



Graphic Designers in San Diego-Chula Vista-Carlsbad, CA

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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

27-1024 Graphic Designers

1 MSA

41740 San Diego-Chula Vista-Carlsbad, CA

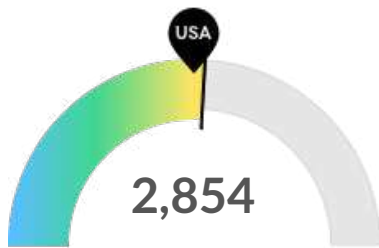
Class of Worker

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

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

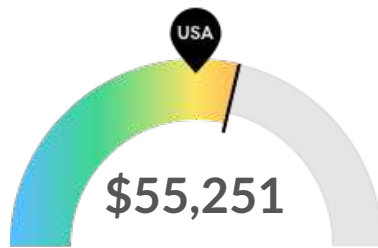
Executive Summary

Aggressive Job Posting Demand Over an Average Supply of Regional Jobs



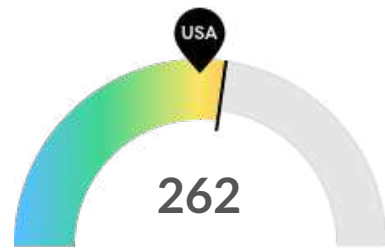
Jobs (2020)

San Diego-Chula Vista-Carlsbad, CA is about average for this kind of job. The national average for an area this size is 2,706* employees, while there are 2,854 here.



Compensation

Earnings are about average in San Diego-Chula Vista-Carlsbad, CA. The national median salary for Graphic Designers is \$51,758, compared to \$55,251 here.



Job Posting Demand

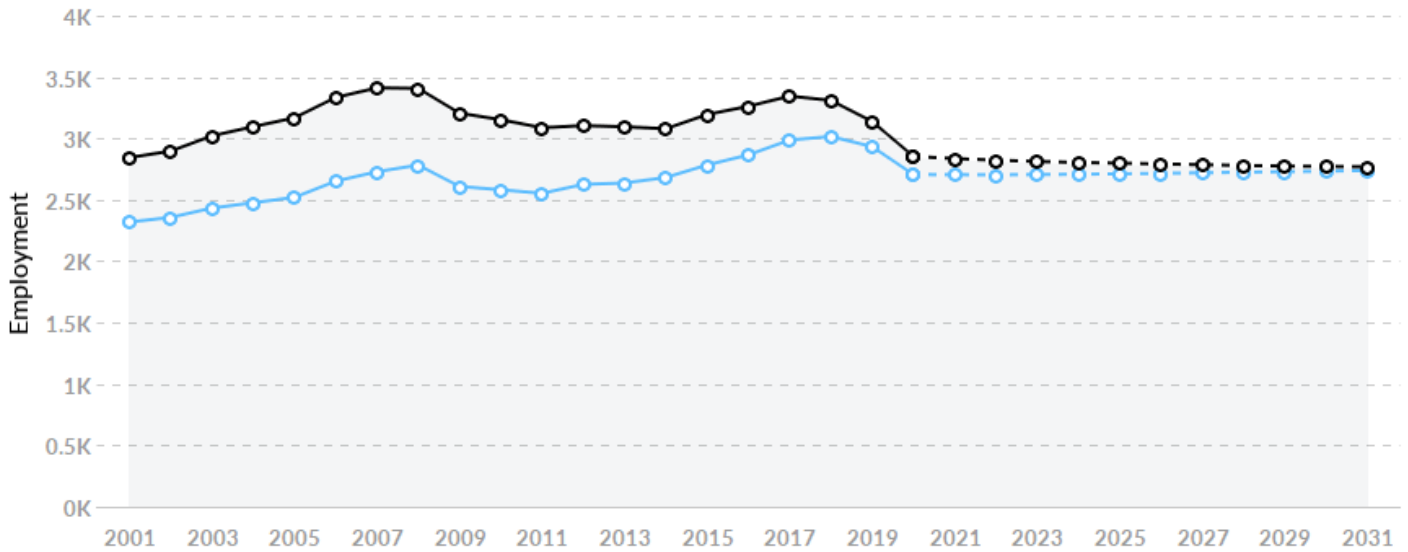
Job posting activity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 231* job postings/mo, while there are 262 here.

*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 San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is About Equal to the National Average

An average area of this size typically has 2,706* jobs, while there are 2,854 here.



Region	2020 Jobs	2030 Jobs	Change	% Change
● San Diego-Chula Vista-Carlsbad, CA	2,854	2,772	-82	-2.9%
● National Average	2,706	2,734	28	1.0%

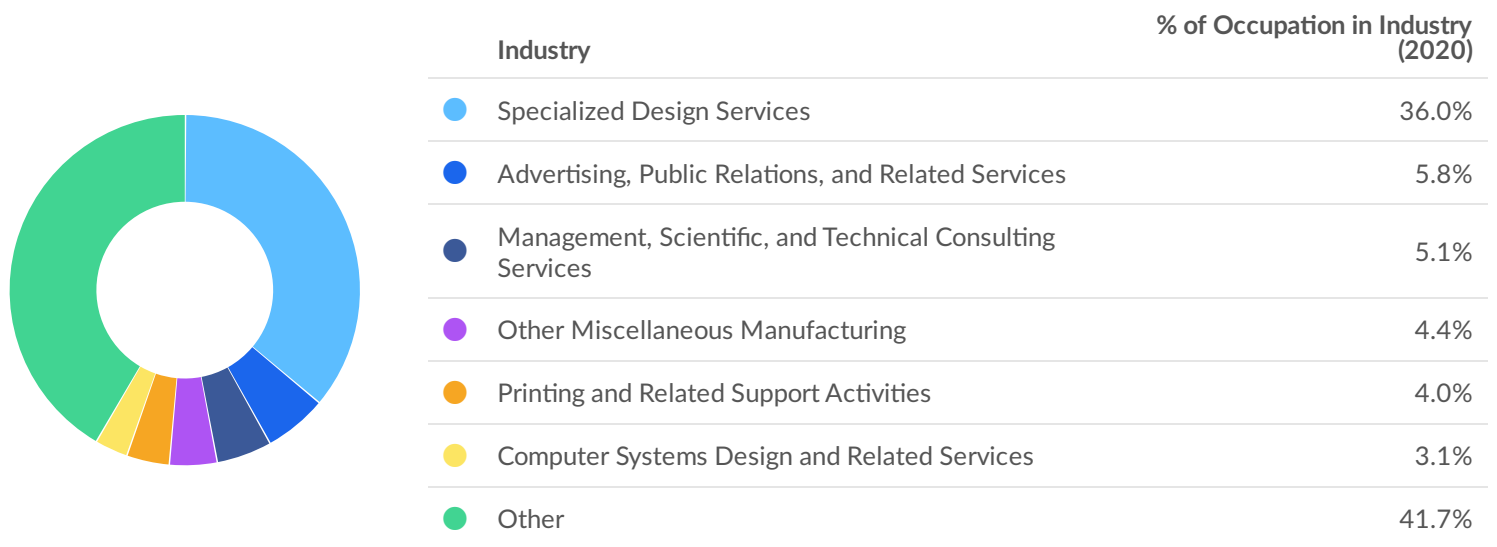
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Regional Breakdown



County	2020 Jobs
San Diego County, CA	2,854

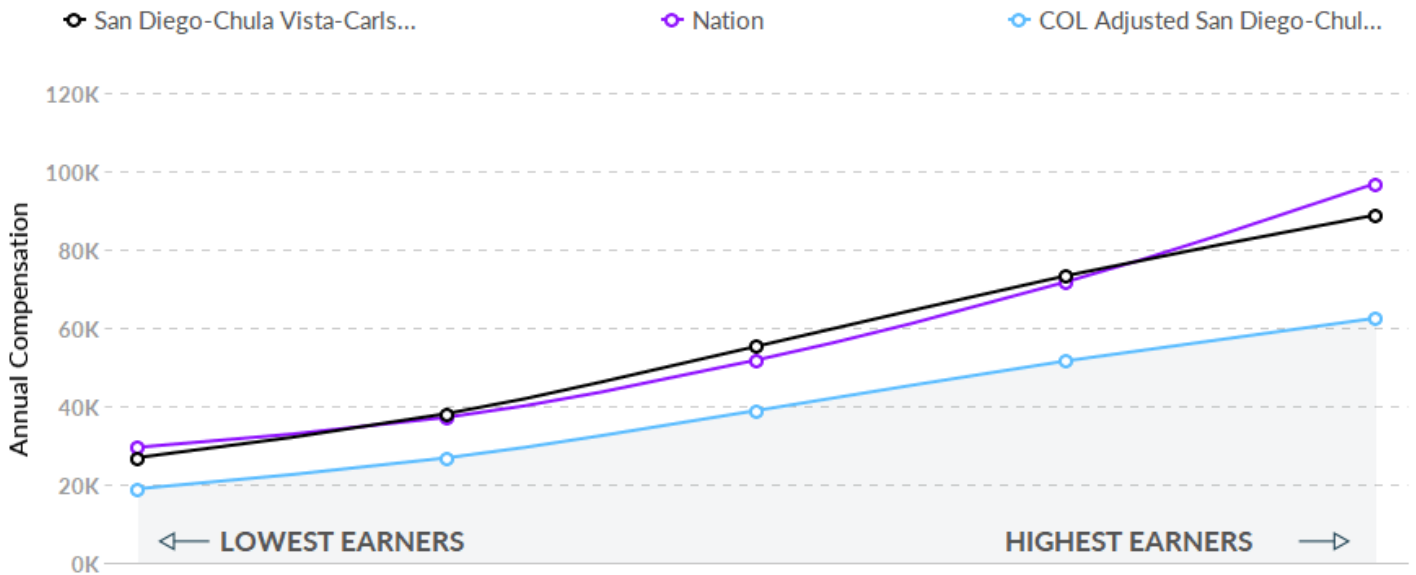
Most Jobs are Found in the Specialized Design Services Industry Sector



Compensation

Regional Compensation Is 7% Higher Than National Compensation

For Graphic Designers, the 2020 median wage in San Diego-Chula Vista-Carlsbad, CA is \$55,251, while the national median wage is \$51,758.



Job Posting Activity



2,212 Unique Job Postings

The number of unique postings for this job from Jan 2020 to Sep 2021.



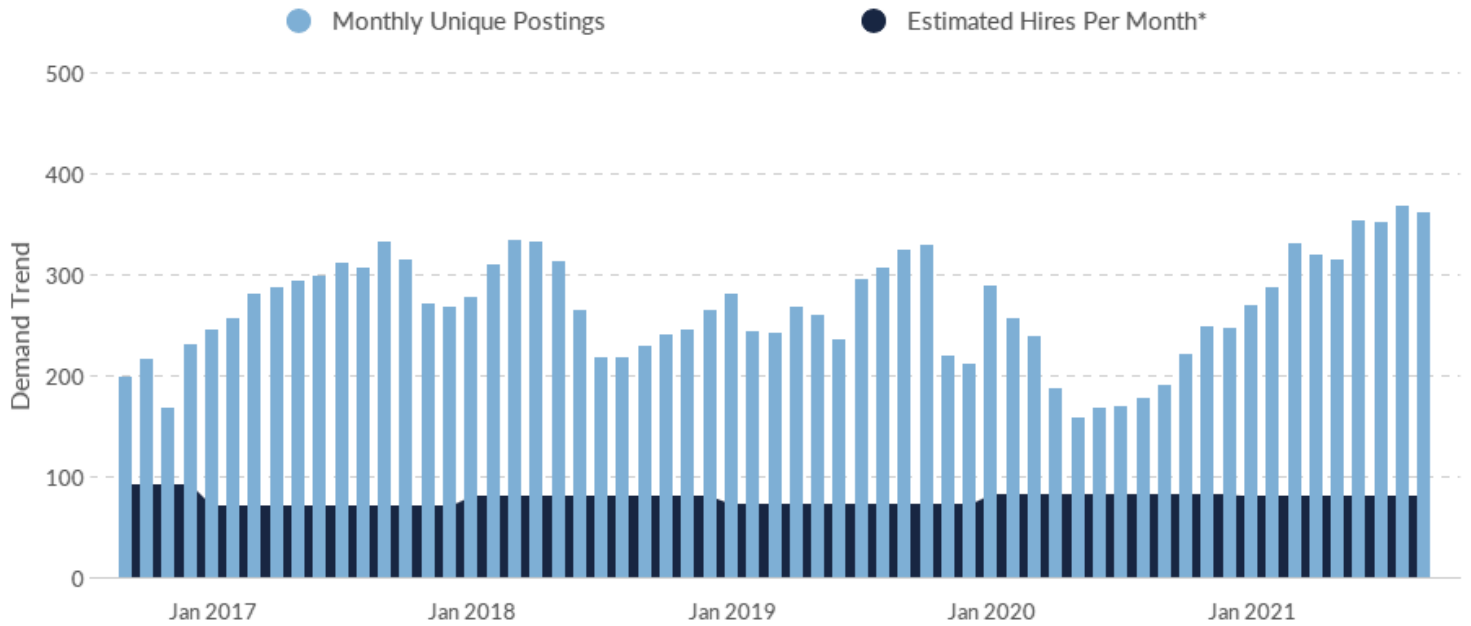
585 Employers Competing

All employers in the region who posted for this job from Jan 2020 to Sep 2021.













19 Day Median Duration











Posting duration is 12 days shorter than what's typical in the region.



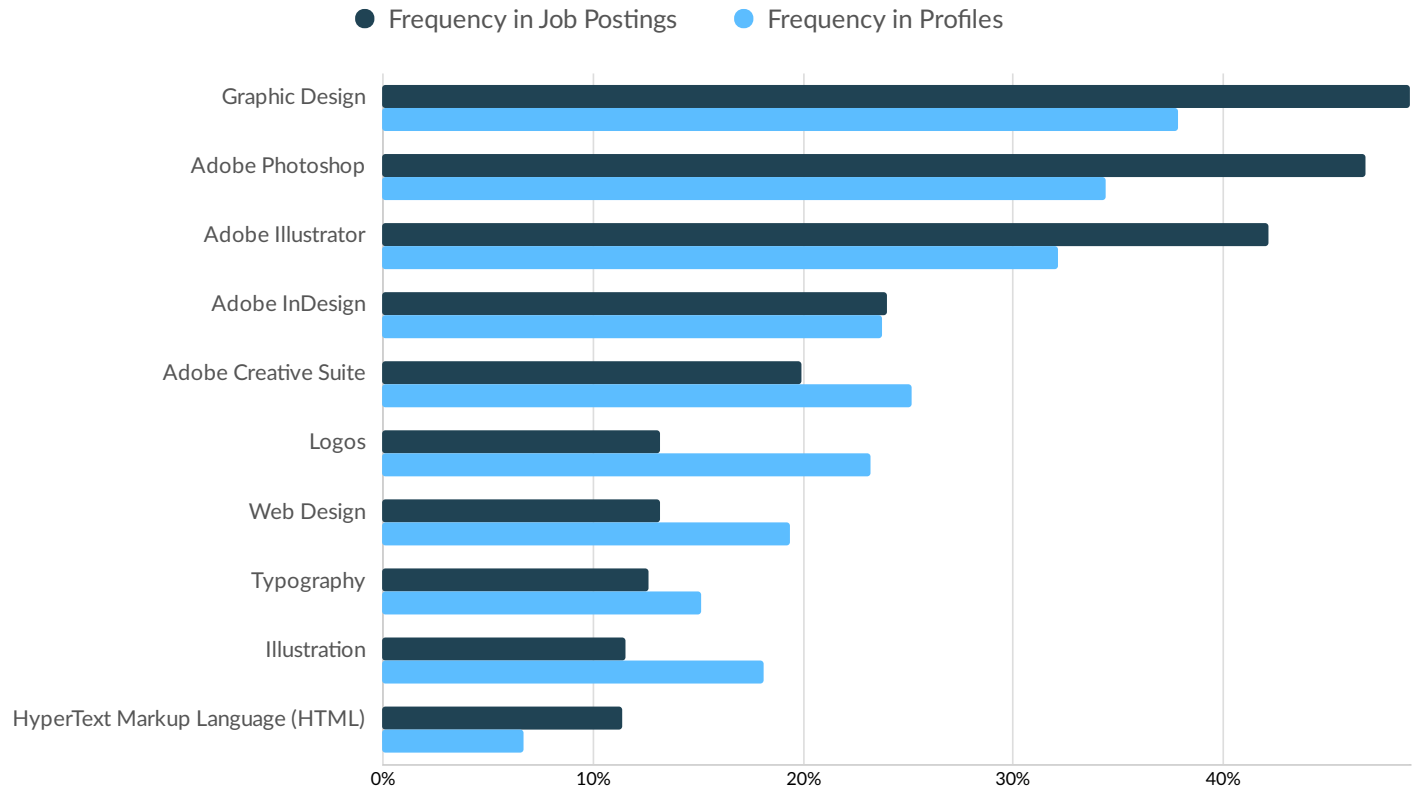
Occupation	Avg Monthly Postings (Jan 2020 - Sep 2021)	Avg Monthly Hires (Jan 2020 - Sep 2021)
Graphic Designers	262	82

*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
Freelancer Technology Pty Limit...	49 
Upwork Inc.	37 
Aquent LLC	32 
Activision Blizzard, Inc.	23 
Creative Circle LLC	21 
Randstad N.V.	21 
Estee Lauder Inc	17 
Intuit Inc.	16 
Kalo Ltd	15 
Malakye Com	15 

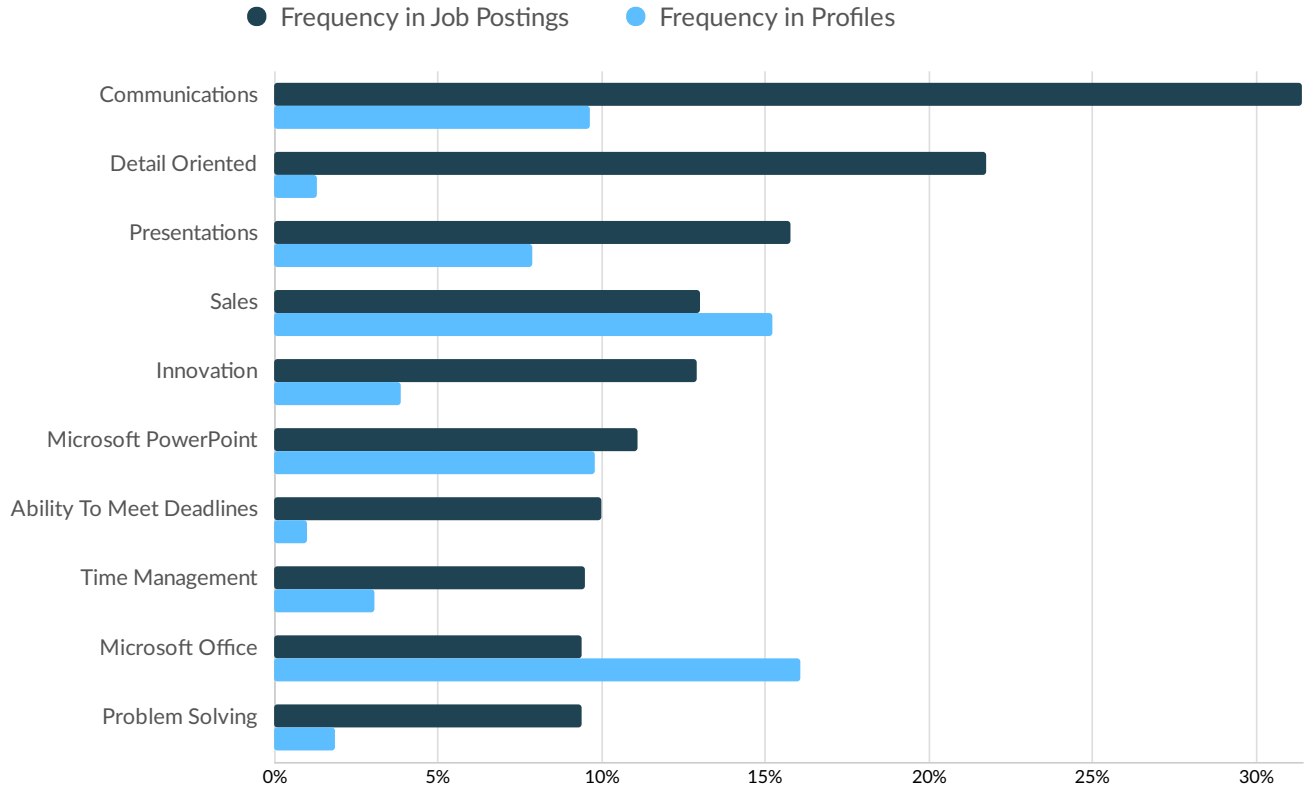
Top Job Titles	Unique Postings
Graphic Designers	338 
Visual Designers	66 
Partner Graphic Designers	65 
Digital Designers	50 
Lash Artists	47 
Production Artists	46 
Environment Artists	37 
Multimedia Designers	27 
Graphic Artists	26 
Designers	24 

Top Hard Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Graphic Design	1,082	49%	3,008	38%
Adobe Photoshop	1,036	47%	2,735	34%
Adobe Illustrator	933	42%	2,552	32%
Adobe InDesign	531	24%	1,889	24%
Adobe Creative Suite	442	20%	2,001	25%
Logos	293	13%	1,847	23%
Web Design	292	13%	1,541	19%
Typography	280	13%	1,208	15%
Illustration	256	12%	1,440	18%
HyperText Markup Language (HTML)	252	11%	537	7%

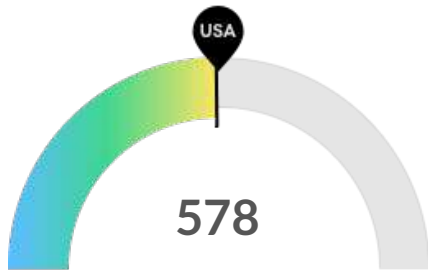
Top Common Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	695	31%	768	10%
Detail Oriented	482	22%	103	1%
Presentations	349	16%	628	8%
Sales	288	13%	1,209	15%
Innovation	286	13%	306	4%
Microsoft PowerPoint	246	11%	778	10%
Ability To Meet Deadlines	221	10%	81	1%
Time Management	210	9%	244	3%
Microsoft Office	208	9%	1,276	16%
Problem Solving	208	9%	147	2%

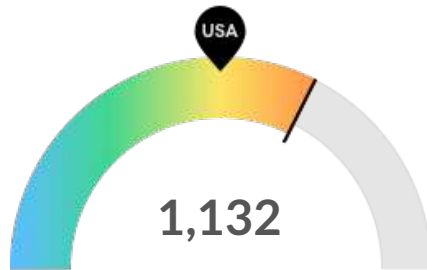
Demographics

Retirement Risk Is About Average, While Overall Diversity Is High



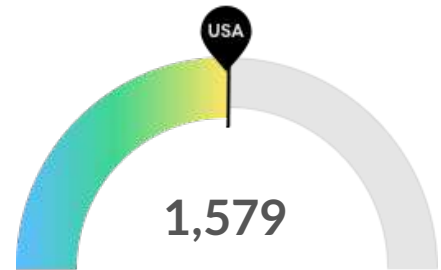
Retiring Soon

Retirement risk is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 584* employees 55 or older, while there are 578 here.



Racial Diversity

Racial diversity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 750* racially diverse employees, while there are 1,132 here.

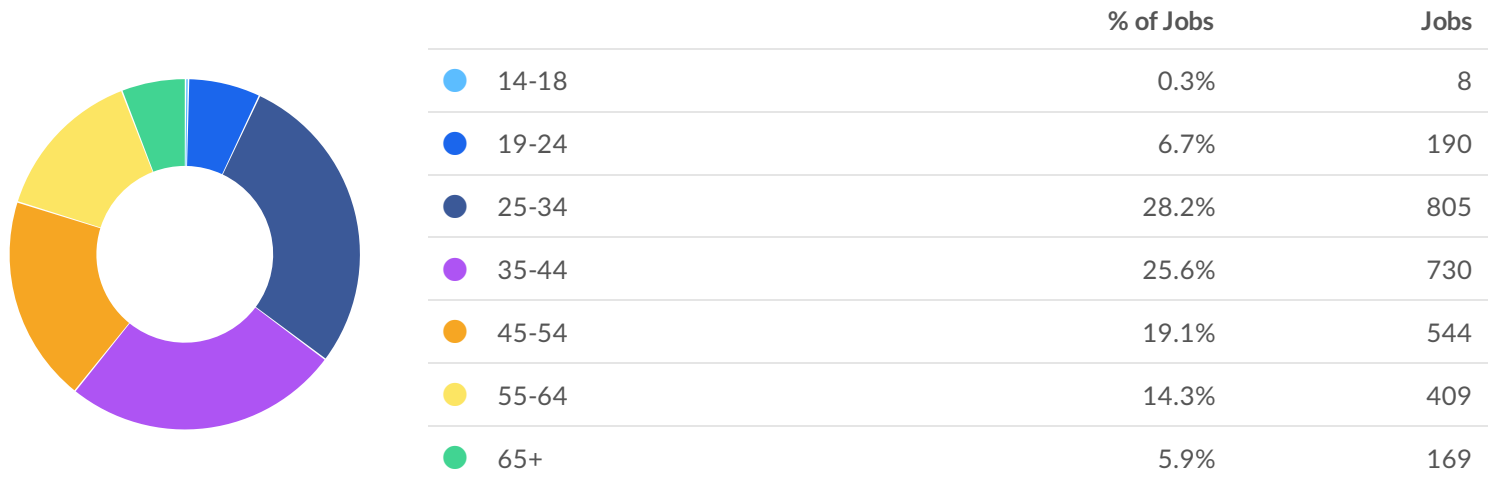


Gender Diversity

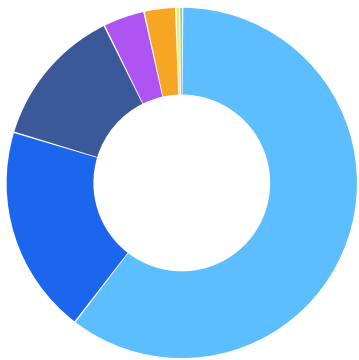
Gender diversity is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 1,563* female employees, while there are 1,579 here.

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Occupation Age Breakdown



Occupation Race/Ethnicity Breakdown



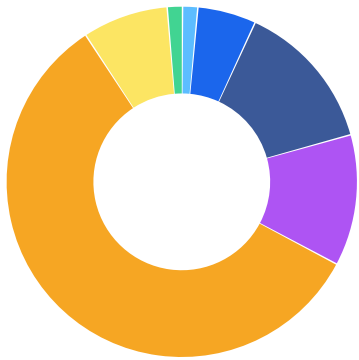
	% of Jobs	Jobs
● White	60.4%	1,723
● Hispanic or Latino	19.2%	549
● Asian	13.0%	372
● Two or More Races	3.8%	109
● Black or African American	2.9%	83
● American Indian or Alaska Native	0.4%	10
● Native Hawaiian or Other Pacific Islander	0.3%	8








Occupation Gender Breakdown



	% of Jobs	Jobs
● Males	44.7%	1,276
● Females	55.3%	1,579

National Educational Attainment



	% of Jobs
 Less than high school diploma	1.4%
 High school diploma or equivalent	5.4%
 Some college, no degree	13.8%
 Associate's degree	12.1%
 Bachelor's degree	58.0%
 Master's degree	7.9%
 Doctoral or professional degree	1.4%

Occupational Programs



19 Programs

Of the programs that can train for this job, 19 have produced completions in the last 5 years.



1,108 Completions (2020)

The completions from all regional institutions for all degree types.



246 Openings (2020)

The average number of openings for an occupation in the region is 247.

CIP Code	Top Programs	Completions (2020)
50.0701	Art/Art Studies, General	394
50.0101	Visual and Performing Arts, General	263
50.0409	Graphic Design	142
11.0801	Web Page, Digital/Multimedia and Information Resources D...	86
10.0304	Animation, Interactive Technology, Video Graphics, and Spe...	33
11.0803	Computer Graphics	31
50.0702	Fine/Studio Arts, General	31
50.0401	Design and Visual Communications, General	26
09.0900	Public Relations, Advertising, and Applied Communication	21
09.0702	Digital Communication and Media/Multimedia	19

Top Schools	Completions (2020)	
San Diego State University	218	
University of California-San Diego	175	
MiraCosta College	98	
California State University-San Marcos	93	
Platt College-San Diego	75	
Southwestern College	66	
Palomar College	58	
San Diego Mesa College	54	
Point Loma Nazarene University	47	
Grossmont College	42	

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)