



Occupation Report

Designers

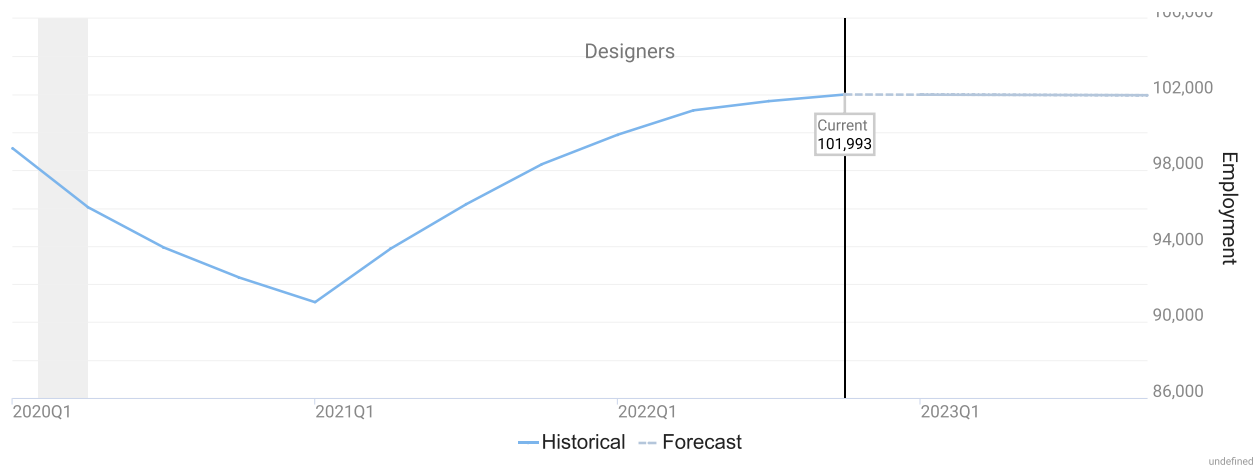
California



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Occupation Snapshot

6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Graphic Designers	39,251	\$73,500	1.19	-1,216	3,549	0.0%
Merchandise Displayers and Window Trimmers	21,748	\$41,000	1.10	2,299	2,685	0.5%
Interior Designers	14,260	\$73,800	1.25	1,191	1,197	-0.2%
Fashion Designers	6,277	\$96,600	1.79	-69	540	-0.9%
Designers, All Other	5,488	\$110,200	1.40	704	495	-0.1%
Set and Exhibit Designers	5,346	\$62,400	1.49	988	507	0.3%
Commercial and Industrial Designers	4,854	\$99,300	1.31	-465	435	0.2%
Floral Designers	4,769	\$38,600	0.87	-324	421	-2.2%
Designers	101,993	\$69,100	1.21	3,106	9,843	0.0%





💡 “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.

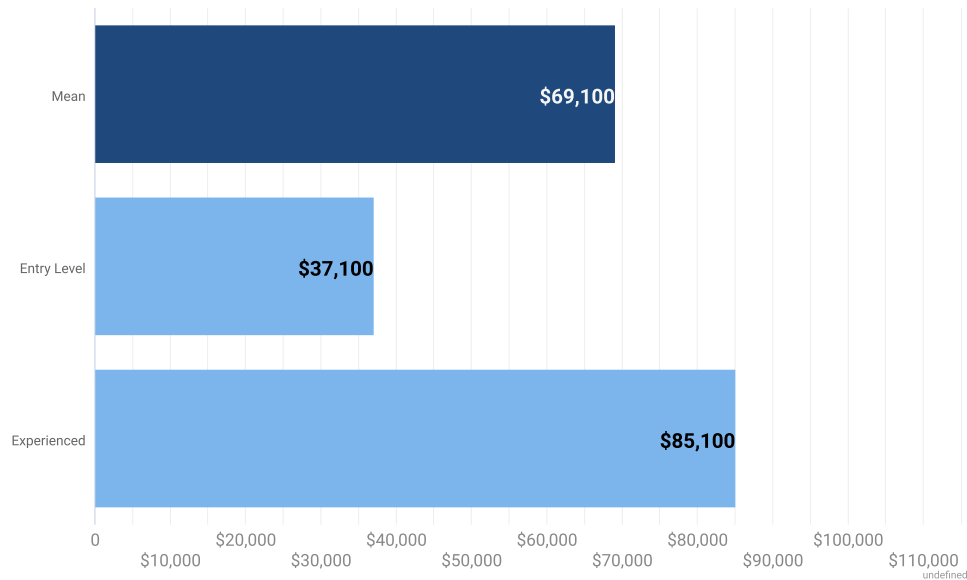
💡 “Forecast Ann Growth” is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

Employment by Industry

Industry Title	% of Occ Empl	Empl	10-Year Separations	10-Year Empl Growth	10-Year Total Demand
Specialized Design Services	20.5%	20,956	18,228	-806	17,423
Independent Artists, Writers, and Performers	5.9%	6,028	5,391	-192	5,199
Advertising, Public Relations, and Related Services	5.5%	5,625	5,686	95	5,781
Grocery and Related Product Merchant Wholesalers	5.3%	5,432	6,416	245	6,661
Building Material and Supplies Dealers	5.2%	5,277	6,179	203	6,382
Apparel, Piece Goods, and Notions Merchant Wholesalers	4.1%	4,189	3,976	-154	3,822
Florists	3.4%	3,497	3,621	-886	2,735
Printing and Related Support Activities	3.3%	3,394	2,771	-618	2,154
Motion Picture and Video Industries	3.3%	3,345	3,264	516	3,779
Other Miscellaneous Manufacturing	2.8%	2,894	2,578	-53	2,525
Architectural, Engineering, and Related Services	2.8%	2,880	2,519	-11	2,509
Management of Companies and Enterprises	2.2%	2,287	2,225	60	2,285
Beverage Manufacturing	2.1%	2,109	2,469	65	2,534
Management, Scientific, and Technical Consulting Services	1.9%	1,962	1,950	278	2,228
Cut and Sew Apparel Manufacturing	1.8%	1,838	1,422	-699	723
Furniture and Home Furnishings Retailers	1.7%	1,765	1,747	58	1,805
Employment Services	1.2%	1,232	1,213	89	1,302
Newspaper, Periodical, Book, and Directory Publishers	1.1%	1,076	894	-163	731
Residential Building Construction	1.0%	1,034	924	18	942
Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers	1.0%	1,029	1,210	36	1,246
All Others	23.7%	24,143	24,013	1,553	25,567

-  The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.
-  “10-Year Empl Growth” may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

Wages



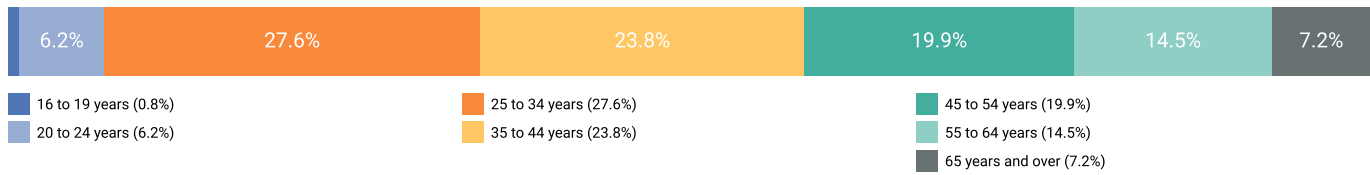
Occupation	Mean	Median	Entry Level	Experienced
Designers, All Other	\$110,200	\$100,600	\$58,800	\$135,900
Commercial and Industrial Designers	\$99,300	\$94,900	\$58,000	\$120,000
Fashion Designers	\$96,600	\$83,600	\$57,200	\$116,400
Interior Designers	\$73,800	\$68,100	\$45,100	\$88,100
Graphic Designers	\$73,500	\$66,100	\$43,700	\$88,400
Set and Exhibit Designers	\$62,400	\$58,200	\$41,700	\$72,700
Merchandise Displayers and Window Trimmers	\$41,000	\$38,500	\$32,300	\$45,300
Floral Designers	\$38,600	\$35,500	\$31,900	\$41,900

💡 Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.

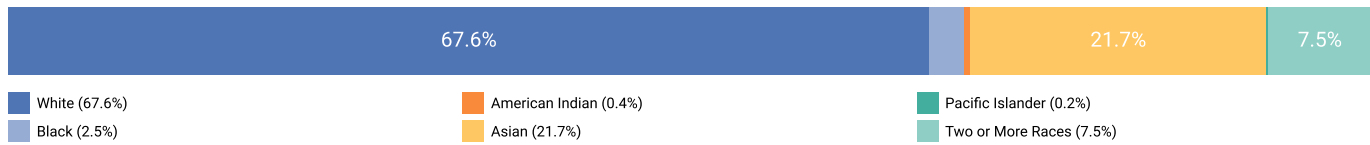
💡 When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

Occupation Demographics

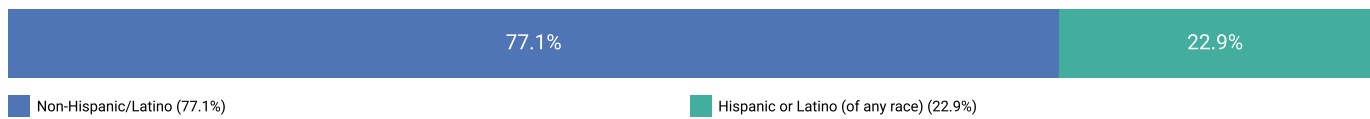
Age



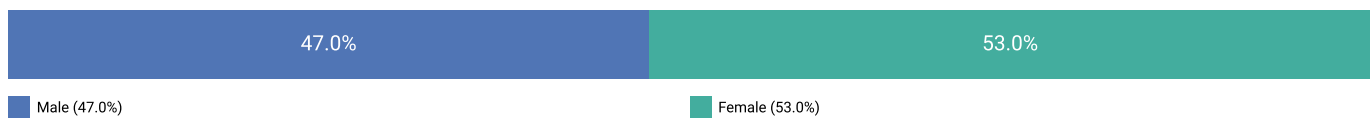
Race



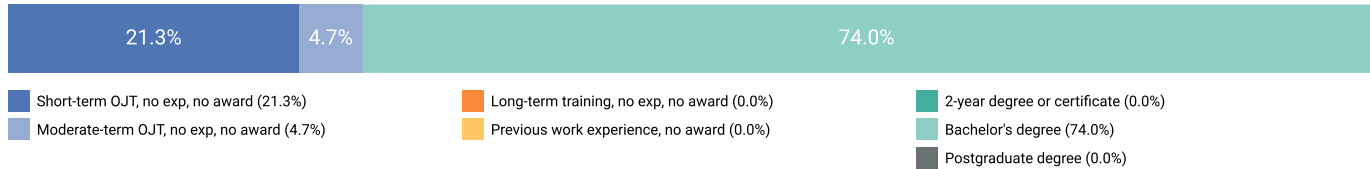
Ethnicity



Gender

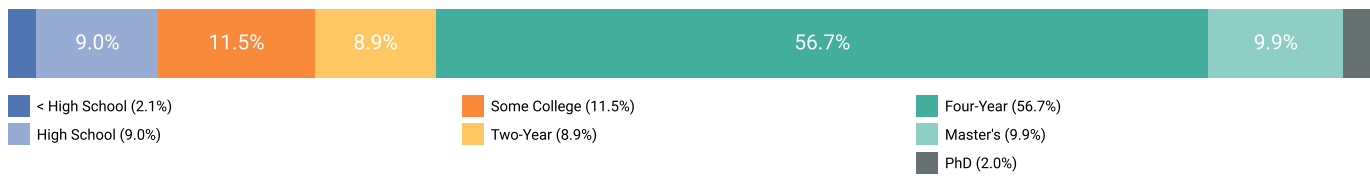


Education and Training Requirements



Education Profile

Educational Attainment




Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Graphic Designers	Bachelor's degree	None	None
Merchandise Displayers and Window Trimmers	High school diploma or equivalent	None	Short-term on-the-job training
Interior Designers	Bachelor's degree	None	None
Fashion Designers	Bachelor's degree	None	None
Designers, All Other	Bachelor's degree	None	None
Set and Exhibit Designers	Bachelor's degree	None	None
Commercial and Industrial Designers	Bachelor's degree	None	None
Floral Designers	High school diploma or equivalent	None	Moderate-term on-the-job training

The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

Postsecondary Programs Linked to Designers

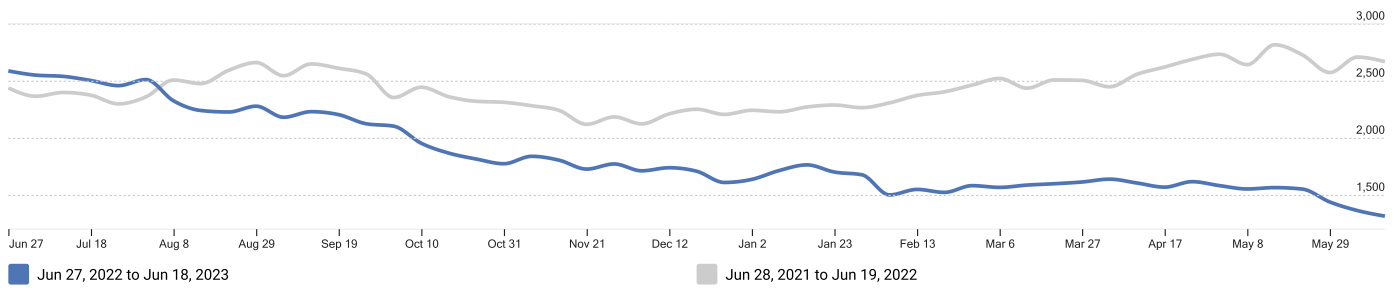
Program	Awards
Academy of Art University	
Fashion and Fabric Consultant	30
Fashion/Apparel Design	81
FIDM-Fashion Institute of Design & Merchandising-Los Angeles	
Fashion/Apparel Design	143
Interior Designers Institute	
Interior Design	51
Los Angeles Trade Technical College	
Fashion/Apparel Design	42
Orange Coast College	
Interior Design	41
Saddleback College	
Interior Design	46
San Francisco State University	
Interior Design	61
University of California-Davis	
Design and Visual Communications, General	228
West Valley College	
Interior Design	49


 The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.

 Among postsecondary programs at schools located in California, the sampling above identifies those most linked to Designers. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

RTI (Job Postings)

Active Job Ads by Date



 Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

Occupations

SOC	Occupation	Active Job Ads
27-1024.00	Graphic Designers	4,874
27-1026.00	Merchandise Displayers and Window Trimmers	4,592
27-1025.00	Interior Designers	1,166
27-1022.00	Fashion Designers	449
27-1023.00	Floral Designers	245
27-1021.00	Commercial and Industrial Designers	183
27-1027.00	Set and Exhibit Designers	14
27-1029.00	Designers, All Other	10

Locations

Location	Active Job Ads	
Los Angeles, California	743	
San Francisco, California	497	
San Diego, California	257	
Irvine, California	196	
Sacramento, California	153	
San Jose, California	144	
Culver City, California	92	
Santa Monica, California	75	
Oakland, California	63	
Mountain View, California	61	

Employers

Employer Name	Active Job Ads	
CROSSMARK, Inc.	827	
SAS Retail Services	460	
American Greetings	396	
Floor and Decor	206	
24 Seven Talent	202	
HomeDepot	174	
Aquent	157	
ThirdChannel	141	
SPAR, Inc.	116	
Hallmark	111	

Hard Skills

Skill Name	Active Job Ads	
Adobe Photoshop	3,361	
Adobe Illustrator	3,311	
Graphic Design	2,466	
Merchandising	2,360	
Adobe InDesign	1,965	
Adobe Creative Suite	1,956	
Microsoft Office	1,463	
Interior Design	1,237	
Ability to Lift 21-30 lbs.	1,128	
Microsoft Excel	982	

Job Titles

Job Title	Active Job Ads	
Graphic Designer	638	
Retail Merchandiser	489	
Part-Time Merchandiser	338	
Retail Merchandiser PT - Flexible Hours	338	
Merchandiser	225	
Designer	183	
MERCHANDISING	175	
Interior Designer	155	
Retail Merchandiser PT - Daytime, No Weekends	150	
Visual Merchandiser	144	

Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	2,536	
High school diploma or equivalent	873	
Associate's degree	416	
Master's degree	47	
Doctoral or professional degree	6	
Unspecified/other	7,655	

Programs

Program Name	Active Job Ads	
Graphic Design	1,081	
Design	553	
Interior Design	392	
Architecture	162	
Marketing	140	
Fine Arts	134	
Communications	130	
Industrial Design	130	
Computer Science	97	
Art	88	

Top Skill and Certification Gaps

Top 10 Skill Gaps in California

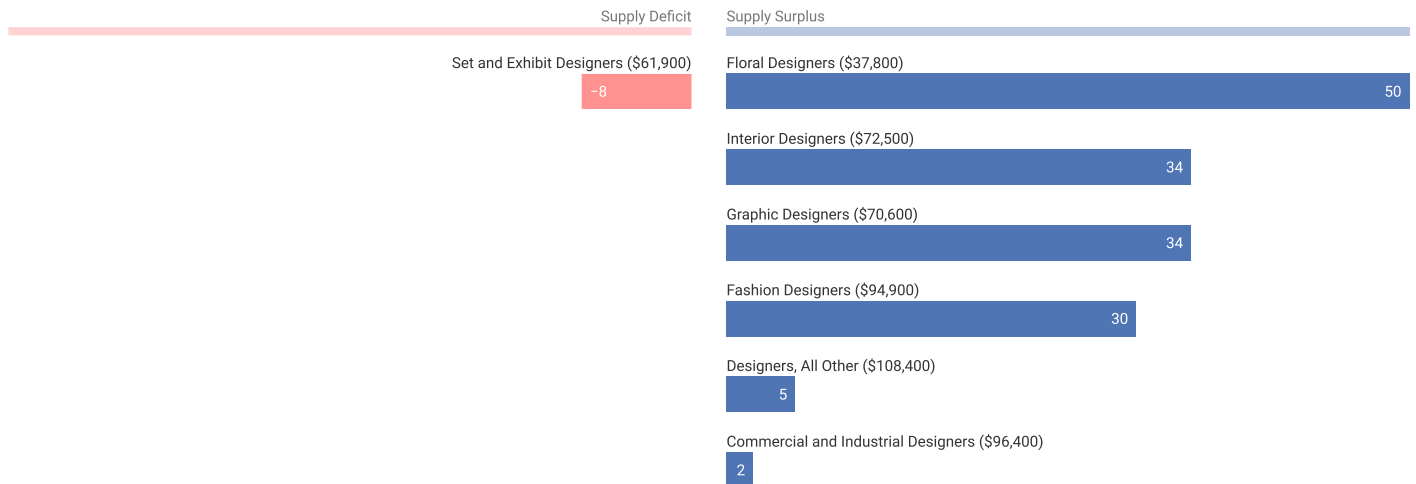
Name	Candidates	Openings	Gap
Interior Design	1,302	1,376	-74
Merchandising	1,792	1,860	-68
Presentation	357	416	-60
Autodesk AutoCAD	561	620	-58
Adobe Creative Suite	1,264	1,307	-44
Prototyping	139	169	-30
Google	292	319	-27
Retail Sales	548	573	-25
Dassault Systemes SolidWorks Software	123	146	-22
Adobe Creative Cloud	261	277	-16

Top 10 Certification Gaps in California

Name	Candidates	Openings	Gap
NCIDQ Certification	43	50	-8
LEED Accredited Professional (not specified)	8	11	-3
Certified Kitchen Designer (CKD)	4	6	-2
Certified AM Directional Specialist (AMD)	3	4	-1
Associate Kitchen & Bath Designer (AKBD)	1	1	0
Commercial Driver's License (CDL)	1	0	1
Certified Poetry Therapist (CPT)	1	0	1
First Aid Certification	1	0	1
LEED Green Associate	1	0	1
Certification in Cardiopulmonary Resuscitation (CPR)	1	0	1

 Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

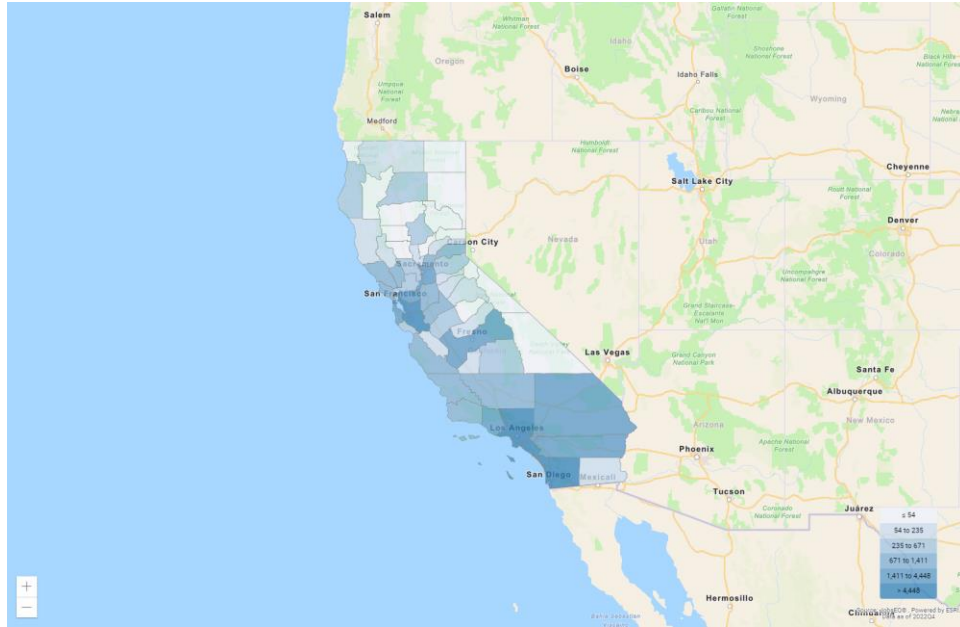
Occupation Gaps



💡 The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has an occupation expected to grow quickly but the educational requirement for the occupation does not match well with the educational attainment of its residents, there is a high potential for an occupation shortfall in the region. Alternatively, slow-growing or contracting occupations often represent potential supply surpluses.

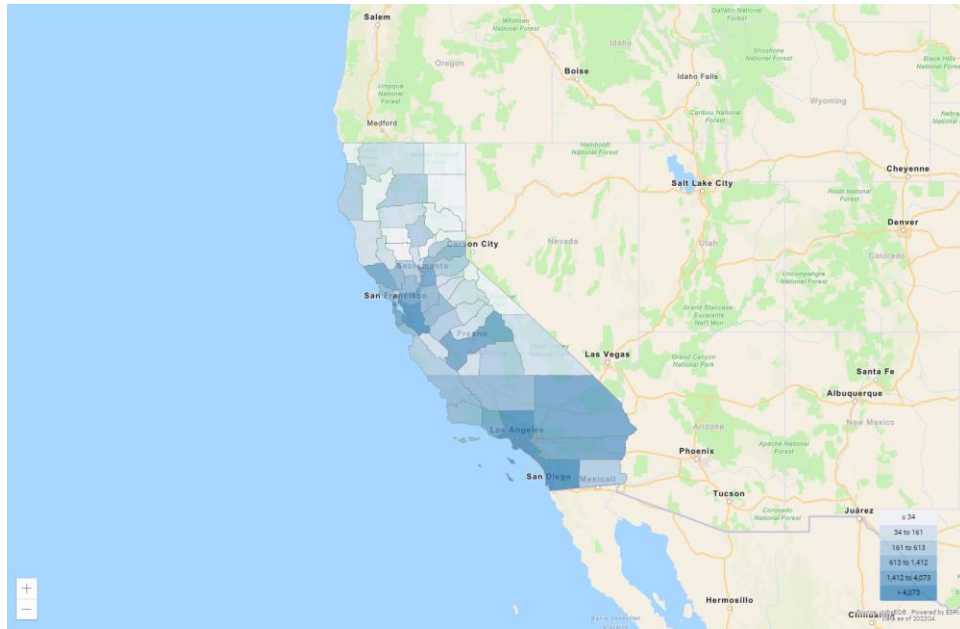
💡 The potential supply shortfall is an underlying force that the market needs to resolve one way or another, such as by employers recruiting from further distances for these occupations, wages going up to attract more candidates, and/or increased demand and wages enticing more local residents to get training for these occupations. While this an important analysis for determining local occupation needs, the occupation gap should be considered along with other regional data including growth and separation forecasts, unemployment rates, wage trends, and award and skill gap analyses.

Geographic Distribution



Top Counties by Place of Work for Designers, 2022Q4

Region	Employment
Los Angeles County, California	35,708
Orange County, California	9,685
San Diego County, California	7,969
San Francisco County, California	5,074
Santa Clara County, California	4,798
Alameda County, California	4,448
Riverside County, California	3,684
San Bernardino County, California	3,445
Sacramento County, California	2,556
San Mateo County, California	2,203



Top Counties by Place of Residence for Designers, 2022Q4

Region	Employment
Los Angeles County, California	35,070
Orange County, California	10,330
San Diego County, California	7,847
Alameda County, California	4,787
San Francisco County, California	4,643
Santa Clara County, California	4,074
Riverside County, California	3,855
San Bernardino County, California	3,178
Sacramento County, California	2,677
Contra Costa County, California	2,563

💡 “Place of work” employment is based upon the location of employers for these workers. “Place of residence” data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.

California Regional Map



Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2022Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Wages by occupation are as of 2022Q4, utilizing BLS OEWS data, imputed and brought forward by Chmura. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2022Q4 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2022Q4 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2020-2021 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 06/28/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of August 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dynamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occupation employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendencies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

FAQ

What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.