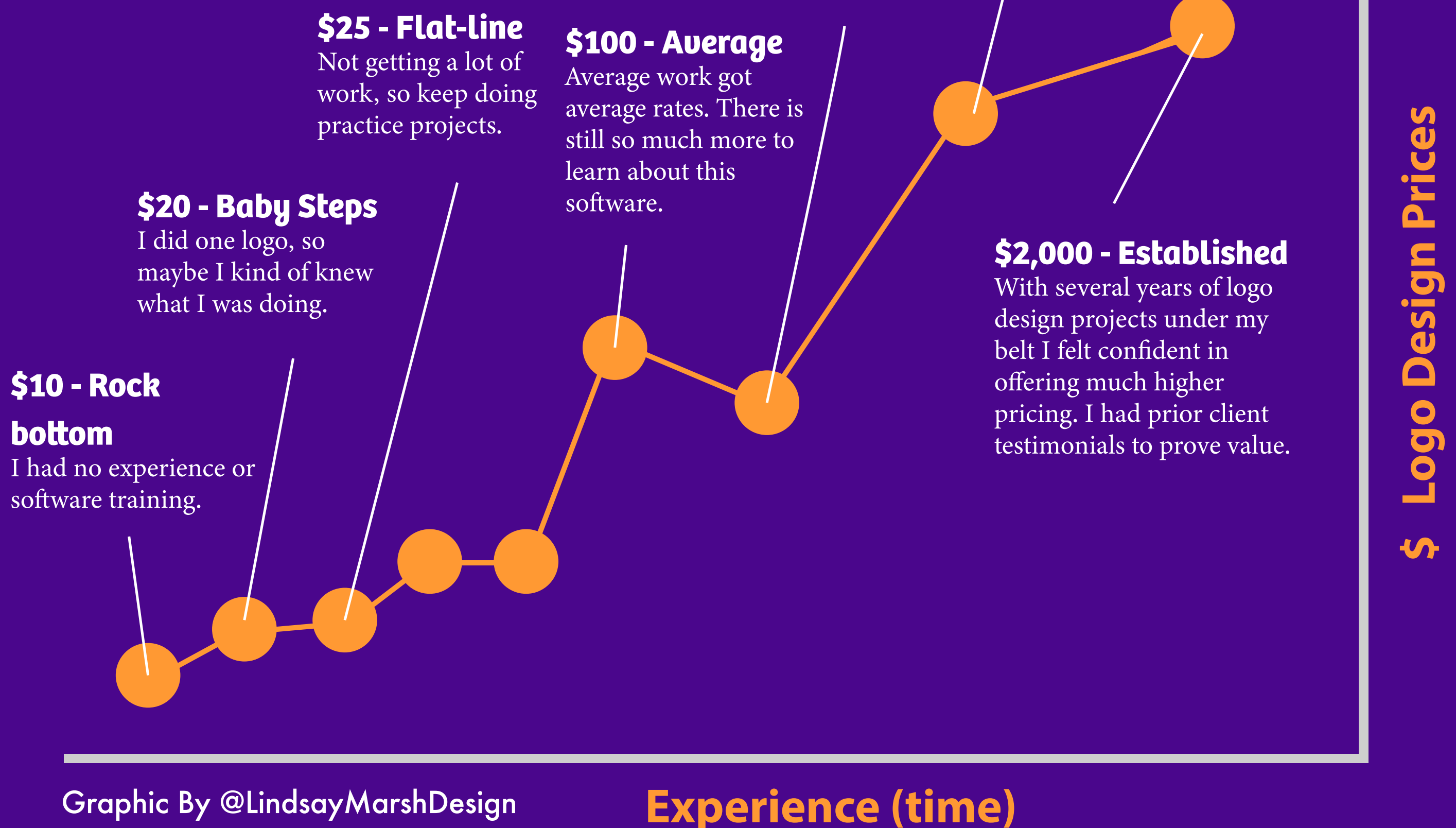
Offers Consultations Graphic Design Marketing Strategy Book Cover Layout Design

My logo design prices over time

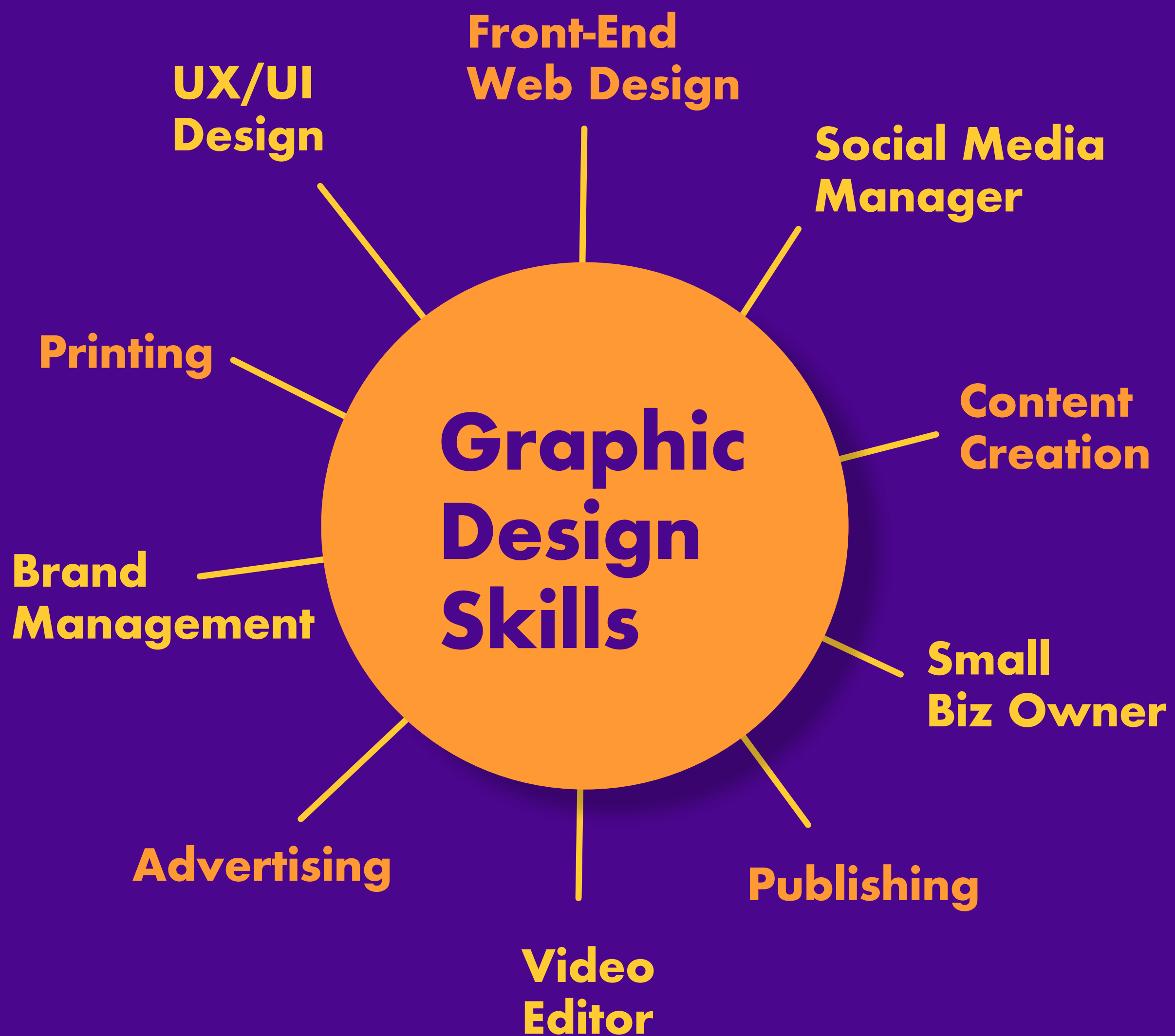
Not happy with your freelance pricing power? Just give it time.

Not everyone's timeline is exactly the same, but almost everyone's timeline trends upward with experience and social proof.

It can take some time to establish yourself as a freelancer. Learning new software, tricks, styles, reading books and just practicing can all be considered some form of experience.



Any job that requires visual communication can benefit from graphic design skills.



My personal transition from graphic design to video editing, education and content creation was seamless as my design skills were **100 percent beneficial**. Sometimes graphic design as a career can lead to your success in higher paying fields later on.

Growing secondary skills

alongside design skills can make you a highly desired person.

A lot of people think a career as a graphic designer is forever. It can be, but it can also be a jump-start to other higher paying professions and job titles.

It will take consistent adding of new creative and technical skill sets. I think we all need to expand our minds to what a graphic designer can be in the future.

Just an example not an exact pathway



Adobe Stock

1+
LEVEL
↑ UP ↑

- Learn new software
- Explore 3D
- Master design theory

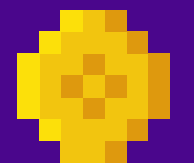
1+
LEVEL
↑ UP ↑

- Beef up your marketing skills & knowledge
- Understand the whole branding process
- Master digital marketing

1+
LEVEL
↑ UP ↑

- Master Social Media
- Collaborate with others who are successful
- Manage creative teams & tackle large projects

999



1+
LEVEL
↑ UP ↑

- Specialize in a skill you do best
- Hyperfocus on a niche that shows promise
- Become THE expert in that field
- Share your knowledge by creating content that helps others

Graphic Design project types and niches



logo design

logo concepts
variations
logo adaptation



UX/UI & web design

icon design
web layout
user interface design
buttons/landing pages



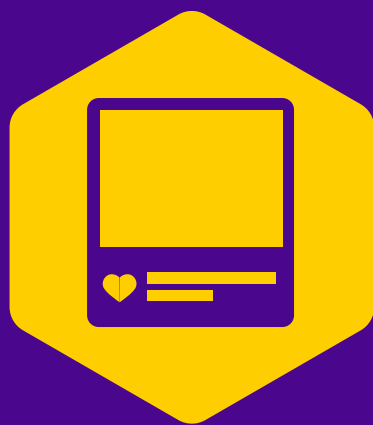
editorial design

magazines
look books
books
E-books



branding & event design

t-shirts
apparel
collateral
stationary
business cards
event signage
large banners
posters
powerpoint
slide design



social media & digital design

posts
ads
digital ads
display ads
pop ups
web ads
e-mail campaigns



illustration, pattern design & digital art

vector art
illustrations
mixed media art
digital sketching
digital art
photo manipulation
pattern design
product art



package design

boxes
cans
food packaging
beauty products
labels and tags

**Just to
name a
few!**



Graphic design has so much potential

Do not let others convince you that graphic design is just a low paying job. Yes, there are times when people do not charge enough as a designer or when clients decide to not offer enough for a job, but, as you can see, there are so many tracks or paths to take to increase your chance of higher pay, get raises and have overall success.

Instagram [@LindsayMarshDesign](#)
YouTube [@LindsayMarsh](#)
(New video posted every week)



How much can you make as a designer?



The best way to solidify information is to gather more data points. Some of you may want to research more pay information in your own region, currency and country. Some places I have gathered pay research are to the right.

[Glassdoor.com](#)
[Indeed.com](#)
[Payscale.com](#)
[Upwork.com](#)
You can research Hourly Freelance Pay for Graphic Deisgners on UpWork.com

Graphic Designer (salaried position)

Resource By @LindsayMarshDesign

India

Data from Glassdoor.com

1-2 years of experience

Yearly ₹**582,000**

Currency in Indian Rupees

8+ years of experience

Yearly ₹**770,000**

UK

Data from Glassdoor.com

1-2 years of experience

Yearly £**34,996**

Currency in Pounds

8+ years of experience

Yearly £**40,876**

This number seems low?