



2025

SALARY GUIDE

DESIGN TRUTH

WELCOME BACK TO THE GUIDE



BRAD HARPER FOUNDER @ DESIGN TRUTH



We've rehomed designers and engineers, earned praise from politicians, and helped secure seven-figure investment from VeSync into UK R&D with a new South West office.

2025 will bring Trump's tariffs, AI-driven debates, and a swirl of negativity. That's when you see the value in an alternative to the algorithm. Our student award will continue to create real opportunities—because positivity breeds positivity.

A big thanks to James Wood (Studio Wood) & Tom Parsons (Aetha Design) for backing this project with more than good intentions. Also, to our judges (Dan Barnes, Lea Berger, Tom Meades & Helen Liang), videographer Charlie Firth, and Lisa Drake for making salary data an engaging read.

You're here to check if your boss is underpaying you—or to confirm budgets for a new hire. Our figures come from 10+ years of recruitment experience and an industry-wide

survey (from employees who all support a pay rise—your clients, not so much).

This year, we're including salary examples from randomly selected employers across CMF, design engineering, industrial design, packaging, and more. Numbers should be treated as a guide, not gospel. Managerial salaries? Not our place to reveal.

Ranges reflect career progression—someone with 6 years' experience likely earns more than someone with 4 at the same company. It's not about underpayment, just career growth. Or maybe you are underpaid.

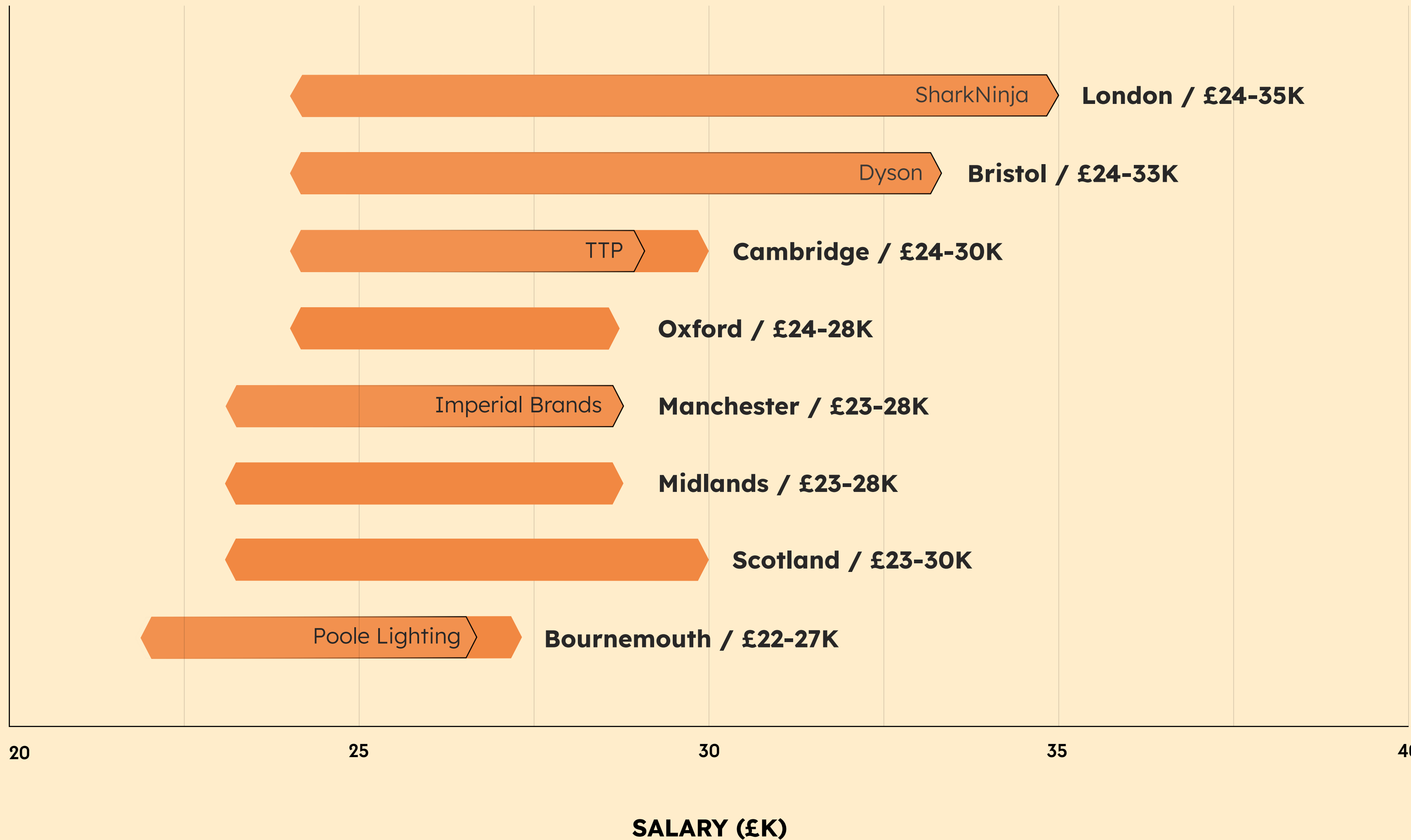
High startup salaries? Check what's on offer beyond base pay. Junior roles with big salaries (like SharkNinja) tend to level out over time. Expect consistency across the UK, from startups to Sky. If we get more data, we'll refine the numbers.

No clear gender pay gap, but senior and freelance female representation remains low.

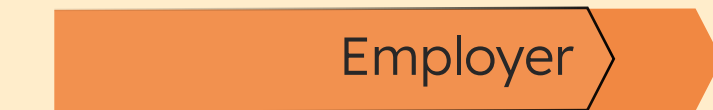
We want this to be a global industrial design salary guide—so if you're outside the UK and Australia, keep filling out the survey on the Design Truth website.

FIRST JOB

Your first job is your first full-time role after university, not a placement year.



New data:



The outlined marker shows the maximum salary an employer offers within a location's salary range.

- **£26K** - Average industrial design starting salary (+£4K since 2023).

Employers

London

- PriestmanGoode - £30k
- Therefore - £27.5K
- SharkNinja - £35K

Bristol

- Dyson - £33K
- Ruroc - £28K

Manchester

- Imperial Brands £28.8K

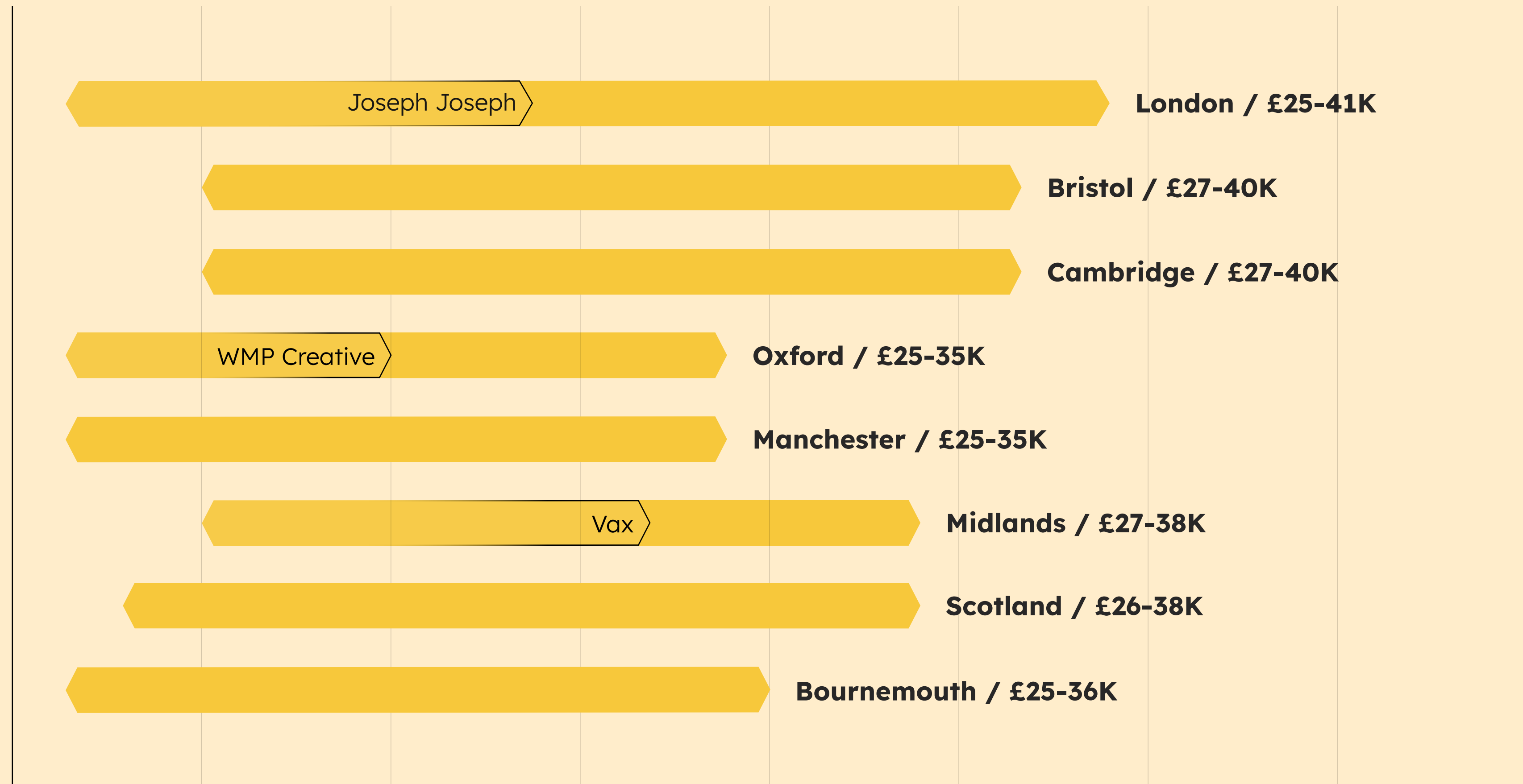
Cambridge

- TTP - £28.5K

Bournemouth

- Poole Lighting - £26K

UNIVERSITY DAYS ARE BEHIND YOU



Design engineers typically earn more than industrial designers, but salaries remain competitive across the UK. While entry-level pay has risen, top-end salaries have stagnated due to an oversupply of talent.

- **£31K** – Average salary (+£3K since 2023).

Employers

London

- Joseph Joseph – £32k
- Paradigm Evergreen – £41K
- Map Project Office – £28K

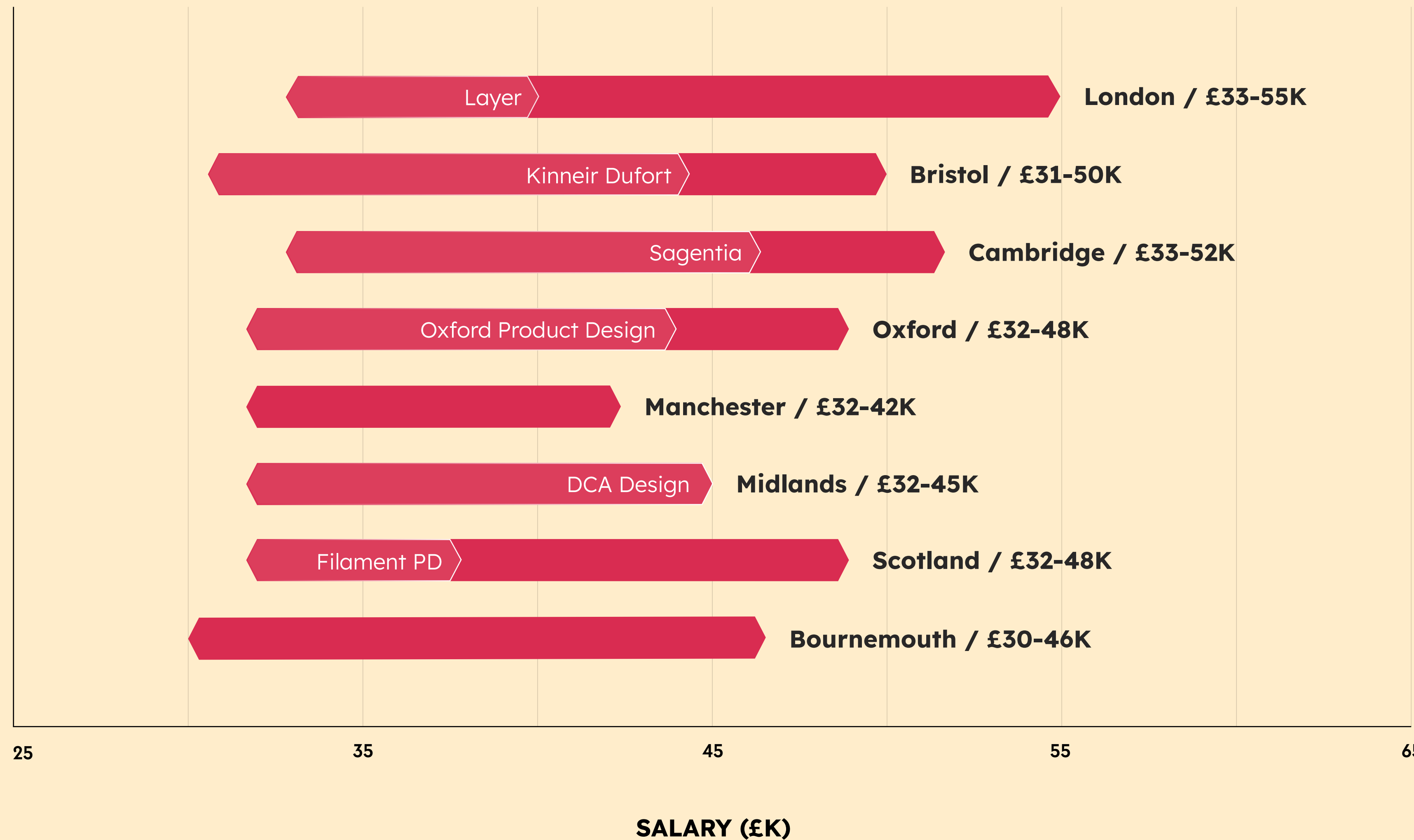
Oxford

- WMP Creative – £30K

Midlands

- Vax – £34K

THE CAREER MOVE



Firms like DCA Design offer paid overtime, while at agencies like Layer, you can expect to work regularly into the evening without overtime pay.

- **£36K** – Average at 3–4.5 years (+£4K).
- **£44K** – Average at 4.5–6 years (+£2K).

Employers

London

- Swytch Bike – £42-48K
- Pinter – £44K
- Layer – £34-40K

Oxford

- Oxford Product Design – £38-43K

Midlands

- DCA Design – £38-45K

Cambridge

- Sagentia – £46.5K

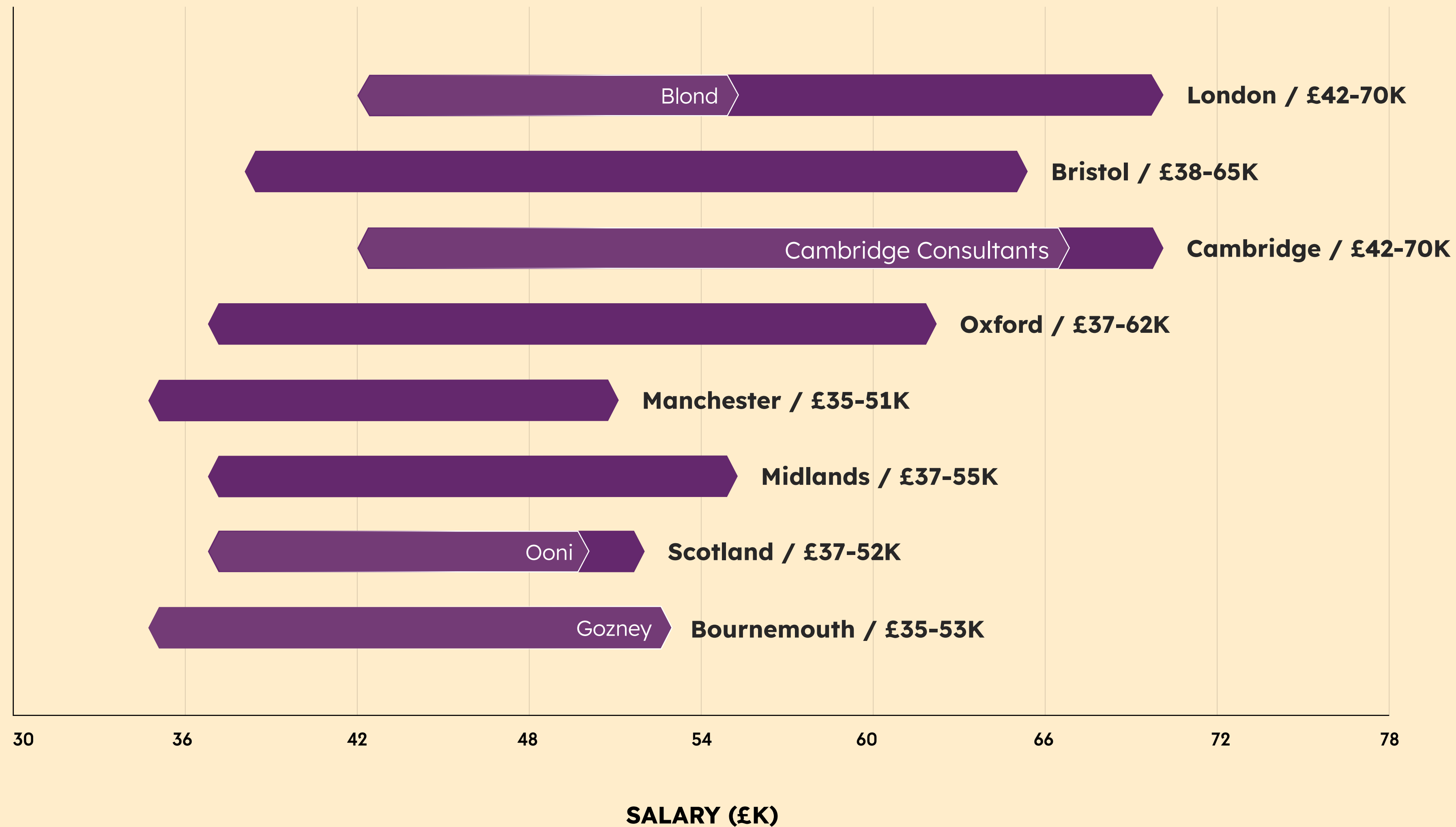
Bristol

- Kinneir Dufort – £36-44.5K

Scotland

- Filament PD – £37K

THE FANCIER JOB TITLE



Job titles become more fluid at this stage, but most transition into Senior Designer roles or higher.

- **£48K** – Average (unchanged since 2023).
- **£52K** – Average salary in major design hubs like London.

Employers

London

- Swytch Bike – £42-48K

Cambridge

- Cambridge Consultants - up to £67K

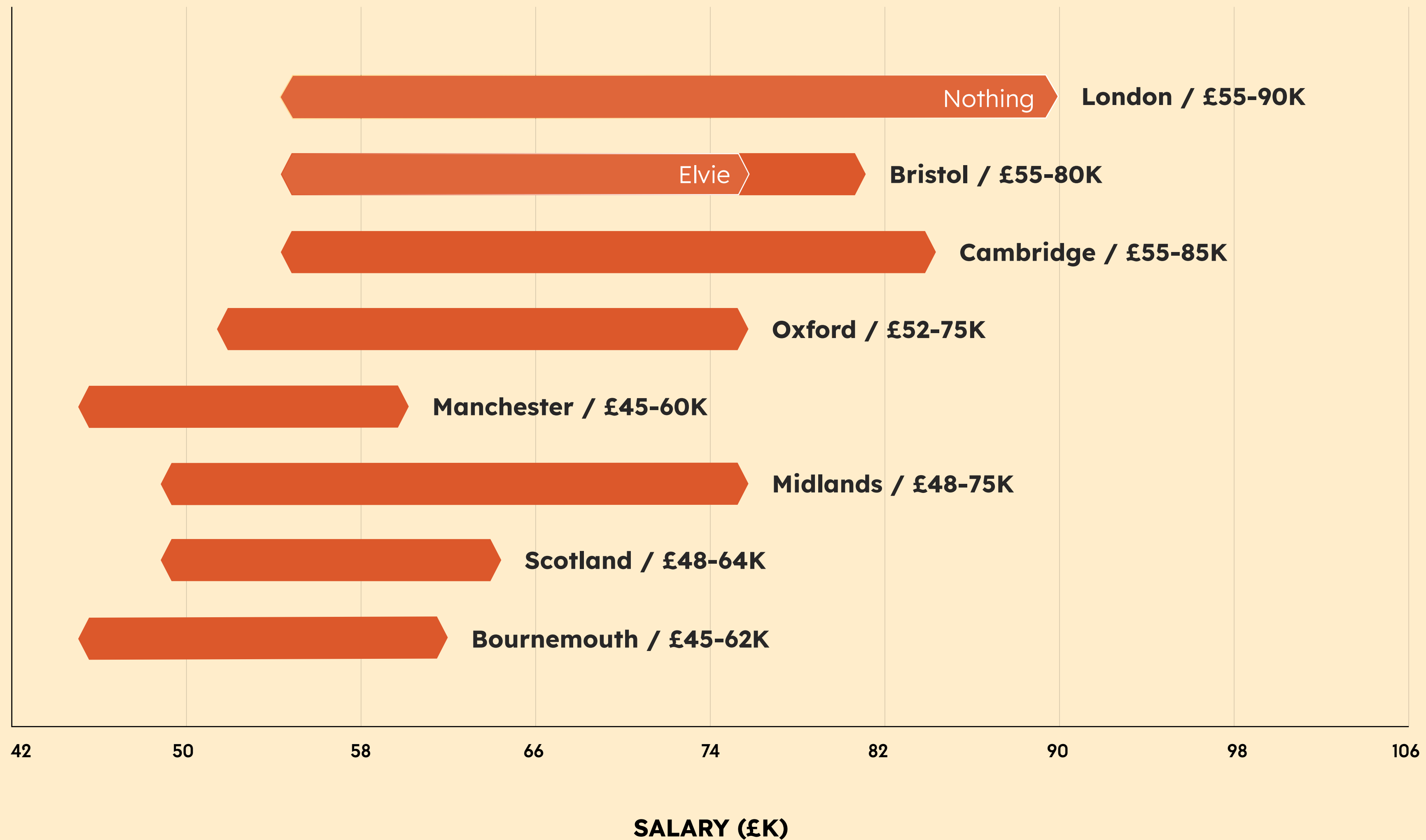
Scotland

- Ooni - £50K

Bournemouth

- Gozney - £52.5K

LEAD + HEAD DESIGNER



At this level, salary discrepancies emerge, with top employers like Sky and Nothing offering the highest pay, while roles like Lead Industrial Designer can earn more than Head of Design in certain environments.

- **£55K** – Average (+£2K since 2023).
- **High earners** – Sky & Nothing among the top-paying employers.

Employers

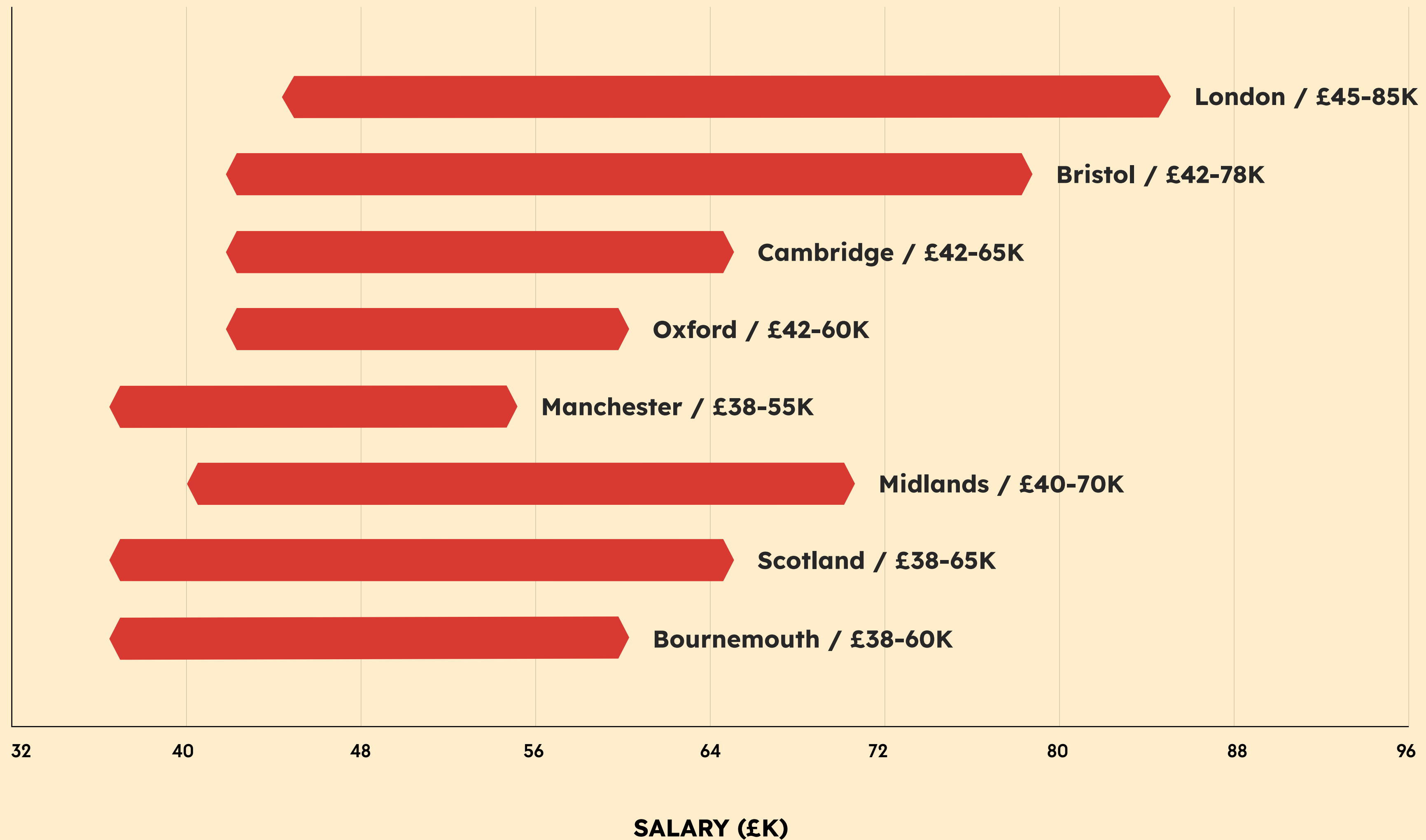
London

- Nothing – up to £90K
- Sky – up to £85K

Bristol

- Avon Protection – up to £55-62.5K
- Elvie – up to £75K

MANAGEMENT



While design consultancies often maintain flat structures, Design Managers are more common in manufacturing.

London remains the leading hub for both salaries and opportunities, though design management roles still face significant diversity gaps.

- **£53K** – Average (+£5K since 2023).
- **London** – Still the top location for opportunities and high salaries in industrial design

LEADERSHIP



Design leadership roles are fewer in the UK, with a choice between corporate positions or part-time consulting.

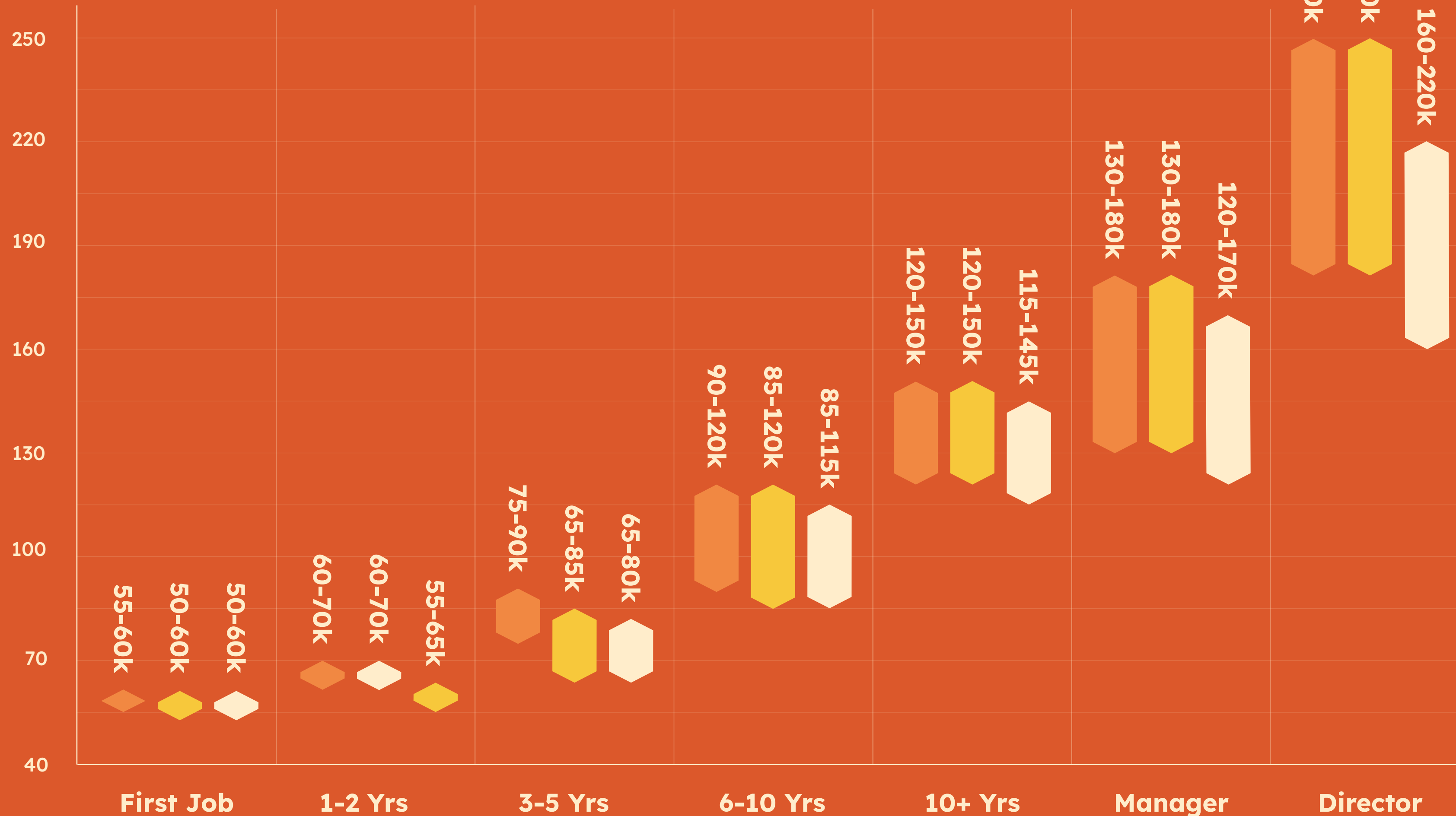
While there are more six-figure salaries than before, **£75K** remains the average, with healthcare and tech leading the highest-paying sectors.

- **£75K** – Average (-£3K since 2023).
- **£130K+** – No salaries above £130K in our guide.
- **Top industries** – Healthcare, automotive, industrial automation, tech, consumer appliances.
- **Consultancy** – Salaries capping at **£90K**.

AUSTRALIA



SALARY
(AU\$)



All salaries are basic and not including super on top at 11.5%.

Please note this is Aussie dollars not GBP.





hello@designtruth.co.uk
designtruth.co.uk