



# Graphic Designers in New York-Newark-Jersey City, NY- NJ-PA

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## What is Emsi Data?

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



## Report Parameters

### 1 Occupation

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27-1024 Graphic Designers

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### 1 MSA

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35620 New York-Newark-Jersey City, NY-NJ-PA

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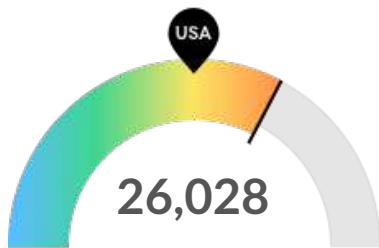
### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupation and geographical area.

## Executive Summary

### Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs



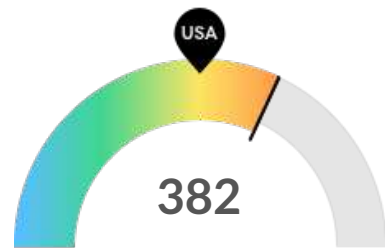
**Jobs (2019)**

New York-Newark-Jersey City, NY-NJ-PA is a hotspot for this kind of job. The national average for an area this size is 16,954\* employees, while there are 26,028 here.



**Compensation**

Earnings are high in New York-Newark-Jersey City, NY-NJ-PA. The national median salary for Graphic Designers is \$51,758, compared to \$65,995 here.



**Job Posting Demand**

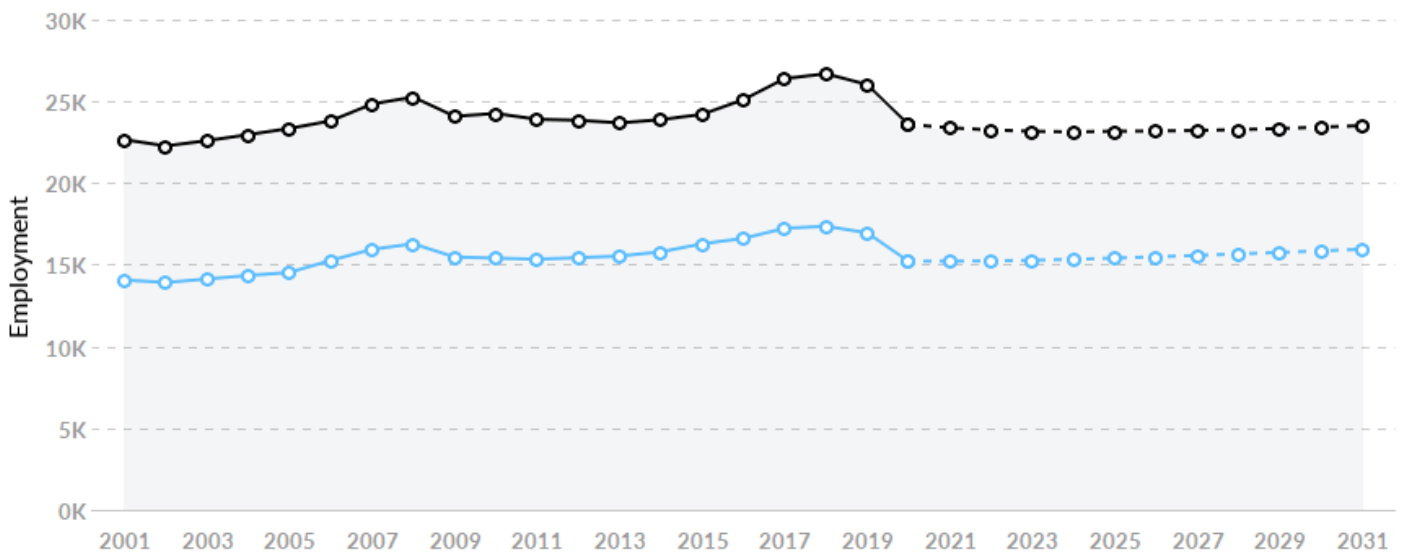
Job posting activity is high in New York-Newark-Jersey City, NY-NJ-PA. The national average for an area this size is 259\* job postings/mo, while there are 382 here.

\*National average values are derived by taking the national value for Graphic Designers and scaling it down to account for the difference in overall workforce size between the nation and New York-Newark-Jersey City, NY-NJ-PA. In other words, the values represent the national average adjusted for region size.

# Jobs

## Regional Employment Is Higher Than the National Average

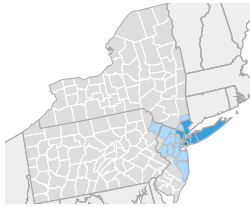
An average area of this size typically has 16,954\* jobs, while there are 26,028 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



Region	2019 Jobs	2021 Jobs	Change	% Change
● New York-Newark-Jersey City, NY-NJ-PA	26,028	23,384	-2,644	-10.2%
● National Average	16,954	15,216	-1,737	-10.2%

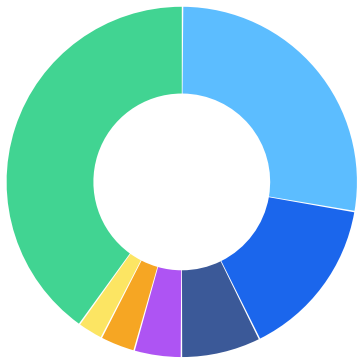
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## Regional Breakdown



County	2019 Jobs
New York County, NY	12,140
Kings County, NY	2,459
Suffolk County, NY	1,585
Queens County, NY	1,382
Nassau County, NY	1,133

## Most Jobs are Found in the Specialized Design Services Industry Sector

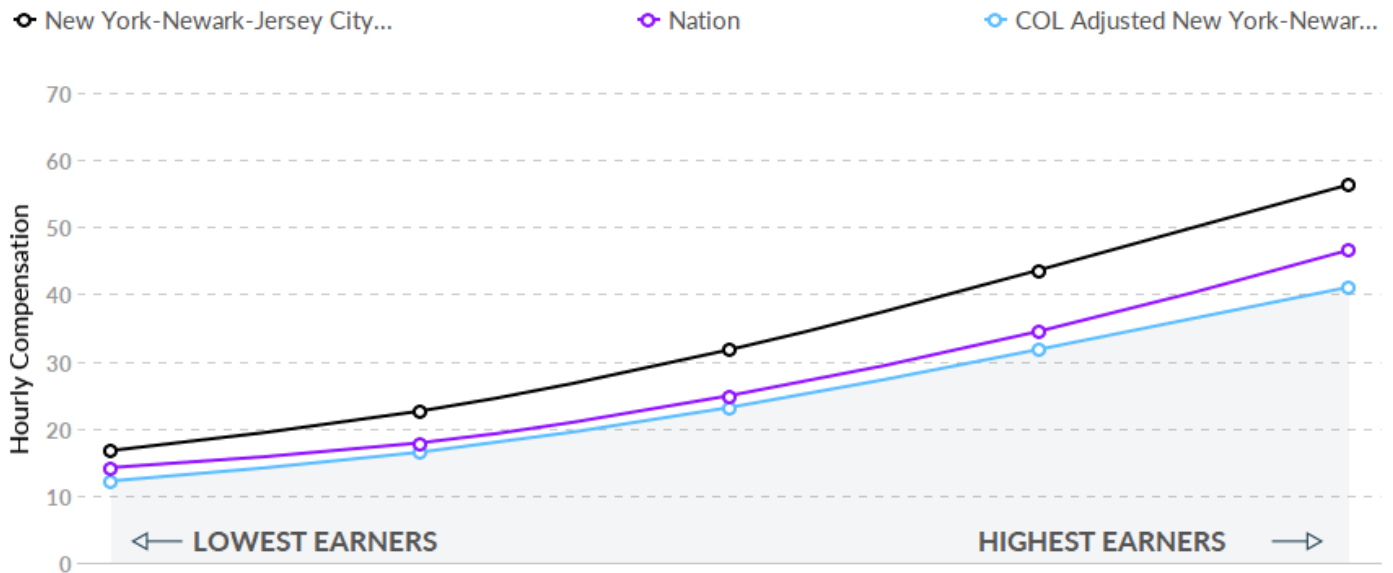


Industry	% of Occupation in Industry (2019)
Specialized Design Services	27.6%
Advertising, Public Relations, and Related Services	15.0%
Newspaper, Periodical, Book, and Directory Publishers	7.3%
Printing and Related Support Activities	4.4%
Management, Scientific, and Technical Consulting Services	3.2%
Management of Companies and Enterprises	2.3%
Other	40.1%

# Compensation

## Regional Compensation Is 28% Higher Than National Compensation

For Graphic Designers, the 2020 median wage in New York-Newark-Jersey City, NY-NJ-PA is \$31.73/hr, while the national median wage is \$24.88/hr.





## Job Posting Activity



**13,754 Unique Job Postings**

The number of unique postings for this job from Jan 2019 to Dec 2021.



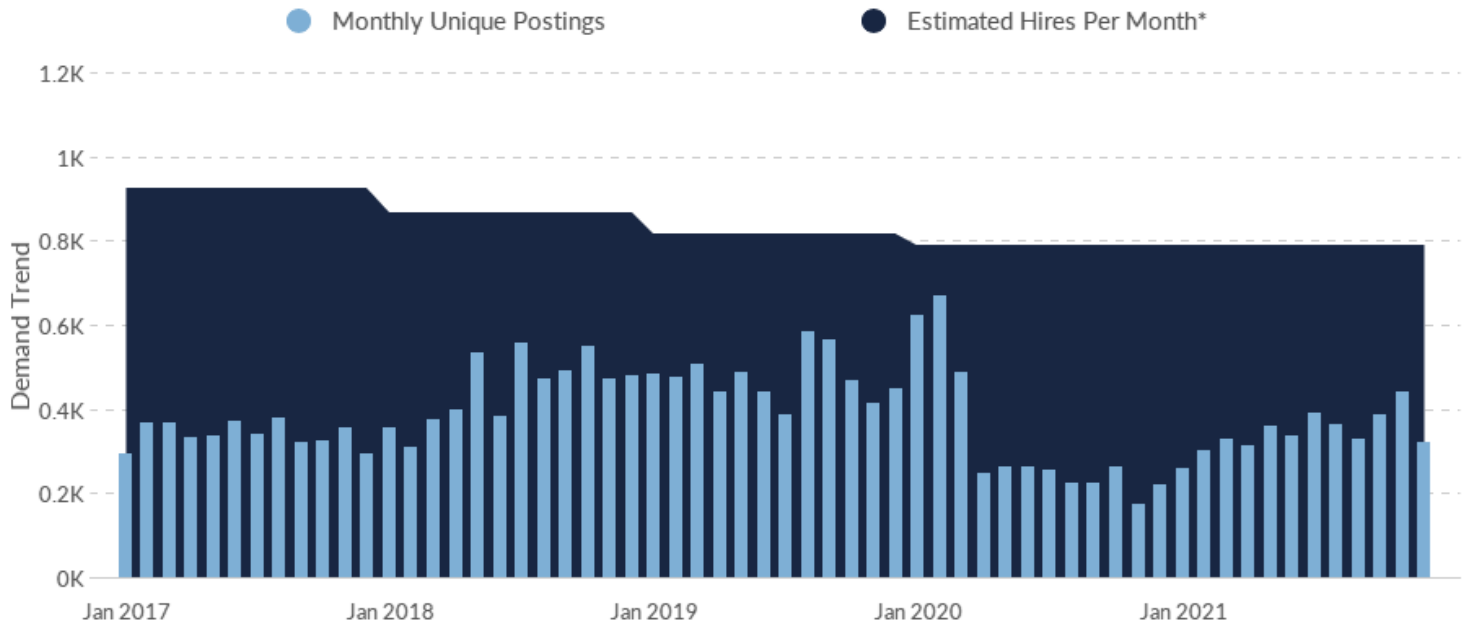
**3,361 Employers Competing**

All employers in the region who posted for this job from Jan 2019 to Dec 2021.





**More Hires Than Postings**

More hires than postings may mean this position is filled via other methods.



Occupation	Avg Monthly Postings (Jan 2019 - Dec 2021)	Avg Monthly Hires (Jan 2019 - Dec 2021)
Graphic Designers	382	799

\*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Emsi hires are calculated using a combination of Emsi jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Creative Circle	802 	Graphic Designers	4,955 
Robert Half	518 	Partner Graphic Designers	1,065 
The Creative Group	235 	Visual Designers	859 
Aquent	120 	Production Artists	372 
ONWARD SEARCH	120 	Production Designers	312 
Randstad	67 	Graphic Artists	234 
24 Seven	66 	Creative Designers	212 
Atrium Staffing	60 	Visual Graphic Designers	192 
Adecco	59 	Marketing Graphic Designers	152 
Estee Lauder	58 	Packaging Graphic Designers	128 

## Top Hard Skills

● Frequency in Job Postings   ● Frequency in Profiles

Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Adobe Photoshop	7,754	56%	8,712	33%
Graphic Design	7,488	54%	9,094	35%
Adobe Illustrator	7,332	53%	8,322	32%
Adobe InDesign	5,729	42%	6,362	24%
Adobe Creative Suite	4,697	34%	6,544	25%
Typography	3,349	24%	3,911	15%
Branding	2,361	17%	3,439	13%
Packaging And Labeling	2,167	16%	2,786	11%
HyperText Markup Language (HTML)	1,927	14%	1,472	6%
Illustration	1,921	14%	4,708	18%

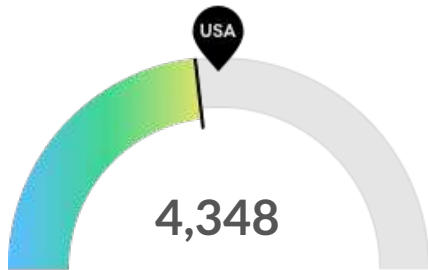
## Top Common Skills

● Frequency in Job Postings
 ● Frequency in Profiles

Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	5,830	42%	2,311	9%
Marketing	5,603	41%	4,911	19%
Detail Oriented	4,797	35%	237	1%
Presentations	4,243	31%	2,434	9%
Microsoft PowerPoint	2,502	18%	2,686	10%
Innovation	2,006	15%	972	4%
Sales	1,931	14%	3,590	14%
Ability To Meet Deadlines	1,894	14%	250	1%
Multitasking	1,870	14%	213	1%
Problem Solving	1,618	12%	401	2%

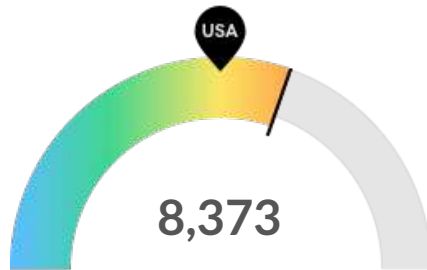
## Demographics

### Retirement Risk Is About Average, While Overall Diversity Is High



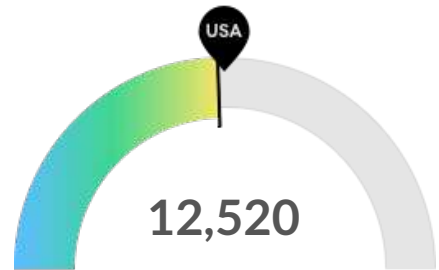
**Retiring Soon**

Retirement risk is about average in New York-Newark-Jersey City, NY-NJ-PA. The national average for an area this size is 4,825\* employees 55 or older, while there are 4,348 here.



**Racial Diversity**

Racial diversity is high in New York-Newark-Jersey City, NY-NJ-PA. The national average for an area this size is 6,199\* racially diverse employees, while there are 8,373 here.

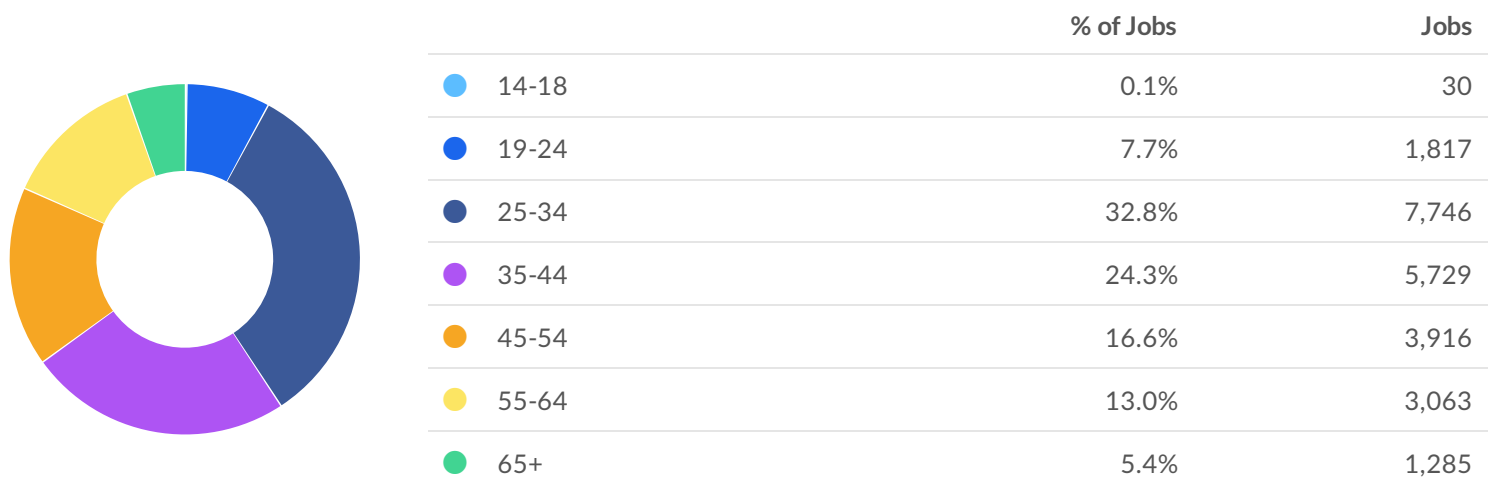


**Gender Diversity**

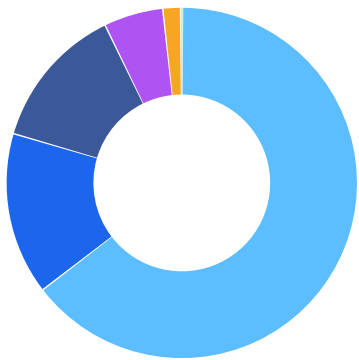
Gender diversity is about average in New York-Newark-Jersey City, NY-NJ-PA. The national average for an area this size is 12,918\* female employees, while there are 12,520 here.

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## Occupation Age Breakdown



### Occupation Race/Ethnicity Breakdown



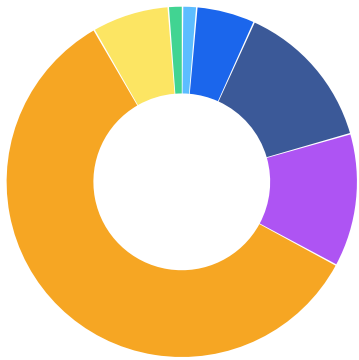
	% of Jobs	Jobs
White	64.5%	15,214
Asian	15.0%	3,530
Hispanic or Latino	13.3%	3,127
Black or African American	5.5%	1,290
Two or More Races	1.6%	383
American Indian or Alaska Native	0.1%	22
Native Hawaiian or Other Pacific Islander	0.1%	21

### Occupation Gender Breakdown



	% of Jobs	Jobs
Males	46.9%	11,066
Females	53.1%	12,520

## National Educational Attainment



	% of Jobs
<span style="color: #00AEEF;">●</span> Less than high school diploma	1.3%
<span style="color: #0070C0;">●</span> High school diploma or equivalent	5.4%
<span style="color: #1A3A5A;">●</span> Some college, no degree	13.8%
<span style="color: #800080;">●</span> Associate's degree	12.3%
<span style="color: #FFA500;">●</span> Bachelor's degree	58.8%
<span style="color: #FFD700;">●</span> Master's degree	7.1%
<span style="color: #00B050;">●</span> Doctoral or professional degree	1.3%

## Occupational Programs



**24 Programs**

Of the programs that can train for this job, 24 have produced completions in the last 5 years.



**8,068 Completions (2020)**











The completions from all regional institutions for all degree types.



**2,180 Openings (2020)**

The average number of openings for an occupation in the region is 1,516.

CIP Code	Top Programs	Completions (2020)
09.0702	Digital Communication and Media/Multimedia	1,276
50.0702	Fine/Studio Arts, General	1,185
11.0801	Web Page, Digital/Multimedia and Information Resources D...	806
50.0410	Illustration	596
50.0701	Art/Art Studies, General	504
50.0409	Graphic Design	497
50.0401	Design and Visual Communications, General	434
50.0402	Commercial and Advertising Art	397
10.0304	Animation, Interactive Technology, Video Graphics, and Spe...	357
50.0101	Visual and Performing Arts, General	350

Top Schools	Completions (2020)
The New School	877 
New York University	877 
School of Visual Arts	819 
Fashion Institute of Technology	646 
Pratt Institute-Main	529 
CUNY Borough of Manhattan Community College	279 
Pace University	209 
CUNY New York City College of Technology	201 
CUNY City College	199 
CUNY LaGuardia Community College	158 



## Appendix A

### **Graphic Designers (SOC 27-1024):**

Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects. Excludes Web and Digital Interface Designers (15-1255).

### **Sample of Reported Job Titles:**

- Visual Designer
- Graphic Artist
- Graphic Designer
- Production Artist
- Publications Designer
- Online Producer
- Designer
- Design Director
- Creative Manager
- Creative Director

### **Related O\*NET Occupation:**

Graphic Designers (27-1024.00)