Content Design Skills Research

Research design

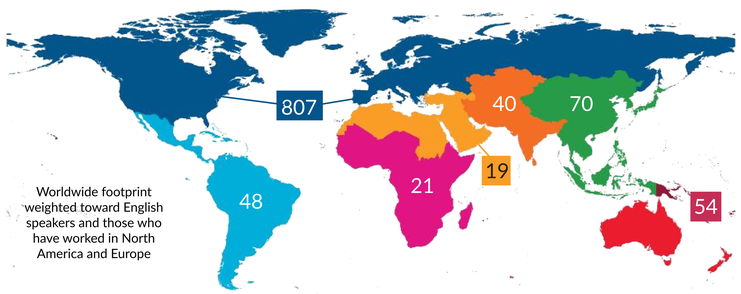
94 skills

Collected and deduplicated skills used in content design, validated with test survey and 1:1 interviews

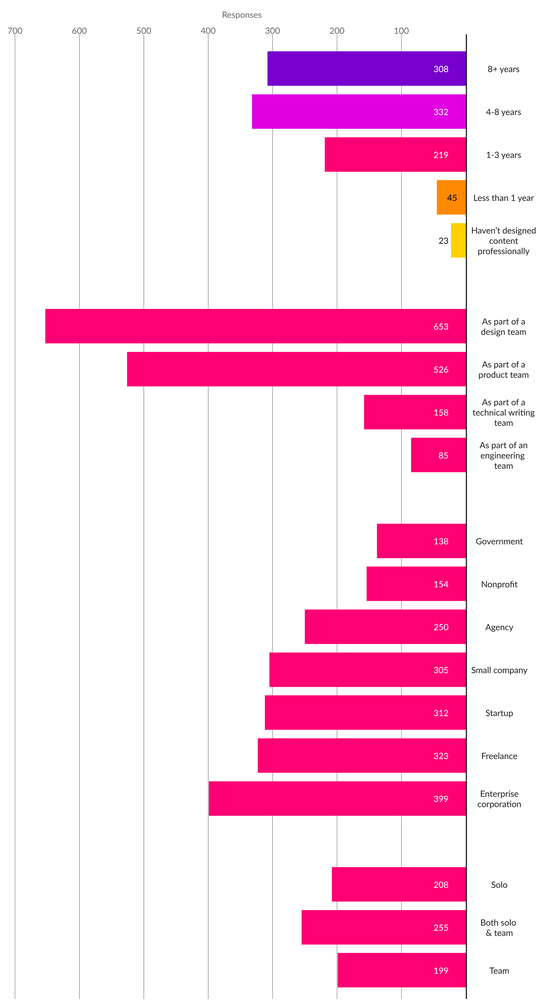
***n* = 927**

Self-selected volunteers through online communities and word of mouth, incentivized with free report

Respondents



Worldwide footprint weighted toward English speakers and those who have worked in North America and Europe



Tenure

Most respondents have been doing content design professionally for more than 4 years

Team placement

Most respondents have reported into design teams, but many have worked within product, technical writing, and engineering

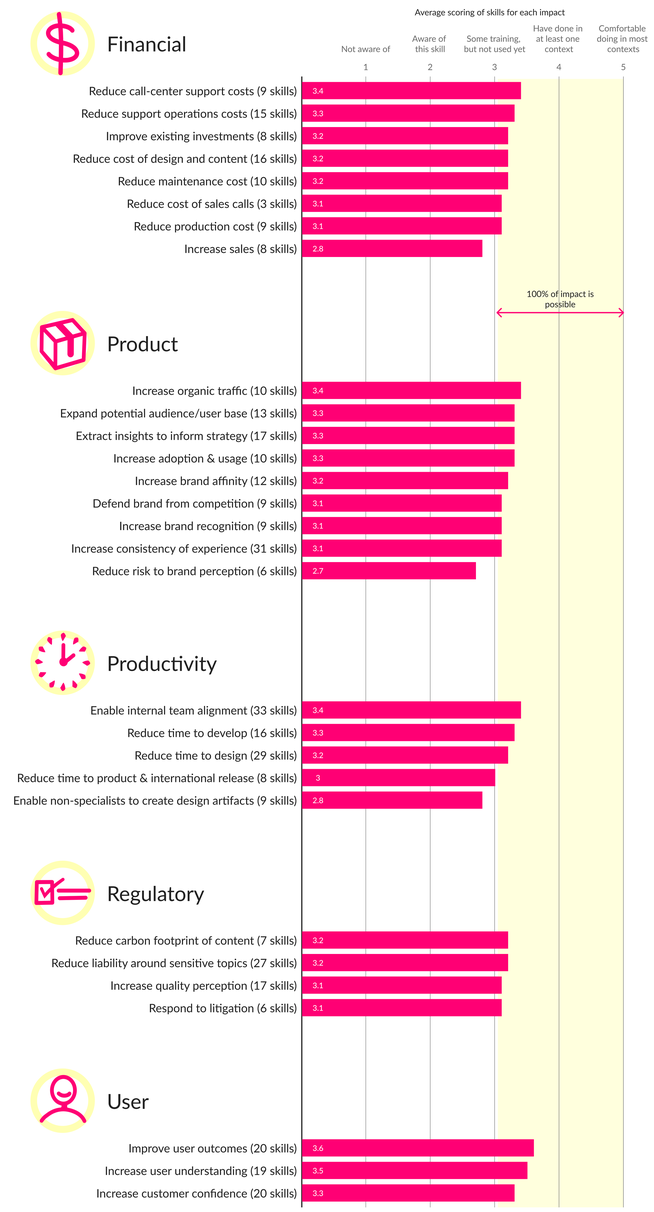
Employer types

All kinds of organizations have hired content designers. More respondents have worked within enterprise contexts than any other single employer type

Uniqueness

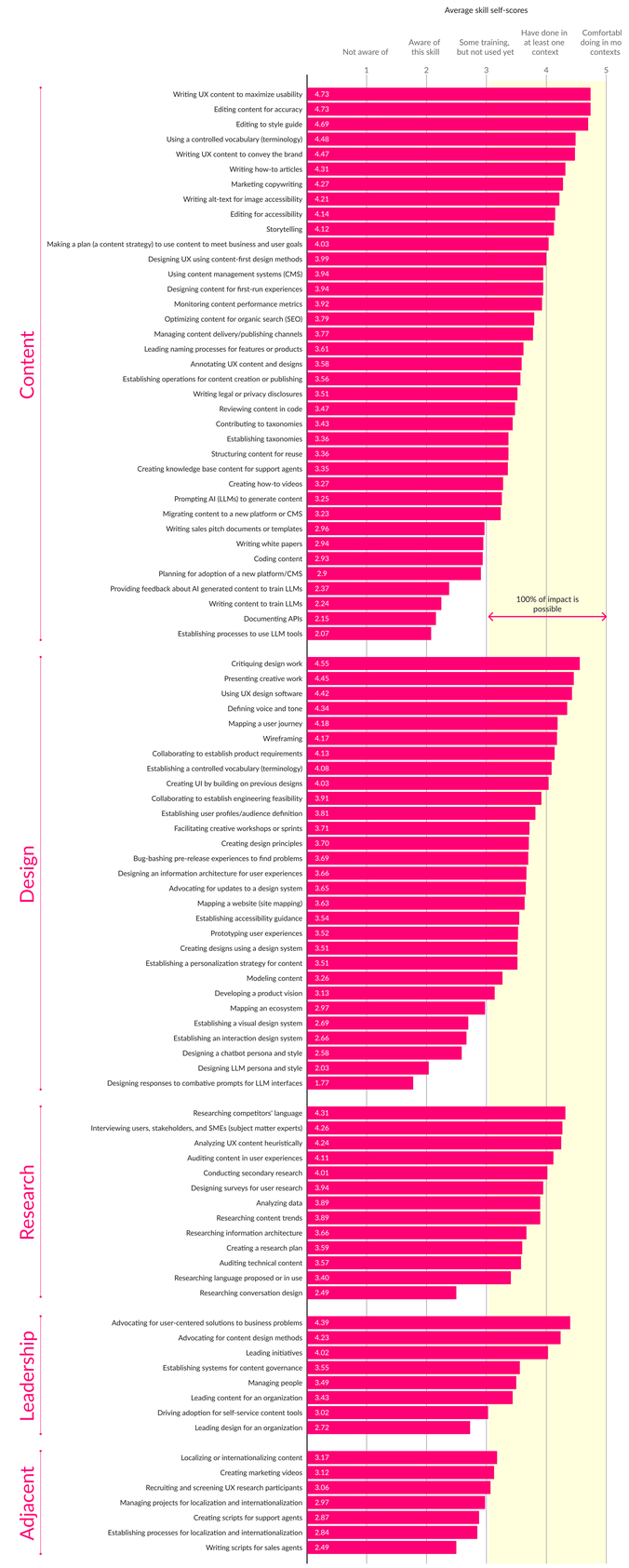
About 1/4 of respondents have only worked in solo or team contexts, while another quarter have worked in both.

The impacts we make



Take the survey, get resources
www.CatbirdContent.com/skills

The skills we use



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