



Labor Market Analysis for Program Recommendation User Interface and User Experience Design Occupations De Anza College

Prepared by the Bay Region Center of Excellence for Labor Market Research

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Recommendation

Based on all available data, there appears to be an “undersupply” of User Interface and User Experience Design workers compared to the demand for this cluster of occupations in the Bay Region and in the Silicon Valley Sub-Region (Santa Clara County). There is a projected annual gap of about 1,235 students in the Bay Region and 213 students in the Silicon Valley Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1030.00 - Graphic Art and Design programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at De Anza College and in the region.

This report profiles User Interface and User Experience Design Occupations in the 12 county Bay Region and in the Silicon Valley Sub-Region for program recommendation at De Anza College.

- **Art Directors (27-1011):** Formulate design concepts and presentation approaches for visual productions and media, such as print, broadcasting, video, and film. Direct workers engaged in artwork or layout design.
Typical Entry-Level Educational: Bachelor’s degree
Typical On-the-Job Training: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 27%
- **Special Effects Artists and Animators (27-1014):** Create special effects or animations using film, video, computers, or other electronic tools and media for use in products, such as computer games, movies, music videos, and commercials.
Typical Entry-Level Educational: Bachelor’s degree
Typical On-the-Job Training: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 27%
- **Graphic Designers (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.
Typical Entry-Level Educational: Bachelor’s degree
Typical On-the-Job Training: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 25%

Occupational Demand

Table 1. Employment Outlook for User Interface and User Experience Design Occupations in the Bay Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Art Directors	4,337	4,387	51	1%	2,124	425	\$31	\$54
Special Effects Artists and Animators	2,908	3,112	204	7%	1,607	321	\$40	\$57
Graphic Designers	9,471	9,324	-147	-2%	3,985	797	\$25	\$38
Total	16,716	16,823	107	1%	7,716	1,543	\$29	\$45

Source: Lightcast 2024.3

The Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for User Interface and User Experience Design Occupations in the Silicon Valley Sub-Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Art Directors	791	810	19	2%	393	79	\$37	\$60
Special Effects Artists and Animators	511	540	29	6%	274	55	\$42	\$67
Graphic Designers	1,749	1,763	14	1%	768	154	\$28	\$42
Total	3,051	3,113	62	2%	1,435	288	\$33	\$51

Source: Lightcast 2024.3

Silicon Valley Sub-Region includes: Santa Clara County

Job Postings in the Bay Region and Silicon Valley Sub-Region

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	Silicon Valley
Graphic Designers	1,307	403
Art Directors	743	154
Special Effects Artists and Animators	438	167

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Table 4a. Top Job Titles in Job Postings for User Interface and User Experience Design Occupations in the Bay Region

Title	Bay	Title	Bay
Graphic Designers	337	Technical Artists	31
Creative Directors	88	Brand Designers	29
Visual Designers	84	Motion Designers	27

Title	Bay	Title	Bay
Art Directors	81	Design Directors	25
Associate Creative Directors	51	Digital Designers	23
Designers	42	Motion Graphics Designers	19
Design Consultants	40	Production Artists	18
Design Program Managers	38	Design Leads	17
Production Designers	34	Product Design Managers	17

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Table 4b. Top Job Titles in Job Posting for User Interface and User Experience Design Occupations in the Silicon Valley Sub-Region

Title	Silicon Valley	Title	Silicon Valley
Graphic Designers	82	3D Modelers	10
Visual Designers	30	Animation Instructors	10
Production Designers	18	Production Artists	10
Associate Creative Directors	16	Checkout Operators	8
Technical Artists	15	Design Leads	8
Design Consultants	14	Motion Graphics Designers	8
Design Principals	11	Multimedia Technicians	8
Design Program Managers	11	Creative Directors	7
Product Design Managers	11	Graphic Production Artists	7

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Industry Concentration

Table 5. Industries Hiring for User Interface and User Experience Design Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Graphic Design Services	1,873	1,595	-15%	11%
Interior Design Services	1,716	1,650	-4%	10%
Software Publishers	1,096	1,206	10%	7%
Custom Computer Programming Services	937	1,073	15%	6%
Independent Artists, Writers, and Performers	843	992	18%	5%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	675	709	5%	4%
Advertising Agencies	599	588	-2%	4%
Industrial Design Services	374	369	-1%	2%
Motion Picture and Video Production	374	396	6%	2%
Computer Systems Design Services	373	364	-2%	2%

Source: Lightcast 2024.4

Table 6. Top Employers Posting User Interface and User Experience Design Occupations in the Bay Region and the Silicon Valley Sub-Region

Employer	Bay	Employer	Silicon Valley
Apple	98	Apple	98
Meta	86	Nvidia	30
Aquent	71	Intuit	22
Gap	39	PayPal	17
Electronic Arts	34	Adobe	14
Robert Half	34	Google	13

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Educational Supply

There are fourteen community colleges in the Bay Region issuing 191 awards on average annually (last 3 years ending 2021-23) on TOP 1030.00 - Graphic Art and Design. In the Silicon Valley Sub-Region, there are three community colleges that issued 75 awards on average annually (last 3 years) on this TOP code.

There are three four-year institutions in the Bay Region issuing 117 bachelor's degrees on average annually (last 3 years ending 2020-22) on CIP 50.0401- Design and Visual Communications, General. There are no four-year institutions in the Silicon Valley Sub-Region issuing bachelor's degrees on this CIP code.

Table 7a. Community College Awards on TOP 1030.00 - Graphic Art and Design in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Cabrillo	SC-Monterey	1	0	0	1
Deanza	Silicon Valley	20	4	5	29
Diablo Valley	East Bay	12	4	0	16
Foothill	Silicon Valley	21	3	5	29
Laney	East Bay	4	3	1	8
Las Positas	East Bay	3	0	1	4
Los Medanos	East Bay	14	1	0	15

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Marin	North Bay	1	0	2	3
Mission	Silicon Valley	11	6	0	17
Monterey	SC-Monterey	4	2	0	6
Napa	North Bay	11	0	0	11
Ohlone	East Bay	3	1	0	4
San Francisco	Mid-Peninsula	6	5	23	34
Santa Rosa	North Bay	6	4	4	14
Total	-	117	33	41	191

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

Table 7b. Bachelor's Degree Awards on CIP 50.0401- Design and Visual Communications, General. in the Bay Region

College	Subregion	Bachelor's degree
California State University-Monterey Bay	SC-Monterey	43
San Francisco State University	Mid-Peninsula	74
University of San Francisco	Mid-Peninsula	32
Total	-	117

Source: Data Mart

Note: The annual average for awards is 2019-20 to 2021-22.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 1,543 annual openings for the User Interface and User Experience Design occupational cluster and 308 annual (3-year average) awards for an annual undersupply of 1,235 students. In the Silicon Valley Sub-Region, there is also a gap with 288 annual openings and 75 annual (3-year average) awards for an annual undersupply of 213 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1030.00 - Graphic Art and Design

Metric Outcomes	Bay All CTE Program	De Anza College All CTE Program	State 1030.00	Bay 1030.00	Silicon Valley 1030.00	De Anza College 1030.00
Students with a Job Closely Related to Their Field of Study	74%	76%	54%	60%	57%	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$50,788	\$29,175	\$37,797	\$47,936	\$34,608
Median Change in Earnings for SWP Exiting Students	24%	30%	28%	22%	25%	14%
Exiting Students Who Attained the Living Wage	54%	44%	36%	36%	41%	NA

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills and Education

Table 9. Top Skills in Job Postings for User Interface and User Experience Design Occupations in the Bay Region

Skill	Posting	Skill	Posting
Marketing	898	User Experience (UX)	356
Adobe Photoshop	736	Branding	352
Adobe Illustrator	716	Workflow Management	338
Graphic Design	695	Visual Design	326
Adobe Creative Suite	537	Brand Management	307
Project Management	497	Product Design	301
Figma (Design Software)	491	Adobe After Effects	277
Adobe InDesign	471	Illustration	265
Typography	436	Photography	248
Animations	405	Motion Graphics	234

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Table 10. Education Requirements for User Interface and User Experience Design Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	53	4%
Associate degree	68	5%
Bachelor's degree & higher	1,296	91%

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Note: 55% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online
 Lightcast
 CTE LaunchBoard www.calpassplus.org
 Statewide CTE Outcomes Survey
 Employment Development Department Unemployment Insurance Dataset
 CCCCO Data Mart

Contacts

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