

Estudio de Mercado – Computer Graphic Design (Miami-Dade)

Tabla 1 – Tipos de Instituciones (Computer Graphic Design)

Tipo de institución	Vacantes activas (estimadas)	Rango salarial (US\$/h)	Roles más comunes	Skills clave
Agencias de Publicidad / Marketing	150-220	\$20-35	Graphic Designer Jr. Digital Designer Production Artist	Adobe CC (Photoshop, Illustrator, InDesign) Tipografía y branding Redes sociales/digital ads
Estudios de Diseño / Branding	100-150	\$22-38	Visual Designer Packaging Designer Layout Artist	Adobe Illustrator/InDesign Diseño editorial Creatividad/branding
Corporativos (Marketing In-House)	120-180	\$21-36	Graphic Designer Marketing Collateral Specialist Presentations Designer	PowerPoint avanzado Adobe CC Diseño corporativo
Medios / Entretenimiento / Gaming	80-120	\$23-40	Motion Graphics Jr. UI Artist Multimedia Designer	After Effects Premiere Pro UI/UX básico
Freelancers / Autónomos	200-300	\$18-45 (variable)	Freelance Graphic Designer Digital Illustrator Social Media Designer	Gestión de clientes Portafolio online Marketing digital

Tabla 2A – Top 20 empleadores de CGD en Miami-Dade (1-10)

Empresa	Vacantes	Salario	Roles más comunes	Skills clave
Zimmerman Advertising	20–35	\$22–36/h	Graphic Designer Jr. Production Artist	Adobe CC Digital campaigns Retail design
Republica Havas	15–25	\$22–36/h	Graphic Designer Digital Designer	Adobe CC Branding Bilingual assets
SapientRazorfish (Publicis)	15–25	\$23–38/h	Digital Designer UI Artist	Adobe XD/Sketch Adobe CC Motion graphics
Univision Communications	12–20	\$23–38/h	Motion Graphics Designer Graphic Designer	After Effects Premiere Broadcast graphics
NBCUniversal Telemundo Enterprises	12–20	\$23–38/h	Multimedia Designer Motion Graphics Jr.	After Effects Cinema4D Broadcast/streaming graphics
Sony Music Latin – Creative	10–18	\$23–38/h	Graphic Designer Digital Illustrator	Adobe CC Music branding Social media design
Lion Agency	10–18	\$21–36/h	Graphic Designer Jr. Marketing Designer	Adobe CC Digital campaigns Brand identity
The Community (La Comunidad)	10–18	\$22–36/h	Graphic Designer Art Director Jr.	Adobe CC Concept development Digital ads
Alma DDB	10–18	\$22–36/h	Graphic Designer Jr. Digital Designer	Adobe CC Branding Layout design
OOH Media / Outfront Media	10–18	\$21–35/h	Graphic Designer Jr. Production Artist	Large format design Adobe CC Outdoor advertising

Tabla 2B – Top 20 empleadores de CGD en Miami-Dade (11–20)

Empresa	Vacantes	Salario	Roles más comunes	Skills clave
Zubi Advertising	10–18	\$21–36/h	Graphic Designer Jr. Layout Artist	Adobe CC Branding Print/digital
Cisneros Media	8–15	\$22–36/h	Graphic Designer Motion Graphics Jr.	After Effects Adobe CC Broadcast graphics
ViacomCBS (Paramount)	8–15	\$22–36/h	Multimedia Designer Digital Illustrator	Adobe CC Motion graphics Social media assets
Miami Herald / McClatchy	8–15	\$21–35/h	Graphic Designer Layout Artist	InDesign Editorial design Infographics
Golin Miami	8–15	\$22–36/h	Digital Designer Graphic Designer	Adobe CC Social campaigns Branding
Jackson Health System – Creative	8–15	\$21–35/h	Graphic Designer Jr. Marketing Designer	Adobe CC Healthcare branding Collateral
FIU – Creative Services	8–15	\$21–35/h	Graphic Designer Jr. Digital Designer	Adobe CC University branding Layout/print
MDCC – Creative Services	8–15	\$21–35/h	Graphic Designer Digital Designer	Adobe CC Print/digital Layout
Scholastic Book Fairs (Miami)	6–12	\$21–35/h	Graphic Designer Jr. Layout Artist	InDesign Illustrator Publishing graphics
Marketing Agencies (Local boutique)	6–12	\$20–34/h	Freelance Graphic Designer Production Artist	Adobe CC Digital marketing Brand identity