



# Uxcel Impact Report 2025

This report showcases real, measurable career growth our members experienced after a year of learning with Uxcel.

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# A note from our CEO



## Why Uxcel? Why we created it.

When we started Uxcel in 2020, we saw a massive gap in the way people accessed UX and product education. The design industry was growing fast — remote work was taking off, UX salaries were climbing, and product thinking was becoming a priority across teams. But the learning options? They were either locked behind \$10K+ beginner-bootcamps or outdated hour-long videos with limited real-world relevance.

We knew there had to be a better way.

Today, 74% of Uxcel members are working professionals, and we've helped thousands of them advance their careers, sharpen their skills, and get promoted. The remaining 26% are beginners, using Uxcel to break into high-paying roles like UX design and product management without breaking the bank.

And now, as we enter the AI era, rapid upskilling isn't optional — it's essential. That's why we're focused on making learning fast (think 5 minutes a day), practical, and personalized. From interactive courses to certifications and career tools, Uxcel helps professionals continuously grow, not just learn with one-time courses.

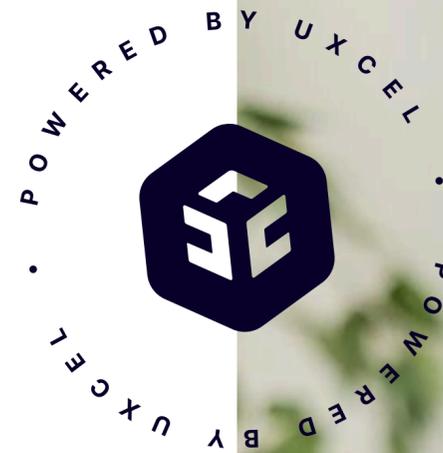
We believe education should be accessible, outcome-driven, and ready for the future of work. That's why we built Uxcel — to help you level up and lead in the age of design, product, and AI.

P.S. It's pronounced "You excel" 🚀

*Gene*

CEO, Co-founder at Uxcel

# About Uxcel



At Uxcel, we're dedicated to the continuous professional growth of UX designers, offering a comprehensive platform that goes beyond traditional learning to truly advance UX & product careers. Our commitment is to help you level up and achieve your career milestones.

We're not just about acquiring knowledge — we're about applying it to move forward in your career. Whether it's securing that next job, earning a promotion, or negotiating a better salary, Uxcel supports you every step of the way.



# Overview

Over the last 5 years, thousands of Uxcel Pro members have grown their careers.

Today, our focus is helping UX and product professionals and their teams build real skills, stay competitive, and become AI-ready.

We're here to support continuous growth in a world that's changing fast.

\* 17.2%% of Uxcel members reported receiving a promotion, while 10.2% being an industry average, according to Radford Workforce Trend Reports.

**\$8,143**

Median annual salary increase

**400K+**

Learning with Uxcel

**68.5%**

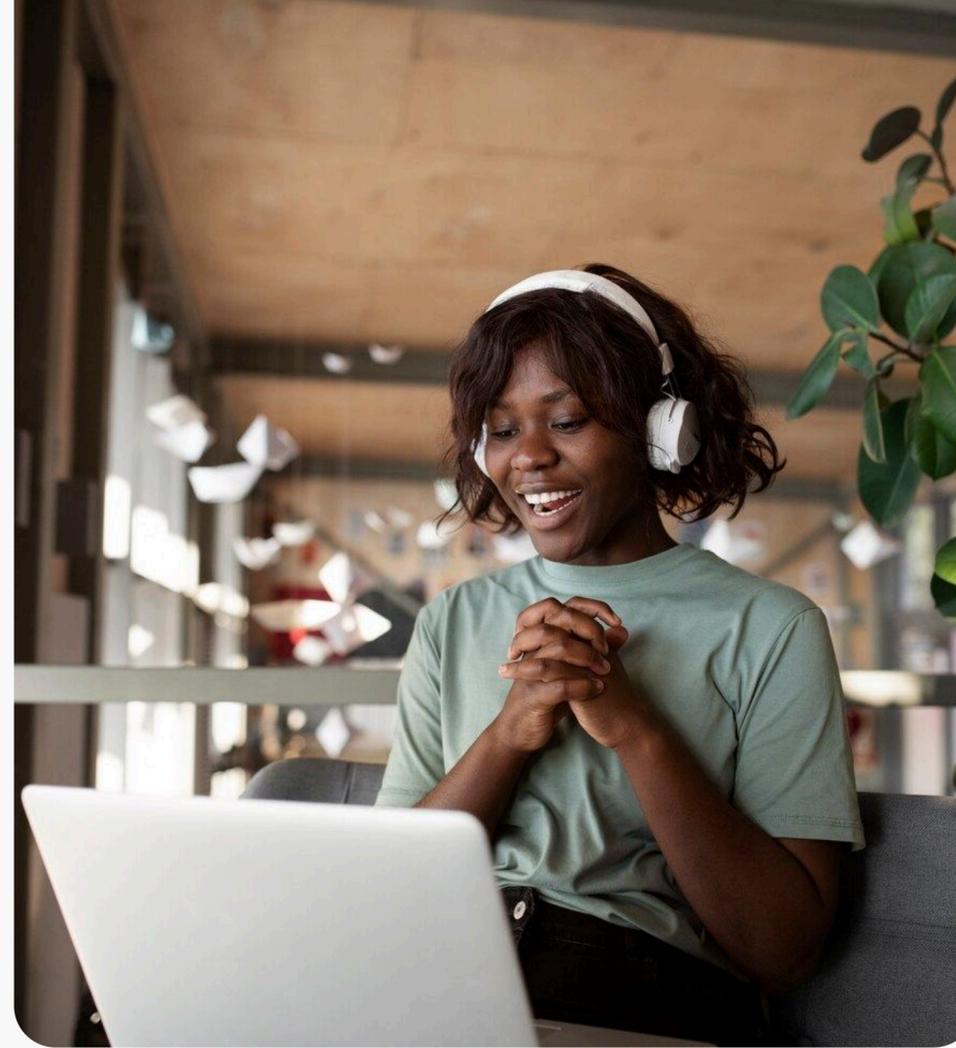
Higher promotion rate\*

# About the report

This report brings together findings from two years of Uxcel Impact Surveys, with insights from more than 1,200 Pro members worldwide.

Through their stories and data, we've identified the career shifts, salary gains, and learning experiences that shape modern UX & Product career journeys. These insights help us better understand how Uxcel empowers designers & product professionals. Not just to learn, but to advance.

It also highlights the growing trends shaping our community, from flexible work to global design careers, and the evolving skills that matter most.



# Our members in numbers

Backgrounds, demographics, location, and more

# Backgrounds

**\$47,890**

Median annual salary in the beginning of 2024

**11%**

Others

**21%**

Junior

**40%**

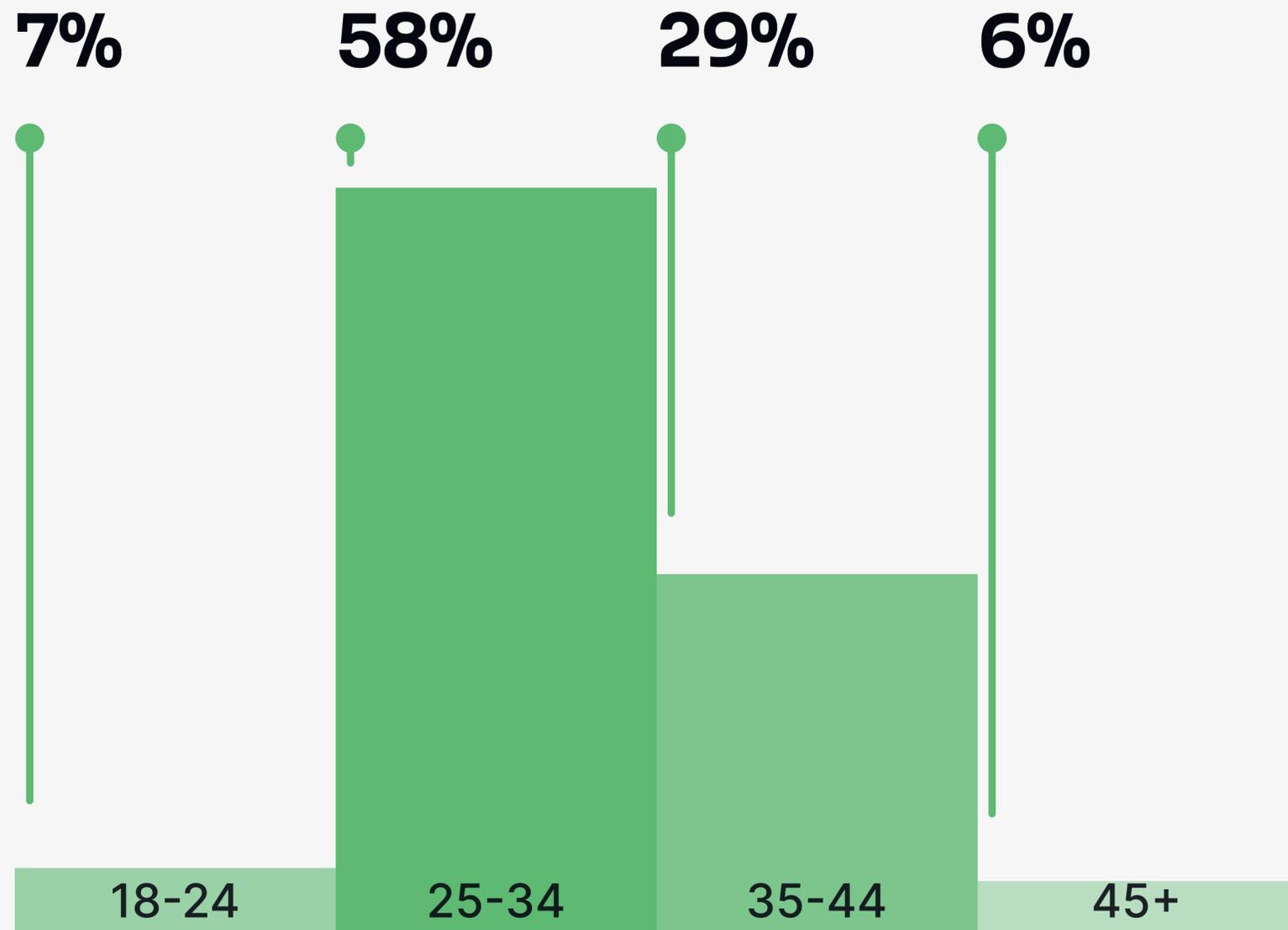
Mid-level

**28%**

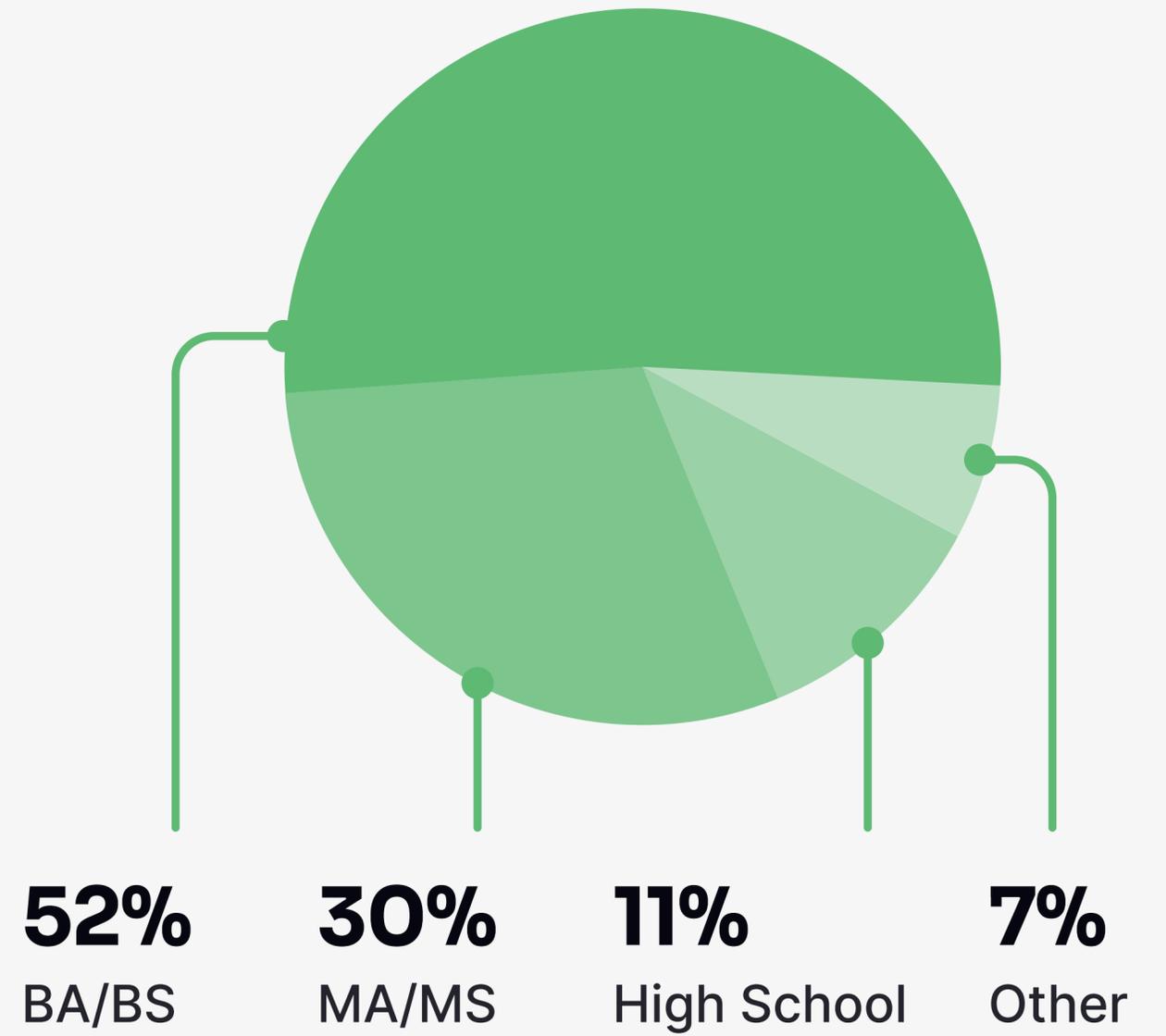
Senior+

# Demographics

## Age groups



## Education levels



# Who are our members

Professionals (74%)

**25%**

Expand my skill set

**23%**

Boost confidence

**19%**

Stay sharp

**7%**

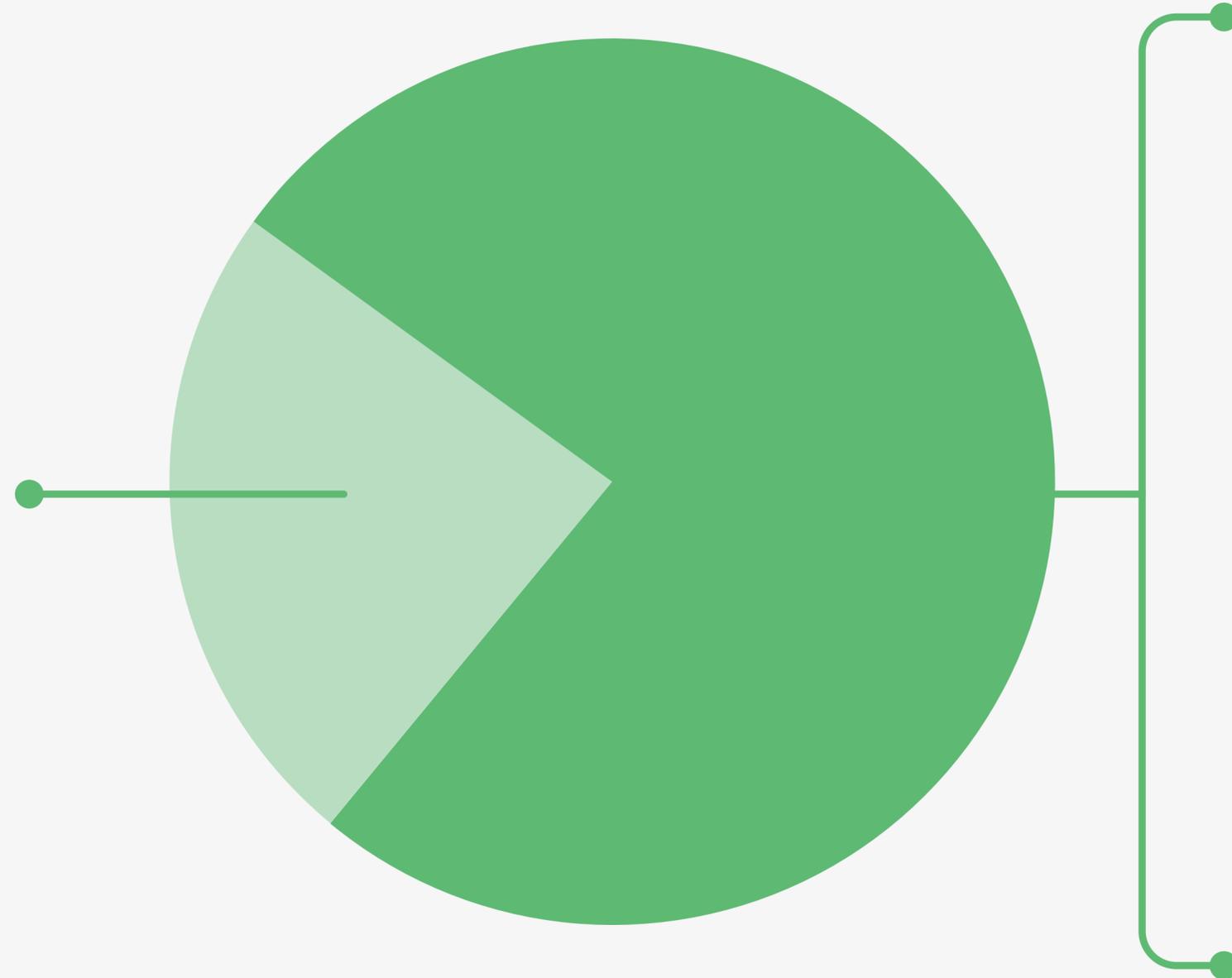
Get a promotion

Beginners (26%)

**26%**

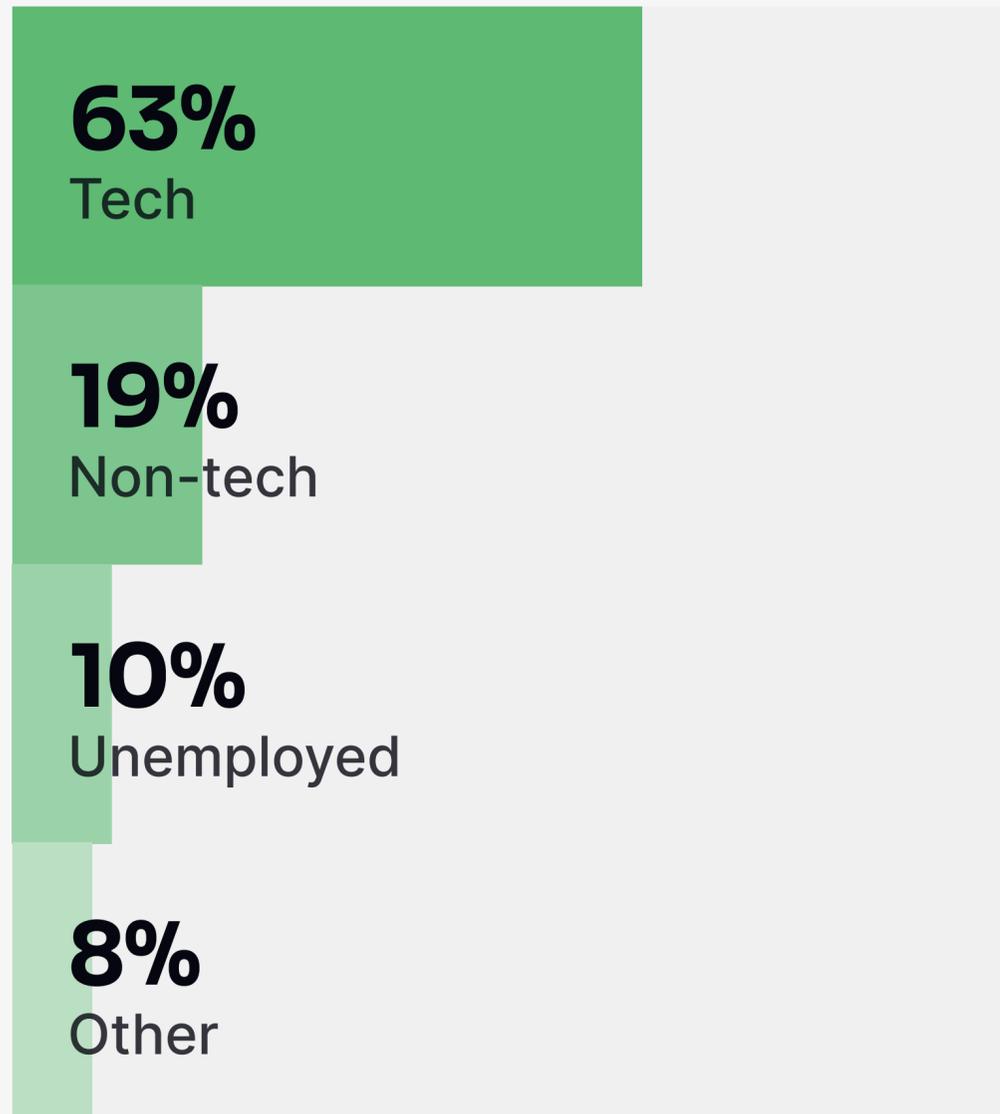
Switch careers

Gain skills & credentials to transition

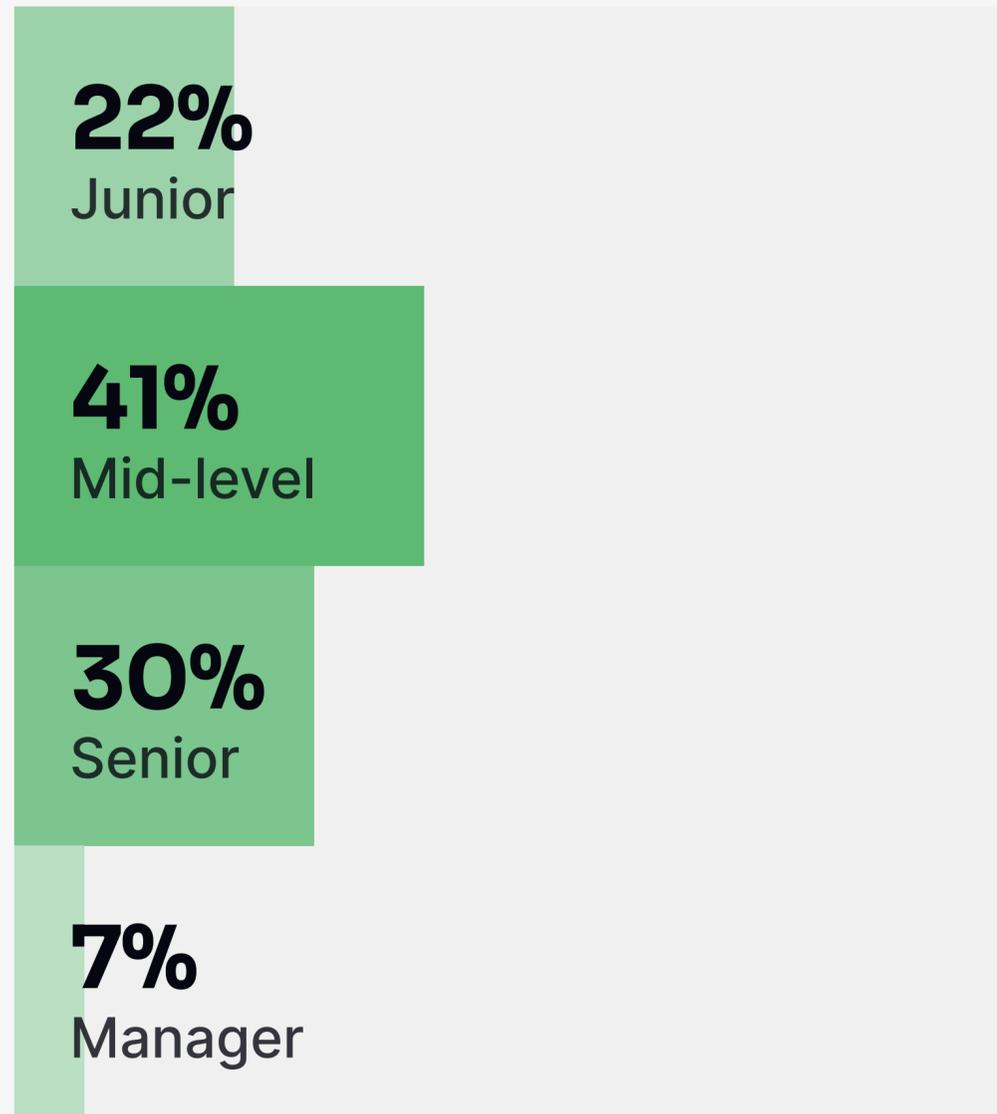


# Background insights

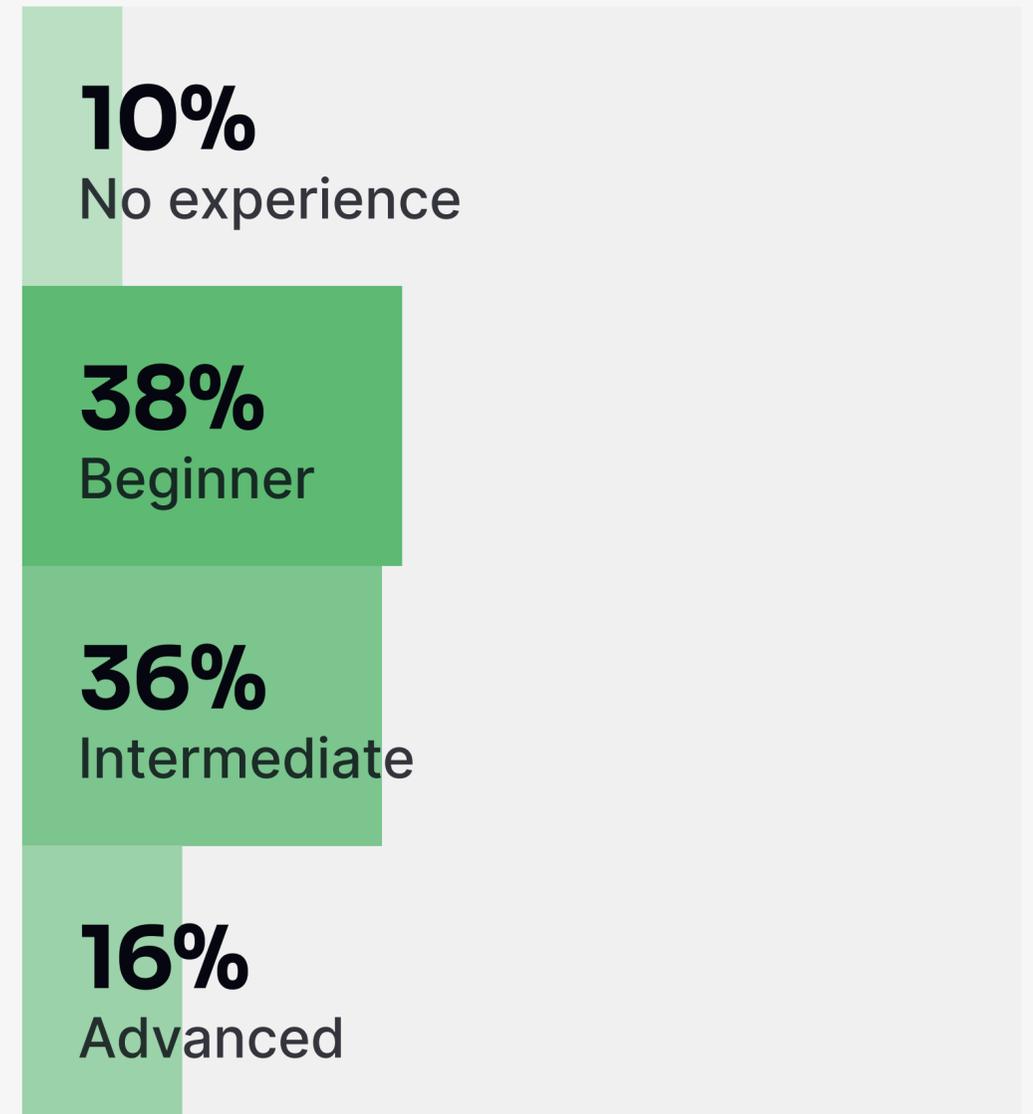
## Field of work



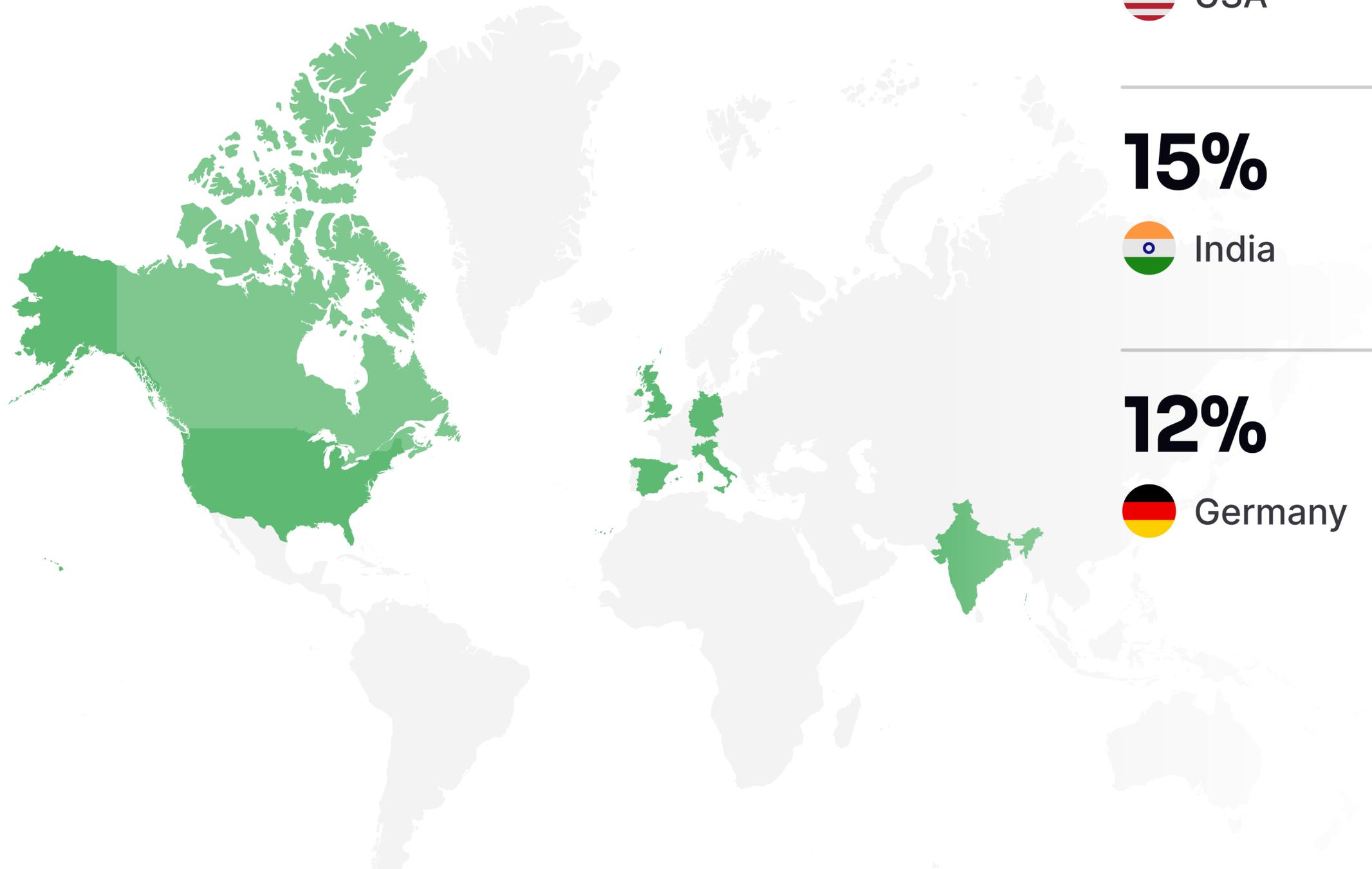
## Job level



## Proficiency in design



# Locations



**30%**



USA

**11%**



UK

**15%**



India

**10%**



Canada

**12%**



Germany

**10%**



Italy

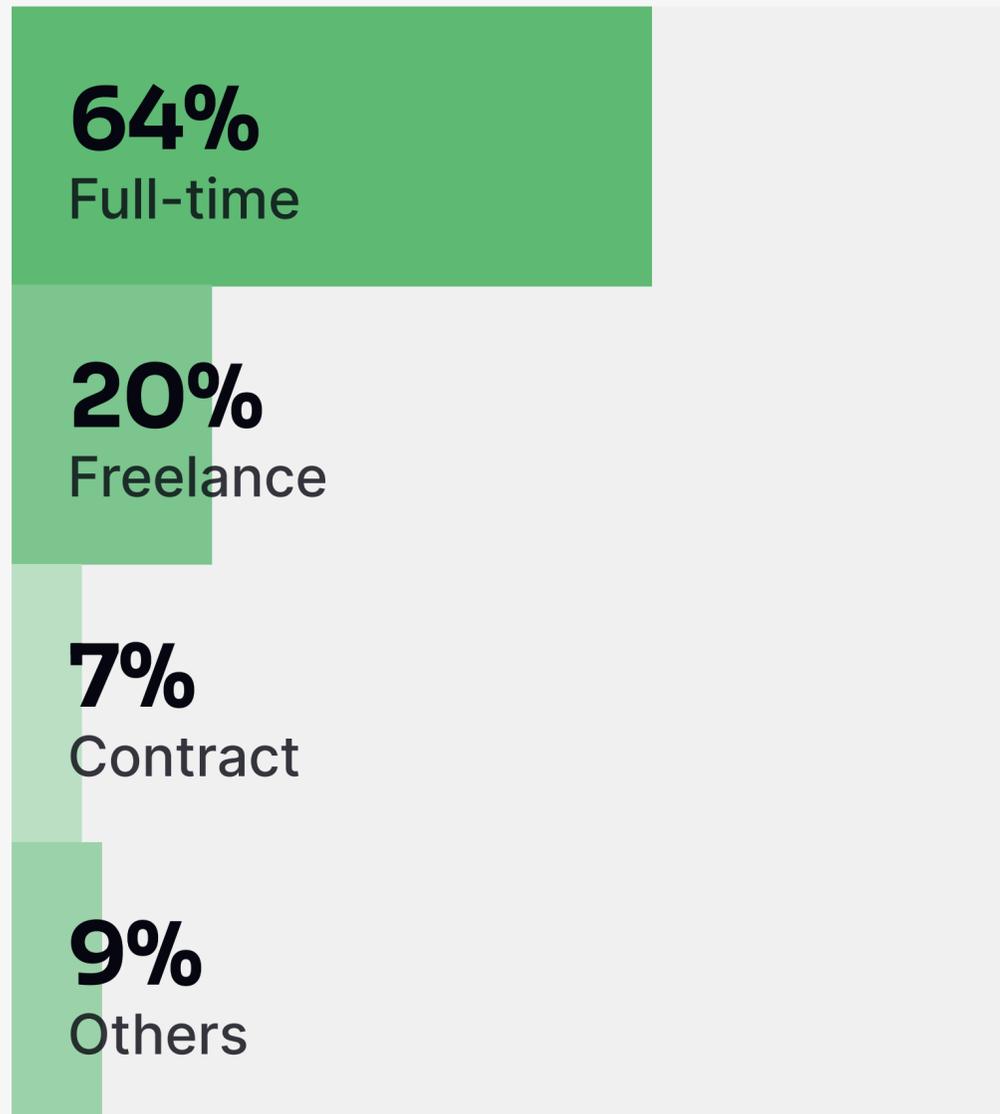
**12%**



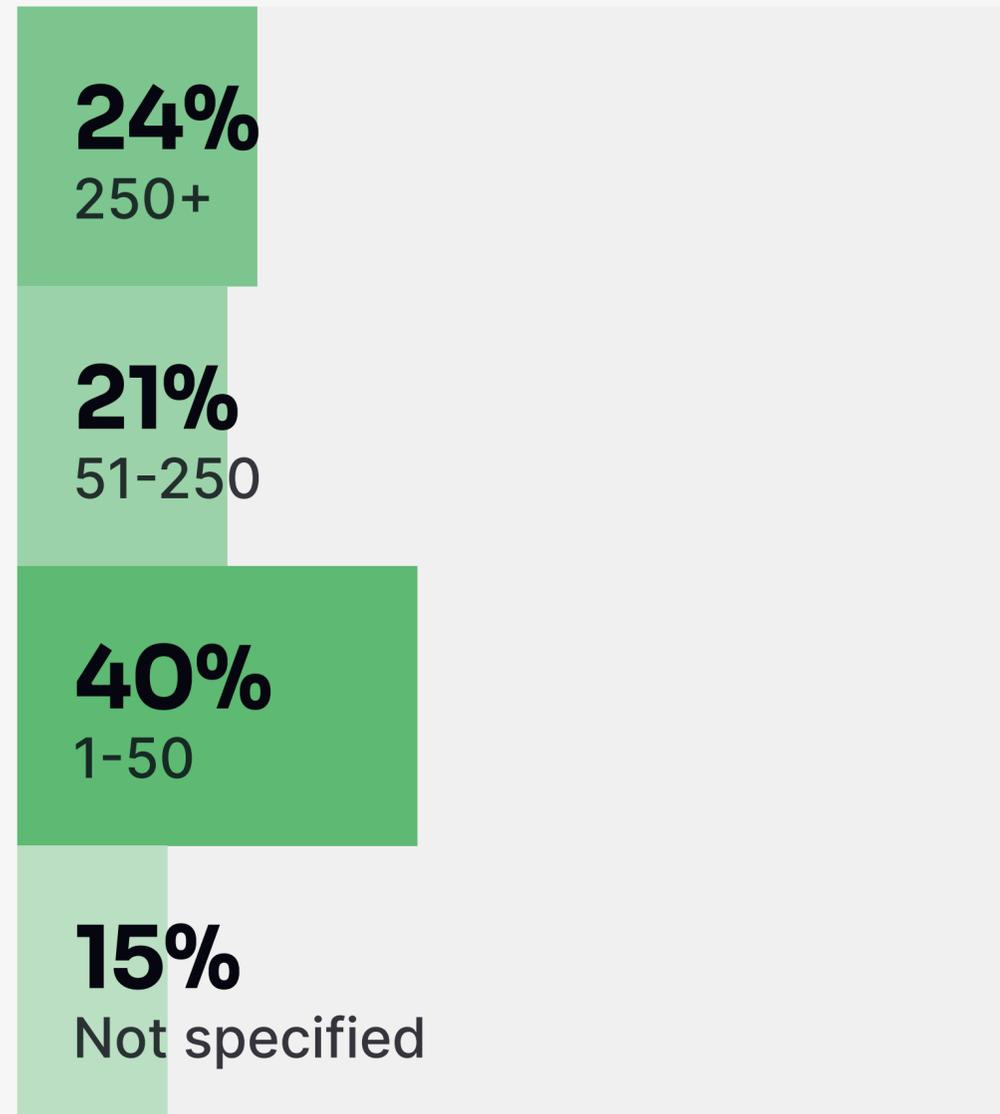
Spain

# Employment overview

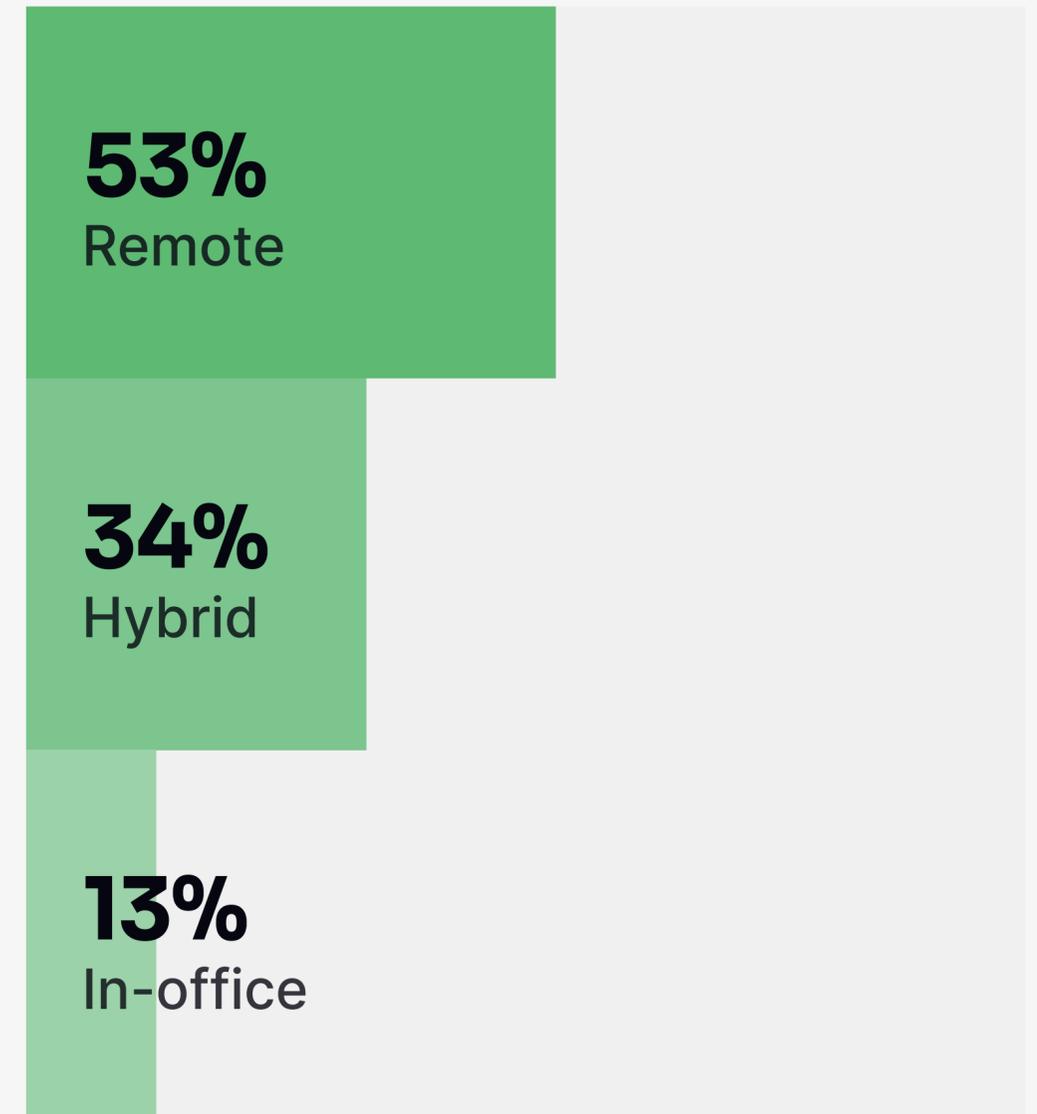
## Employment type



## Company size



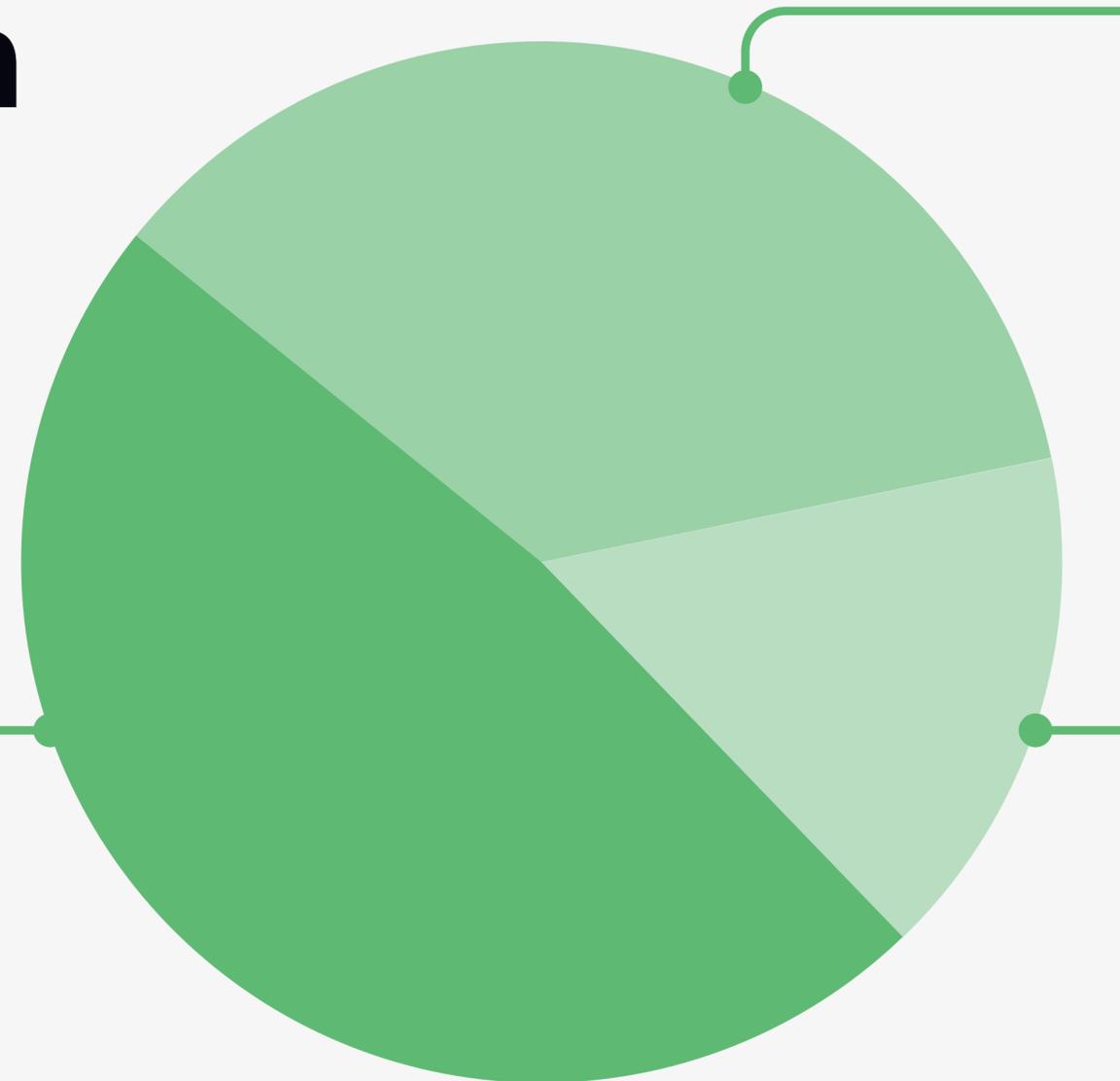
## Remote work



# Half of the members come from a design background

**48%**

**Design background**  
Includes all types of designers



**36%**

**Career shifters**  
Includes students, non-tech roles

**16%**

**Product/Tech team**  
Includes PMs, QA, technical leads

# Top member outcomes

Careers, salaries, promotions

# We're enabling careers

## 68.5%

Higher promotion rate

17.2%% of Uxcel Pro members reported receiving a promotion, while 10.2% being an industry average, according to Radford Workforce Trend Reports.

## 44%

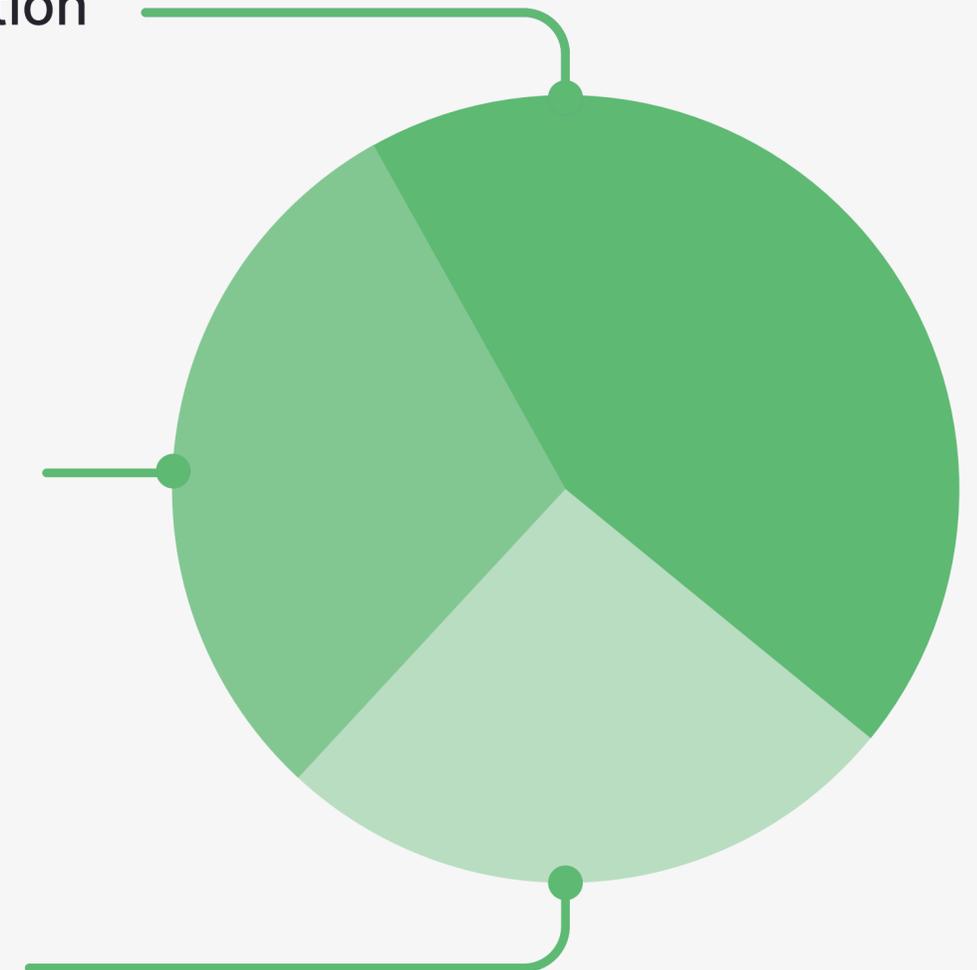
Received a promotion / salary increase

## 30%

Secured freelance or contract work

## 26%

Landed a new job in UI/UX design



\* This chart displays the types of promotions that Pro members reported. 38.7% in 2024, compared to 34.9% in 2023 — noticeable increase, indicating improved tangible impact Uxcel has on our member's careers.

# Salary increase

**+\$8,143\***

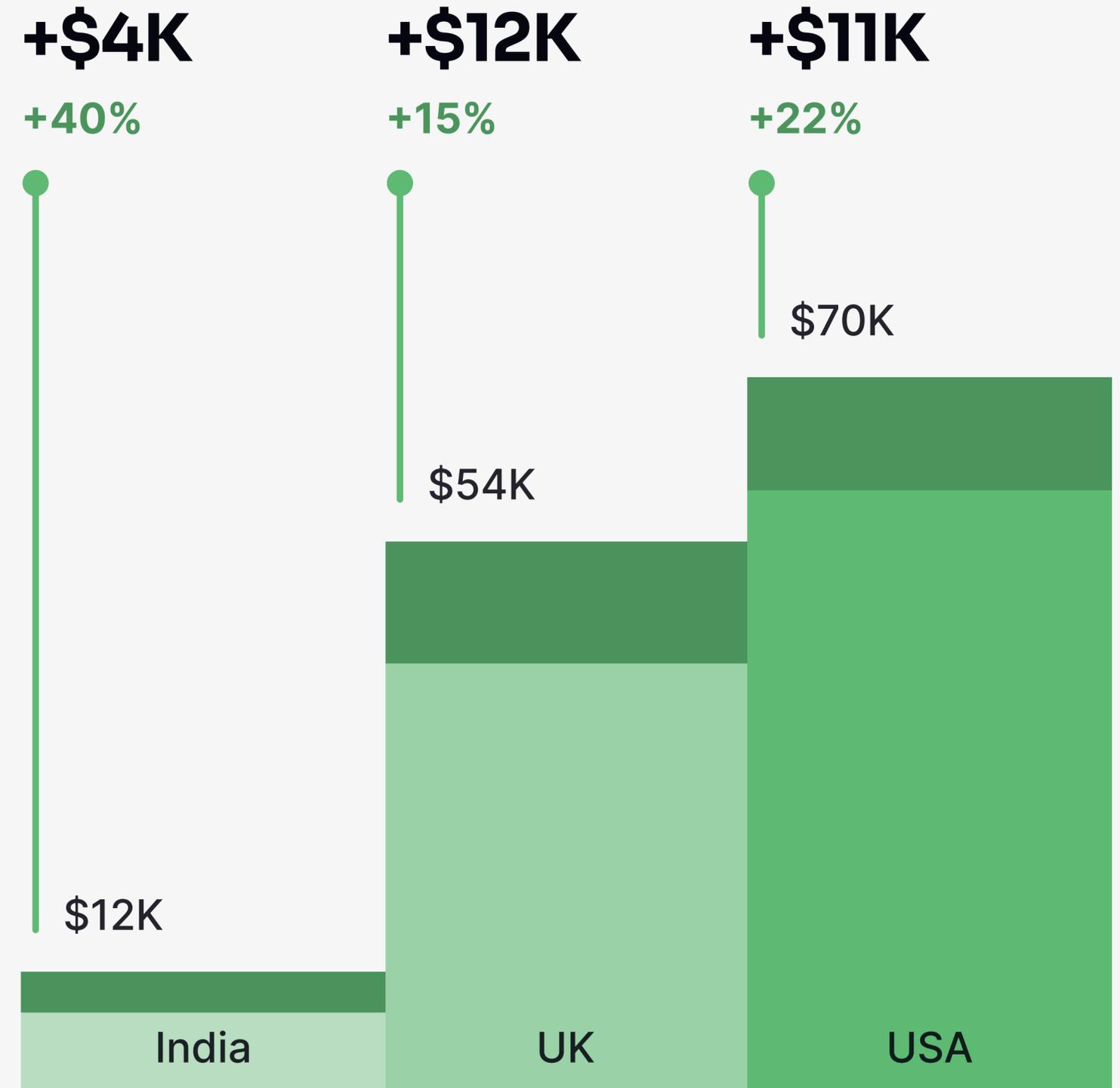
+17%

Average increase

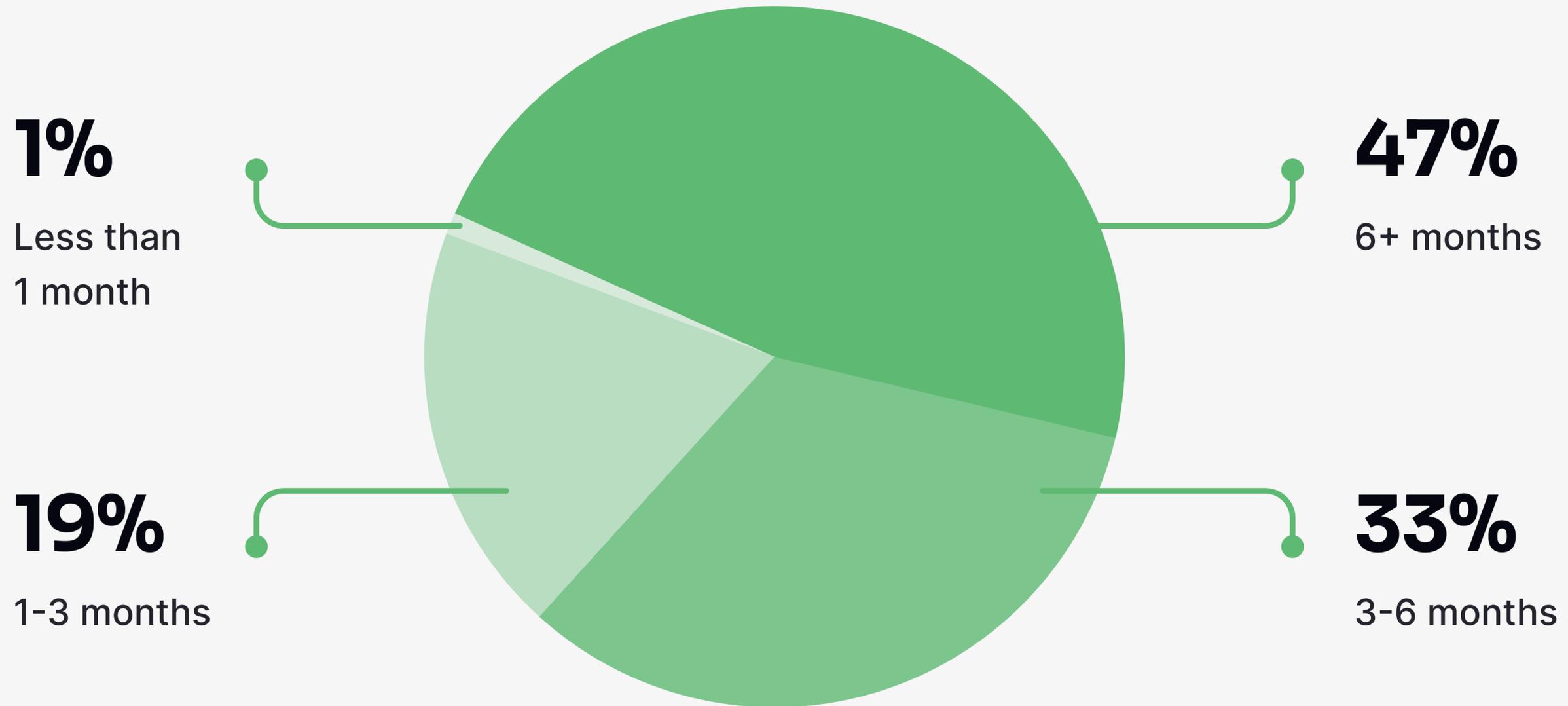
**\$47,890**

Average starting salary

\* This number represents a 7539% ROI of [Uxcel Pro membership](#)



# Time to promotion



# Membership impact insights

Uxcel's career impact, hear from our members, ROI

**94% of members recognize Uxcel's positive impact on their careers**

**Career impact**

**54%**

Significant

**40%**

Positive

**6%**

No Impact

# An experience our members love that brings real results

## 20% SALARY INCREASE

Uxcel played a key role in my UI/UX career growth. Its courses kept me learning consistently, and earning a free UI design certificate boosted my resume, helping me land my first role. As I expanded my skills, I quickly advanced, securing a second job with a 20% salary increase. Uxcel's up-to-date content and supportive community made a huge difference—I highly recommend it for anyone looking to grow in UI/UX design.



**Alexis Frias Yanes**

Graphic Designer | UX/UI Design

## LANDED A NEW ROLE

Uxcel played a key role in sharpening my UX research skills, especially when it came to user interviews. Its bite-sized lessons made it easy to refresh my knowledge and dive deeper into the topics that mattered most to me. I also found the reference links at the end of each lesson really helpful. The confidence I gained was key to pursuing new opportunities and landing my next role.



**Erianna Milia**

UX/UI designer

## UP 20% EARNINGS

Uxcel has given me the opportunity to advance my career and earn 20% more each year since becoming a UX Writer. I always find that I am learning new things as I login. It's helped me land career opportunities with companies I didn't think was even a possibility two years ago. I look forward to my next lesson each day and highly recommend to all levels of designers.



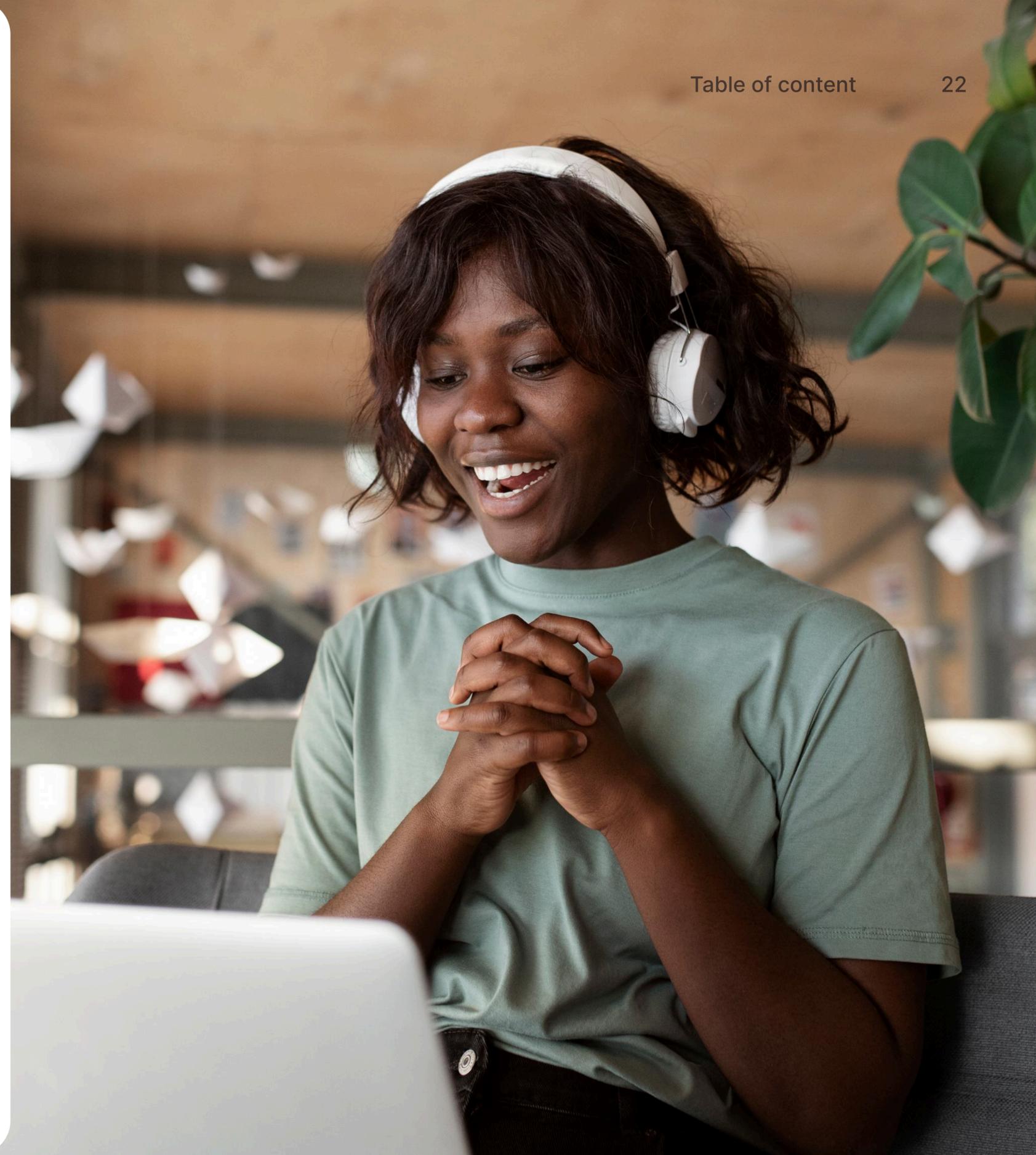
**Ryan Blackwell**

UX Designer & Writer

# Career investment that pays for itself 75x over

Within a year, 94% of members have acknowledged Uxcel's positive influence on their career progression, experiencing an average salary increase of \$8,143. This signifies that the small investment in the Pro Membership repays itself at least 75 times over.

[Explore our plans](#)



# Uxcel in the world

Industry recognition, supporting universities, and  
empowering businesses

# We're proud of these achievements & awards

Thousands of members worldwide, from over a hundred companies across 140+ countries, love advancing their design careers with us.

For two years in a row, we've been recognized as a Top 50 Educational products worldwide by G2.



Loved by designers and teams, with 4.8 out of 5 average rating, we're an educational leader on G2

# Powering modern education

Uxcel’s curriculum is trusted by leading universities around the world — used in classrooms, career centers, and student programs.

In addition to partnering with top institutions, we provide free access to qualified nonprofits and community initiatives supporting job seekers, students, and underserved groups—ensuring world-class education is within everyone’s reach.



Northern Illinois University

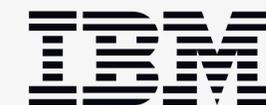


# Trusted by leading companies. Chosen for real results.

Uxcel enables global companies to upskill their workforce with focused, role-based UX training—no long sessions, no fluff. Just real skills, measurable progress, and content teams can fit into their day.

Scalable UX training that fits busy teams.

[Learn more](#)





# Become a Uxcel Pro member & advance your UX & product career

[Explore membership](#)

Have a question? Send us a note at [support@uxcel.com](mailto:support@uxcel.com)