

Summary

The median 2006 annual salary of alumni was in the \$80-90,000 range (i.e. half earned in this range or more, half earned less) -- an increase of around \$10,000 per year over 2005 figures. The average (mean) salary was approximately \$102,000; the mode (most common salary range given) was actually \$100-150,000.

The number of respondents citing salary data was 84 -- a roughly 15% response rate -- so unfortunately, we have to take these figures with a statistical grain of salt. If you want to help us generate more accurate data, please be sure to respond to next year's survey.

Benchmarks

Mean 2005 annual salaries from the U.S. Bureau of Labor Statistics:

Graphic designers: \$42,530

Designers (other): \$47,810

Commercial and industrial designers: \$56,780

Multi-media artists/animators: \$57,270

Art directors: \$73,790

Current ID alumni salaries

Range	# of alumni	percentage of total
Under \$40000	6	7.1%
\$40000-49999	1	1.2%
\$50000-59999	5	6%
\$60000-69999	4	4.8%
\$70000-79999	9	10.7%
\$80000-89999	17	20.2% – MEDIAN
\$90000-99999	8	9.5%
\$100000-149999	23	27.4%
\$150000-\$200000	4	4.8%
\$200000 or more	7	8.3%
<i>Total respondents</i>	<i>84</i>	<i>100.00%</i>

Salary growth

time since graduation	average salary
First year out	\$77,500
Three years out	\$95,000
5-10 years out	\$116,900
10-20 years out	\$117,950

Selected industries

Number of respondents in each (n=80).

Design/innovation consulting - 24
Mobile communications - 7
Software/Internet - 7
Furniture / office - 6
Electronics - 4
Art/photography - 3
Education - 3
Media/publishing - 3
Retail - 3
Real estate - 2
Consumer products - 2
Advertising - 1
Apparel - 1
Architecture - 1
Computer hardware - 1
Environmental graphics - 1
Finance - 1
Healthcare - 1
Industrial equipment - 1
Insurance – 1
Law - 1
Management consulting - 1
Marketing - 1
Food service - 1
Telecommunications - 1
Toys – 1

Selected job titles

Design Researcher - 11
Owner/founder - 5
President - 4
Director of Design - 4
Design Strategist - 4
Interaction Designer - 4
Product/industrial designer - 4
User Researcher - 4
Experience Designer - 3
Design Manager - 2
Director of Research - 2
Project Manager - 2
Professor - 2
Retail planner – 2

Selected employers

Adaptive Path
Adobe Systems
Arc Worldwide
Autodesk
Blink Interactive
Bose Corporation
Corning
Dell
Design Continuum
Doblin, Inc.
Dyson
Gensler
Google
Gravity Tank
IA Collaborative
IBM
IDEO
Jump Associates
Lextant
LG Electronics
McDonald's Corp
Microsoft
Motorola
Museum of Science and Industry, Chicago
Philips Design
RTC Industries
S.C. Johnson and Son
SAP
Sapient
Sears
Self-employed
SonicRim
Steelcase Inc.
Warner Bros. Mobile
Wells Fargo
WGBH

Which of the following alumni events would you be most interested in attending? (number of respondents selecting each choice)

networking/social	58
guest lecture series	57
trend-specific symposia	46
continued education	43
industry-specific symposia	40
career/recruitment	38
Other (please specify)	5
Open houses (2); conferences; legal/accounting/small business; selling ID value to employers.	

What types of executive ed programs would you or your organization be most interested in attending? (selected responses clustered by topic)

Innovation strategies. Methods for innovation. Boot camp of methods and techniques in the form of a workshop that lasts a few days to a week. Workshops on methods, tools/methods refresher, new method instruction, innovation workshops.

Role for corporate designers in the corporate structure. Business of design. Client education programs. Business development, tools for engaging the client in research. Design Entrepreneurship.

Current and emerging technologies. Monthly informal 'trend watch' discussion. Bleeding edge aspects of experience design. Recent trends in marketing and product development, innovation management.

Emerging markets, BOP topics. Conducting research in foreign markets.

Quarterly talks, one-day workshops, 4 week night classes, taught by ID professors or industry heavyweights.

Business frameworks and how they are applicable throughout the design process.

Marketing & brand development.

User research methods.

Innovation Awards.

Team building.

What types of research projects would your organization be interested in engaging in at ID? (selected responses clustered by topic)

Confirming the profitability / growth impact of design on corporations. Application of design methods to the business world. How design applies to everyday business problems outside of the design department. How to measure and quantify values/contributions of User Centered Design to business. Understand why design intent rarely makes it out the door even in so-called design driven companies.

Advanced interaction design. Mobile interaction design. Any types of HCI-related design research projects. None; ID does not currently pay enough attention to interaction design.

BoP. Global baseline studies around current and emerging technologies. International/BRIC projects.

Marketing, Brand Development, Web Marketing, Buyer behavior. Media consumption patterns.

Projects that contribute to new basic design information. Working with ID to develop new tools, techniques and templates.

[Research] projects to work on our organization's big, user-centered questions.

Market or vertical specific product explorations.

Double-blind experiments for testing different working and learning environments.

Bridging different schools of thought (i.e. policy, economics, psychology, etc.)

New product design concepts coming from product workshop.

Analysis and synthesis tools and methods for design planning.

Ethnography.

Image research.

What successful methods and tools do you use at work that ID should pay more attention to? (selected responses clustered by topic)

Pinpointing 3-4 key insights/strategies from a huge wealth of data; framework generation. Analysis and synthesis methods, diagramming techniques for showing numbers in clear ways. Design research, various methods for analysis and synthesis. Methods for seeing the bigger picture and testing out different lenses for generating concepts. Measurement tools to identify innovation opportunities (i.e. innovation indexes). Analysis tools and Methods, Agile Development. Issues mapping. Determining the specific level of needs to be addressed. Understanding the goals and general practices of research, analysis and synthesis. Observation-implication-insight analysis framework, zone mapping, experience framework.

CAD, rapid prototyping; design for manufacturability. Storyboarding, prototyping & visualization. Prototyping, in all forms. Rapid Prototyping. Visualization/simulation - using off the shelf software to rapid prototype high fidelity interfaces. Prototyping methods and projects; visual expression for non-designers. Creating real prototypes. Computer programming skills. Focus on real solutions that can impact the world today.

Quantitative research, collaborative workshops. Informal user interviews. In-home new product placements / interviews. Elito; photography for field observation; subject interviewing skills. Recruiting research subjects, about focus groups and about screeners. Human-centered approaches such as behavioral prototyping and ethnography-based studies. Qualitative user research skills, ethnographic research.

Consulting practices, marketing your own firm. Practical internships to function in the real world. Marketing analysis and tools, consulting and client relationship management. Client proposals; PowerPoint. Management basics: how to manage time, money and people. Business of design skills/knowledge. Working with senior marketing and business people who view design as a surface treatment.

Innovation management, service innovation, business model innovation. Change management tools and methods. Innovation Strategy and Emerging Markets.

Wire-frames, site-maps, website flow diagrams, personas, scenarios.

Story development. Communication and presentation skills.

Software: FileMaker Pro, various CRM Tools, iCal, Outlook, etc;

Structured Planning (not used consistently, but could be).

Team dynamics.

June 2006