

Press release

# Freelance Creative Jobs Thrive Despite AI Surge

**New Freelancer.com Fast 50 Q1 Index reports growth in creative design and AI jobs, revealing boom in new businesses**

**SAN FRANCISCO, California - 19 APRIL 2023** – New data released today by [Freelancer.com](https://www.freelancer.com) (ASX: FLN) (OTCQX: FLNCF), the world's largest freelancing marketplace by number of users and jobs posted, shows an incoming startup boom amongst an unprecedented surge in freelance creative design and AI job growth.

The Fast 50 Q1 2023 Index, the world's largest forward indicator of freelance job trends, analyzes over 304,000 jobs posted to Freelancer.com between January and March 2023.

The index finds that jobs for T-Shirt Design (up 33.1%, from 1,403 to 1,868), Covers & Packaging Design (up 27.3%, from 1,128 to 1,436), and Corporate Identity Design (up 24.2%, from 2,474 to 3,073) were the three fastest growing job types by total percentage growth when compared to Q4 2022. These were followed by Product Design (up 22.9%, 1,214 to 1,493) and 3D Design (up 22%, from 5,027 to 6,135) jobs.

Design skills with the largest job counts on the platform also grew significantly this quarter. There were a whopping 7,495 extra Graphic Design jobs in Q1 (up 12.1%, from 61,709 to 69,204), followed by an additional 6,731 Logo Design jobs (up 20.4%, from 32,963 to 39,694) and 5,902 extra jobs requiring skills in Photoshop (up 15.4%, from 38,224 to 44,126). Design is both the most in-demand and the highest paying skill on Freelancer.com, as found in the [Freelancing in 2022 Report](#).

These types of jobs, particularly logo design, packaging design and t-shirt creation, are typically the starting point for many founders launching a new business. The sudden influx of design, eCommerce and marketing jobs are a key indicator of a boom in startups.

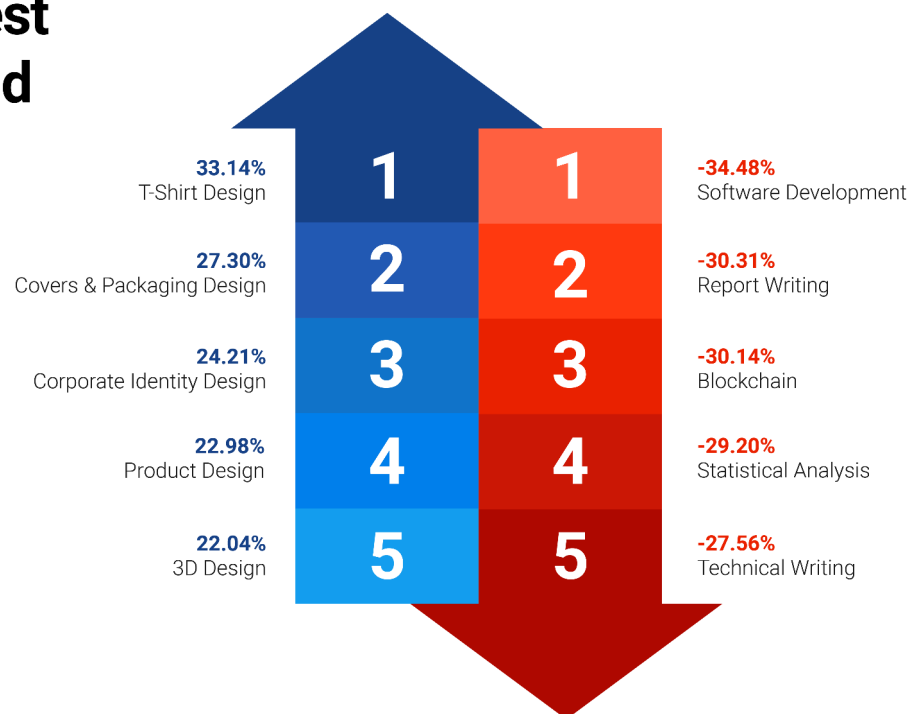
Simultaneously, jobs requiring skills in Artificial Intelligence were the seventh fastest growing skill on Freelancer.com (up 20.62% in Q1 2023 from 1,038 to 1,252). Jobs demanding Generative AI skills, such as ChatGPT, Dall-E, Midjourney and Chatbots, grew by more than 325% from 286 in Q4 2022 to 1,216 in Q1 2023.

"While many speculate whether AI will take design jobs, our latest data shows that this is certainly not the case. Design jobs are the most popular job type on the platform and continue to grow despite advances in hyper-realistic generative AI tools," said **Matt Barrie, Chief Executive at Freelancer.com**. "What's more interesting in this data is zooming out and looking at the main trend:

the startup boom. The most in-demand jobs on the platform for this quarter are all related to the launch of new businesses. New logo, website and branding jobs. In fact, there were 75 extra logo design jobs posted each day last quarter, which could suggest the launch of 75 new businesses.”

The data also shows an increase in Digital Marketing (up 12.8%, from 1,524 to 1,720) and Videography (up 14.2%, from 2,716 to 3,102) jobs which also suggests businesses are focusing more on their online marketing and content creation strategies to amplify their brands.

## Top 5 fastest growing and falling jobs globally



Source: freelancer.com

### Fastest Falling Jobs of Q1 2023

While design jobs dominated the fastest growing, the jobs that were in less demand in this quarter are related to tech, development and writing. Software Development, which was ranked as the fastest growing job in [Q2 2022](#), began to decline this quarter and was down by 34.4% (from 2,001 to 1,311).

Similarly, programming related jobs which were one of the fastest growing skills in [Q4 2022](#) also

declined this quarter by 20.9% (from 5,899 to 4,665). Demand for these types of jobs surged last year as [many tech employees were laid off globally](#). However, the new data suggests demand is beginning to stabilize and return to pre-mass layoffs levels.

Seasonality also plays into employers moving away from specific types of jobs quarter-to-quarter. Report Writing, Technical Writing, Research Writing and Business Plans were ranked as the fastest growing jobs in Q4 2022 as many employers traditionally turn to freelance support to help prepare end of year reports and 2023 plans. These types of jobs naturally reduce in the first quarter of the year.

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## Fast 50 Q1 2023 - Data Analysis

### Startup Boom Fuels Creative Design Job Growth

Historically, [more businesses are started during a recession](#). Economic downturns have [led to the creation](#) of some of the world's most well known brands, such as Microsoft, Uber and Burger King, just to name a few. Only a few years ago, the world witnessed this trend playing out as COVID sparked a startup boom, which saw a [24 percent increase in new business applications](#) in the United States alone.

According to the latest [US Census Business Formation Statistics](#), the number of new business applications is beginning to grow in 2023 by an increase of 451,752, an increase of 4.5 percent compared to February 2023.

Data from the latest Freelancer Fast 50 Index suggests there's a sudden increase in the number of new businesses and startups being launched globally.

The fastest growing skills, such as T-Shirt, Covers & Packaging, and Corporate Identity Design, as well as the growth of major jobs such as Logo Design, are all usually posted by founders at the starting point for a new business or venture.

T-Shirt Design jobs, as an example, are growing as people hire freelancers to create t-shirts with their business logo as a way of promoting a brand or creating business uniforms. An uptick in Covers and Packaging Design jobs are the result of businesses turning to freelancers for new product labels and marketing brochures.

Growth in website building jobs, such as Shopify (up 20.5%, from 2,302 to 2,775), Shopify Templates (up 16.1%, from 1,392 to 1,617) and eCommerce (up 15.5%, from 4,212 to 4,866), also support the rise of new businesses last quarter.

Almost three quarters of the fastest growing jobs (72%) posted on [Freelancer.com](https://www.freelancer.com) in the last quarter required skills in creative design or marketing.

Serial entrepreneur [Davuud Ghani](#), who recently founded [Pivitt](#), a creative and branding support agency based in the United Kingdom, is just one example of how founders are turning to freelancers to support the growth of their business in 2023.

“As a start-up, agility is our advantage over mature businesses with similar service offerings. It’s becoming easier for businesses to locate and leverage global talent, with platforms such as Freelancer.com. We are able to really finetune the skills needed on a project basis to drive excellence through our service offering to our partners, keeping us competitive in the market. That’s what our model is built from and has allowed us to secure partnerships with the likes of BMW & MINI,” said Davuud Ghani, founder of Pivitt.

### **Generative AI Jobs Triple In Last Quarter**

Advancements in artificial intelligent and generative AI are impacting almost every faucet of business and creativity. Powerful AI tools, such as ChatGPT, Dall-E and Midjourney, are becoming smarter and more sophisticated by month, resulting in rapid leaps in capabilities and applications.

In the first quarter of 2023, [Open AI released GPT-4](#), introducing a more powerful and intelligent version of the application which could exhibit human level performance on several benchmarks. In the AI image generation space, research lab Midjourney also [released the alpha iteration of its 5th version](#) which allowed users to create photorealistic generations.

Growing interest for AI is represented clearly in the Fast 50 Q1 2023 data which ranks jobs for Artificial Intelligence as the seventh fastest growing job on the platform, growing by 20.6% up to 1,252 jobs in total. Many projects posted in the first quarter aim to harness AI text generators or automate mass image generation, while some look for freelance experts who can help create their own AI models and applications.

Generative AI skills (ChatGPT, Dall-E, Midjourney, Chatbots) grew the fastest over the quarter, recording a total percentage increase of 325% from 286 last quarter to 1,216 in Q1 2023. In total, there were 5,262 jobs requiring skills in AI, Machine Learning, Deep Learning, TensorFlow, ChatGPT and Dall-E.

### **Digital Marketing & Content Creation**

Popularity of content marketing is growing amongst businesses. Major success stories, such as Netflix’s Drive to Survive series or Spotify’s Wrapped, are pushing businesses and marketers

towards incorporating content marketing within their strategies. It's a trend that was identified in the [Fast 50 Q3 2022 Index](#) and is continuing in Q1 2023.

Videography (up 14.21%, from to 3,102), Digital Marketing (up 12.86% to 1,720), YouTube (up 11.30% to 1,576), and Video Production (up 10.25% to 5,401) were all in-demand skills last quarter. This finding suggests that businesses are increasingly focusing on online marketing and content creation strategies to reach their target audiences.

While YouTube remains as the main platform people are turning to freelancers for support, employer interest in TikTok video creation is also growing, increasing by 25% in Q1 2023, from 405 projects in Q4 2022 to 507 total jobs Q1 2023.

### Product Design Jobs

Apart from design projects specific to branding and new business ventures, the number of 3D Design, Product Design and general Design collectively grew over Q1 2023.



Figure 1: Ahmed C., winner of the Freelancer [What will the Apple VR-AR Headset look like?](#) contest

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### Freelancer Fast 50

The Freelancer Fast 50 index is the world's largest forward indicator of trends in online jobs related to industries, technologies, products, and companies. The data is based on 304,000 jobs posted to the Freelancer platform between January 1 to March 31 2023.

## Fast 50 Quarterly Index – Q1 2023

Fastest Growing Jobs - Q4 2022 vs. Q1 2023				
Rank	Skill	Job Count Q4 '22	Job Count Q1 '23	% Increase
1	T-Shirt Design	1,403	1,868	33.14%
2	Covers & Packaging Design	1,128	1,436	27.30%
3	Corporate Identity Design	2,474	3,073	24.21%
4	Product Design	1,214	1,493	22.98%
5	3D Design	5,027	6,135	22.04%
6	Local Job	1,756	2,138	21.75%
7	Artificial Intelligence	1,038	1,252	20.62%
8	Shopify	2,302	2,775	20.55%
9	Logo Design	32,963	39,694	20.42%
10	Banner Design	4,956	5,949	20.04%
11	Illustrator	28,447	33,593	18.09%
12	Web Development	1,317	1,540	16.93%
13	Shopify Templates	1,392	1,617	16.16%
14	eCommerce	4,212	4,866	15.53%
15	Photoshop	38,224	44,126	15.44%
16	Customer Service	1,332	1,532	15.02%
17	Customer Support	1,554	1,777	14.35%
18	Videography	2,716	3,102	14.21%
19	Business Cards	1,747	1,973	12.94%
20	Digital Marketing	1,524	1,720	12.86%
21	API	1,350	1,516	12.30%
22	Graphic Design	61,709	69,204	12.15%
23	User Interface / IA	1,811	2,019	11.49%
24	YouTube	1,416	1,576	11.30%
25	Video Production	4,899	5,401	10.25%

Fastest Falling Jobs - Q4 2022 vs. Q1 2023				
Rank	Skill	Job Count Q4 '22	Job Count Q1 '23	% Increase
1	Software Development	2,001	1,311	-34.48%
2	Report Writing	5,368	3,741	-30.31%
3	Blockchain	1,921	1,342	-30.14%
4	Statistical Analysis	1,315	931	-29.20%
5	Technical Writing	4,710	3,412	-27.56%
6	Algorithm	2,145	1,566	-26.99%
7	Statistics	1,861	1,362	-26.81%
8	Matlab and Mathematica	1,952	1,448	-25.82%
9	German Translator	1,621	1,210	-25.35%
10	Research Writing	9,910	7,506	-24.26%
11	Ghostwriting	6,895	5,235	-24.08%
12	eBooks	1,003	773	-22.93%
13	Unity 3D	1,546	1,197	-22.57%
14	Mathematics	1,952	1,512	-22.54%
15	Business Writing	1,324	1,036	-21.75%
16	Blog	2,973	2,331	-21.59%
17	C++ Programming	5,899	4,665	-20.92%
18	Transcription	1,194	948	-20.60%
19	English Grammar	1,236	984	-20.39%
20	Research	5,309	4,249	-19.97%
21	Computer Security	1,020	820	-19.61%
22	Game Design	1,235	996	-19.35%
23	Game Development	1,890	1,535	-18.78%
24	Article Rewriting	7,448	6,062	-18.61%
25	Business Plans	1,507	1,238	-17.85%

## About Freelancer.com

Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 64 million registered users have posted over 22.3 million projects and contests to date in over 2,000 areas as diverse as website development, logo design, marketing, copywriting, aerospace engineering and manufacturing. Freelancer also owns Escrow.com and Loadshift. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN and is quoted on OTCQX Best Market under the ticker FLNCF.



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