



SALARY GUIDE

CREATIVE, DESIGN & BRANDING

| ROLE | PERMANENT Annual Basic Salary | FREELANCE Day Rate PAYE |
|------------------------------|----------------------------------|----------------------------|
| DESIGN | | |
| Junior Designer | £20-25,000 | £120-180 |
| Midweight Designer | £28-35,000 | £200-250 |
| Senior Designer | £38-55,000 | £230-320 |
| Design Director | £55-75,000 | £320-400 |
| Creative Director | £70-120,000 | £400+ |
| Executive Creative Director | £90,000+ | £400+ |
| STUDIO | | |
| Junior Artworker | £20-25,000 | £120-180 |
| Midweight Artworker | £25-35,000 | £150-200 |
| Senior Artworker | £35-45,000 | £180-250 |
| Creative Artworker | £25-45,000 | £150-250 |
| Studio Manager | £30-45,000 | £150-250 |
| Creative Services Assistant | £20-28,000 | £120-200 |
| Creative Services Manager | £35-45,000 | £180-300 |
| Creative Services Director | £45-60,000 | £250-350 |
| Integrated Creative Producer | £30-48,000 | £180-280 |
| CREATIVE | | |
| Junior Designer | £20-25,000 | £120-180 |
| Midweight Designer | £28-35,000 | £200-250 |
| Senior Designer | £38-55,000 | £230-320 |
| Junior Art Director | £25-32,000 | £180-220 |
| Midweight Art Director | £30-40,000 | £200-300 |
| Senior Art Director | £45-60,000 | £300-400 |
| Junior Copywriter | £25-32,000 | £180-220 |
| Midweight Copywriter | £30-40,000 | £200-300 |
| Senior Copywriter | £45-60,000 | £300-400 |
| Creative Teams (as above) | | |
| Associate Creative Director | £65-80,000 | £350+ |
| Creative Director | £85,000+ | £400+ |
| Executive Creative Director | £90,000+ | |



Please note: These figures were compiled based on actual salaries that our candidates have commanded and are correct as at May 2018. Salaries can vary depending on market conditions, the specific nature of the role and experience of the candidate, so please use this as a rough guide only. These rates exclude any bonus or benefits.

For further information about Creative, Design & Branding roles please contact Nicky Pearson on nicky.pearson@stopgap.co.uk or on 020 8334 1467



SALARY GUIDE

DIGITAL CREATIVE & DESIGN

| ROLE | PERMANENT Annual Basic Salary | FREELANCE Day Rate PAYE |
|-------------------------------------|----------------------------------|----------------------------|
| Digital Design | | |
| Junior Digital Designer | £25-30,000 | £200-250 |
| Midweight Digital Designer | £30-40,000 | £250-300 |
| Senior Digital Designer | £40-55,000 | £300-350 |
| Digital Design Director | £55-75,000 | £350-400 |
| Digital Creative Director | £70-120,000 | £400+ |
| Junior UI Designer | £28-32,000 | £220-250 |
| Midweight UI Designer | £35-45,000 | £250-300 |
| Senior UI Designer | £50-60,000 | £300-350 |
| Junior UX Designer | £30-40,000 | £220-280 |
| Midweight UX Designer | £40-50,000 | £300-350 |
| Senior UX Designer | £50-70,000 | £350-600 |
| Head of UX | £60-80,000 | £600+ |
| Digital Creative | | |
| Junior Digital Designer | £25-30,000 | £200-250 |
| Midweight Digital Designer | £30-40,000 | £250-300 |
| Senior Digital Designer | £38-55,000 | £280-350 |
| Junior Digital Art Director | £28-32,000 | £200-250 |
| Midweight Digital Art Director | £35-45,000 | £250-350 |
| Senior Digital Art Director | £45-60,000 | £350-500 |
| Creative Teams (as above) | | |
| Associate Digital Creative Director | £65-80,000 | £350+ |
| Digital Creative Director | £85,000+ | £400+ |
| Executive Digital Creative Director | £90,000+ | |



Please note: These figures were compiled based on actual salaries that our candidates have commanded and are correct as at May 2018. Salaries can vary depending on market conditions, the specific nature of the role and experience of the candidate, so please use this as a rough guide only. These rates exclude any bonus or benefits.

For further information about Digital Creative & Design roles please contact Shannon Lee on shannon.lee@stopgap.co.uk or on 020 8334 1401

www.stopgap.co.uk