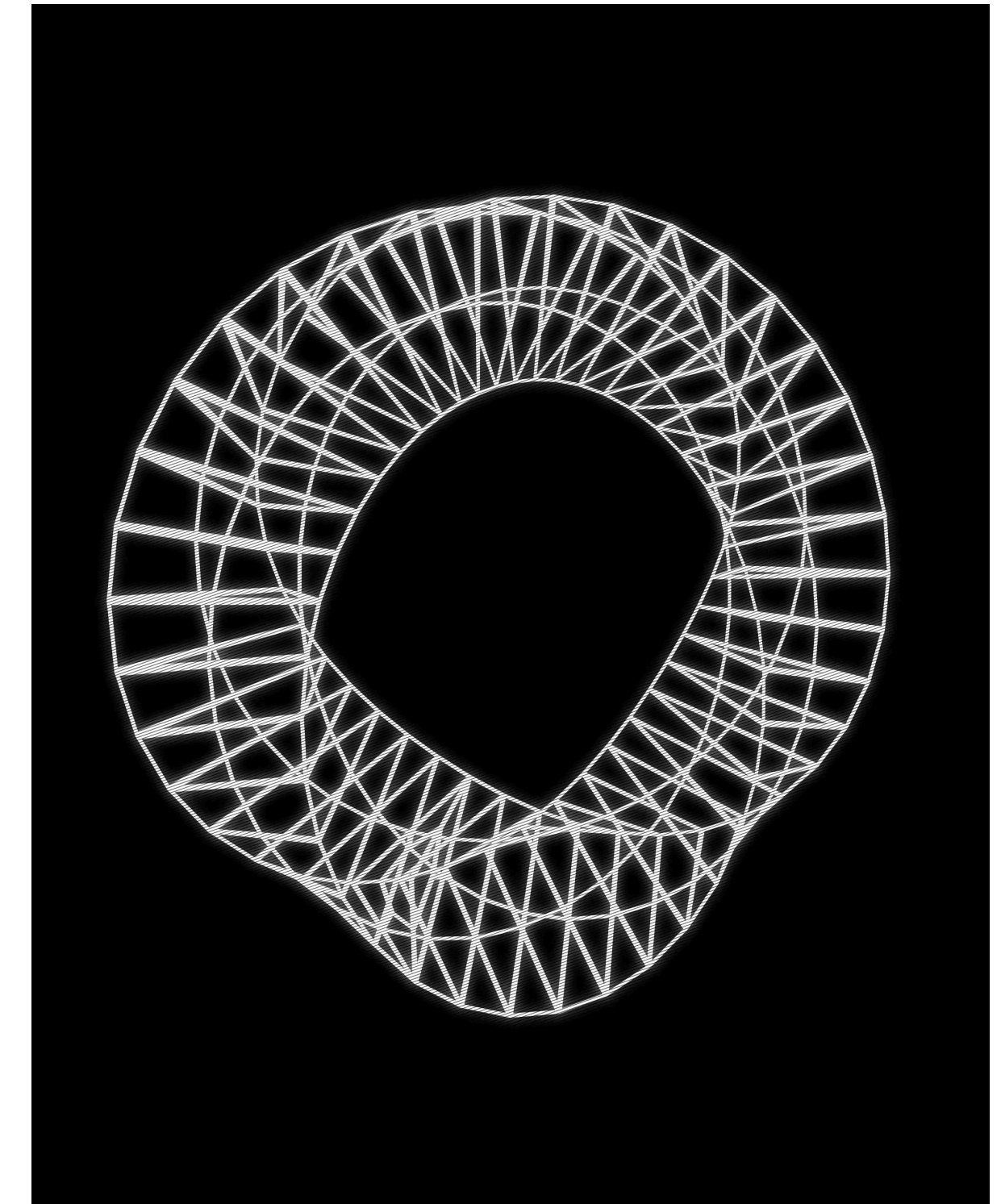
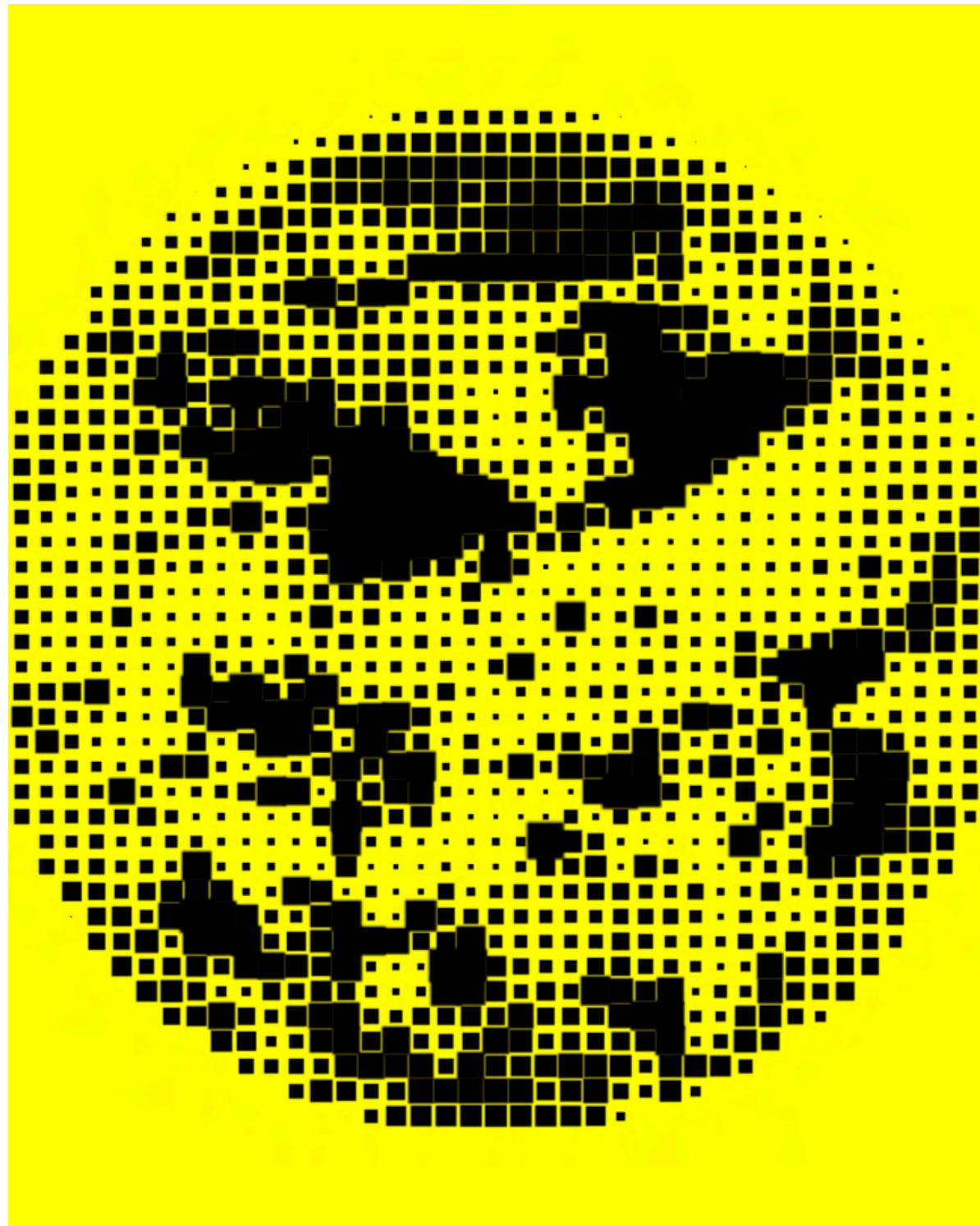


Autodesk's AI Jobs Report 2026

 AUTODESK



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A look at how AI is reshaping hiring across the **Design and Make** industries, and, for the first time, how the workforce feels about the shift.

This year's report pairs an analysis of roughly 4 million global job listings with a survey of students and Design and Make professionals in the U.S.

AI familiarity is high. AI readiness is not.

Our 2025 AI Jobs Report captured a workforce racing to catch up with AI, with hiring concentrated in a handful of regions and technical roles leading the way. This year's data tells a more nuanced story.

The hottest AI jobs are no longer the technical ones; they're creative. Hiring is still climbing fast, even as the pace steadies and the global race evens out.

The job listings tell us what employers want. The survey results tell us how ready people feel to deliver it. Together, they reveal a widening confidence gap: people are fluent in everyday AI tools but far less comfortable with the industry-specific tools and workflows their careers increasingly require.

The Design and Make industries comprise architecture, engineering, construction, and operations; design and manufacturing; and media and entertainment. They employ nearly 300 million people worldwide* and are projected to represent \$30 trillion in global economic value by 2027.**

At a glance: Six numbers that define the year.

+147%

AI hiring more than doubled in two years, and it's still climbing. AI jobs across Design and Make have more than doubled in two years (**+147%**) and grew another **33%** in the past year alone.

#1

The fastest-growing AI jobs are creative, not technical. AI UX Designer is now the **#1 fastest-growing title**, while last year's #1, AI Engineer, has fallen to #8.

+168%

The number of AI-related job listings in media & entertainment more than doubled over two years (**168%+**), the steepest growth in the report.

SEO

In marketing and advertising, SEO faded as AI governance emerged. The year's biggest skills shift means teams are now hiring to direct and oversee AI.

82%

Familiarity is high; readiness isn't. **82%** of students feel confident with everyday AI tools, but only **36%** feel ready to use the AI specific to their field.

2 in 3

The next generation still wants to build, and so do today's professionals. Even as AI advances, **2 in 3 students** (and **61% of professionals**) say they want a career where they make things or work with their hands, up 6 percentage points from 2024.



Part 01: **The Labor Market**



Part 01: The Labor Market (Finding 01)

AI's footprint has more than doubled in Design and Make job listings

AI roles across Design and Make have more than doubled in just two years, up **147%**, and grew another 33% in the past year alone. Even as the headline pace of growth cools, AI's share of the job market keeps climbing.

Mentions of AI in general job skills continues to grow, though the rate is steady: **+115% (2023)**, **+121% (2024)**, **+56% (2025)**, **+46% (2026)**.

What it means: AI hiring isn't slowing so much as maturing. The explosive early growth is normalizing, and fluency is fast becoming a baseline expectation for career longevity.

How the mentions of AI in general job skills has changed over time.

| % increase | 2023 | 2024 | 2025 | 2026 |
|-------------------------|-------------|-------------|-------------|-------------|
| Design & Make | 114.8 | 120.6 | 56.1 | 46.2 |
| Marketing & Advertising | 247.0 | 291.8 | 32.9 | 74.3 |
| Media & Entertainment | 669.1 | 238.9 | 66.7 | 55.8 |

Part 01: The Labor Market (Finding 02)

The fastest-growing AI jobs are creative, not technical.

The leaderboard of fastest-growing AI roles has been rewritten in a single year, and the new entrants are overwhelmingly creative.

As AI becomes ubiquitous, demand is shifting from the people who build AI to the people who apply it to design, content, strategy, and experience.

What it means: The clearest signal of the year. AI Engineer, 2025's single fastest-growing role, fell to eighth, while new creative and strategic titles took the top spots. As AI automates more of the technical "how," employers are placing a premium on the human "why": design sensibility, judgment, and the ability to direct AI toward a goal.

Top 10 fastest-growing AI job titles in Design and Make (YoY, 2025–2026):

| | 2025 | 2026 | |
|----|-----------------------------------------|---------------------------------------|------------|
| 01 | AI Engineer +143.2% | AI UX Designer +145% | NEW |
| 02 | AI Content Creator +134.5% | AI Creative Technologist +123% | NEW |
| 03 | AI Solutions Architect +109.3% | AI Consultant +90% (new) | NEW |
| 04 | Prompt Engineer +95.5% | Generative AI Engineer +83% | |
| 05 | AI Systems Designer +92.6% | AI Strategist +72% | ↑ |
| 06 | AI Product Manager +89.7% | AI Content Designer +70% | NEW |
| 07 | AI Coach +57.7% | AI Systems Designer +62% | |
| 08 | AI Compliance Manager +46.0% | AI Engineer +55% | ↓ |
| 09 | Machine Learning Engineer +35.3% | AI Content Creator +50% | ↓ |
| 10 | AI Strategist +34.8% | AI Compliance Manager +49% | |

Part 01: The Labor Market (Finding 03)

Human-centered skills lead

For the second year running, design is the single most in-demand skill in AI roles across Design and Make, ahead of technical and coding skills. The bigger story is the rise of operational and human capabilities.

What it means: Companies hiring for AI roles want more than technical expertise. Design, communication, leadership, and collaboration all sit in the top 10, while operation, training, and cybersecurity skills entering the list signal a workforce focused not just on building AI, but on deploying, governing, and scaling it responsibly.

Top 10 most in-demand skills for AI roles in Design and Make (2026):

| | | 2026 |
|----|----------------------|------|
| 01 | Design skills | |
| 02 | Operation skills | NEW |
| 03 | Technical skills | ↓ |
| 04 | Communication skills | |
| 05 | Leadership skills | ↑ |
| 06 | Coding skills | ↓ |
| 07 | Collaboration skills | |
| 08 | People skills | |
| 09 | Training skills | NEW |
| 10 | Cybersecurity skills | NEW |

Part 01: The Labor Market (Finding 04)

AI hiring is leveling out across the globe

Last year's report described a widening global divide, with Asia surging ahead at +94% and outpacing North America. This year, that gap has narrowed sharply. Growth has slowed and steadied across every region, and North America now leads, by only a slim margin.

What it means: This year indicates no single region is pulling decisively ahead. The race hasn't ended but is evening out.

Percentage change in AI-related job listings, year over year (Design and Make):

| | Region | 2025 | 2026 |
|----|---------------|------|------|
| 01 | North America | +89% | +40% |
| 02 | Oceania | +69% | +35% |
| 03 | South America | +63% | +33% |
| 04 | Asia | +94% | +32% |
| 05 | Europe | +75% | +32% |



Part 02: Industry Deep Dives



Part 02: Industry Deep Dives: Spotlight – Marketing & Advertising

AI is transforming marketing faster than nearly any creative economy.

After cooling in 2025, AI hiring in marketing and advertising surged again this year. While overall AI hiring growth across Design and Make is beginning to stabilize, marketing and advertising has re-accelerated, and employer demand is shifting toward creative direction, personalization, and AI governance.

Key findings

AI job listings in marketing and advertising increased nearly **108%** over the past two years.

Growth in AI-related job listings accelerated from **+33%** in 2025 to **+74%** in 2026.

SEO dropped out of the top 10 most in-demand skills, while governance and change management entered for the first time.

What it means: Marketing organizations are moving beyond simply using AI tools. Increasingly, they are hiring professionals who can direct, govern, and optimize AI systems while maintaining strong creative and strategic oversight.

| 2026 | Fastest-growing AI job titles | Most in-demand skills |
|------|-------------------------------------------------|-----------------------|
| 01 | AI Personalization Manager +133% | Design |
| 02 | AI Analyst +74% | Copywriting |
| 03 | AI Content Strategist +48% | Graphic Design |
| 04 | AI Performance Marketing Manager +48% | Governance |
| 05 | Conversational Marketing Specialist +43% | Project Management |
| 06 | AI Marketing Strategist +36% | Coding |
| 07 | Conversational AI Designer +35% | Analytical Skills |
| 08 | Chief AI Officer +33% | Training |
| 09 | AI Copywriter +30% | Change Management |
| 10 | Prompt Engineer +29% | CRM |

Part 02: Industry Deep Dives: Spotlight – Media & Entertainment

Media and entertainment saw the steepest two-year climb in AI hiring of any sector in the report

AI jobs in media & entertainment have jumped by 165% since 2024.

Regional note: Media and entertainment also posted the highest regional growth of any sector, led by North America (+60%), with every region above 40%.

What it means: In media and entertainment, AI has moved from experiment to production line, and the new jobs are as much about overseeing, verifying, and protecting the rights to AI-generated work as creating it.

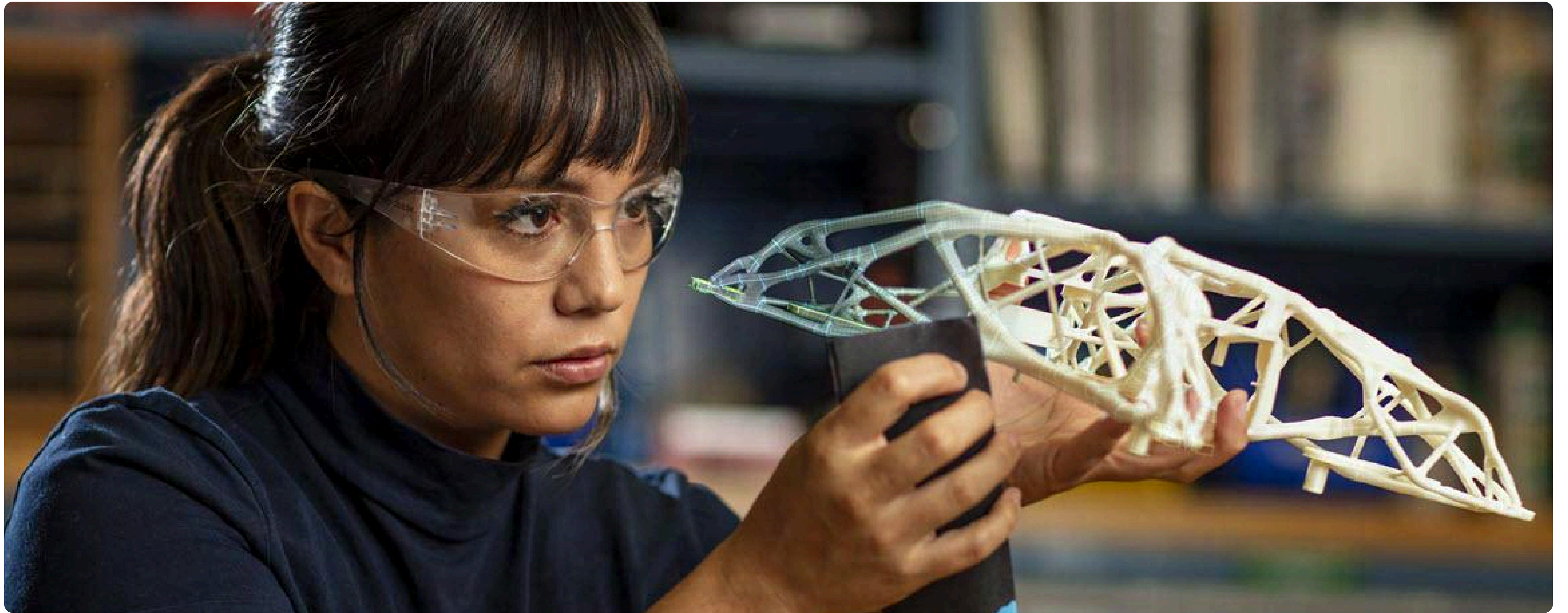
Media & Entertainment

Fastest-growing AI

Most in-demand skills

| | |
|----|----------------------------------------------------------|
| 01 | Multimodal Content Creator +154% NEW |
| 02 | AI Output QC/Auditor +140% |
| 03 | Synthetic Media Rights Manager +95% |
| 04 | Synthetic Media Producer +91% |
| 05 | AI Animation Producer +80% |
| 06 | AI Design Systems Lead +65% |
| 07 | AI Video Editor +63% |
| 08 | AI Researcher +46% |
| 09 | AI Workflow Developer +46% |
| 10 | AI Personalization Engineer +41% |

| |
|----------------------|
| Communication |
| Editorial |
| Content management |
| Analytical |
| Project management |
| People |
| Data / data literacy |
| Risk management |
| Legal / compliance |
| Graphic design |



Part 03: **Students and the workforce**



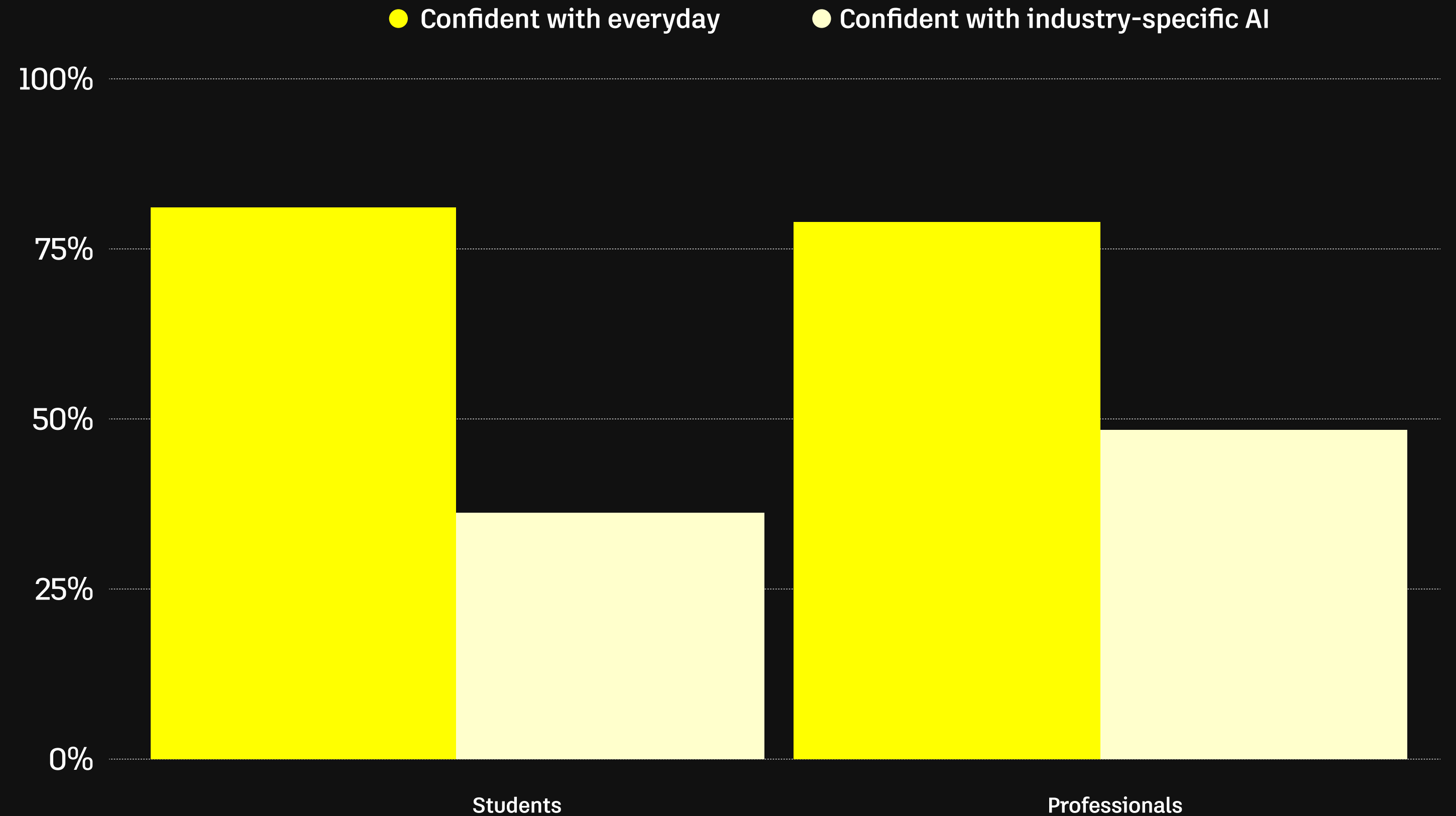
Part 03: The Workforce (Finding 06)

Familiarity Is High, Readiness Isn't

Confidence with everyday AI vs. industry-specific AI

82% of students are confident with everyday tools like ChatGPT and Claude, but only 36% feel confident with the AI tools specific to their field. Among professionals, the gap remains significant: nearly 80% are confident with everyday AI, compared with 49% who feel confident using AI tools specific to their industry.

What it means: The market is racing toward applied, field-specific AI fluency, and that's exactly where students and professionals feel least prepared.



Part 03: The Workforce (Finding 07)

Students Know Career-Ready AI Is Industry-Specific

Students have the right instinct, but they still rank general tools higher than working creatively with AI, the reverse of professionals already in the field, who have learned that creative and evaluative skills matter most.

What it means: Students can see that field-specific AI skills, not general chatbot familiarity, are what will set them apart.

Top skills for future jobs ranked by students and professionals

Students

01 Industry-specific AI tools

02 General AI tools

03 Working creatively with AI

04 Coding/building AI systems

Professionals

01 Working creatively with AI

02 Industry-specific AI tools

03 Evaluating AI-generated work

04 General AI tools

Part 03: The Workforce (Finding 08)

People Still Want To Build The Physical World, On Their Own Terms

Even as AI advances, the pull toward hands-on, physical-world work is getting stronger, even as perceptions of that work haven't fully caught up.

What it means: Students and professionals may underestimate how high-tech that work has become, and more than 1 in 5 want to do it independently. A jobsite today runs on AI and digital tools as much as on steel and concrete.

Which type of career feels more appealing

To students

Physical-world design & building **52%**
 Digital/online work **23%**

To professionals

Physical-world design & building **63%**
 Digital/online work: **15%**

Perception of Construction, Manufacturing and Trades

Students

Manual, hands-on skill **60%**
 High-tech & automated **24%**

Professionals

Manual, hands-on skill **60%**
 High-tech & automated **24%**

Students' long-term career goals

Students

Start own business/studio **24%**
 Work independently/freelance **22%**
 Work for a large company **25%**

Methodology And Sources

Methodology

Autodesk's AI Jobs Report was conducted in partnership with the third-party analytics firm GlobalData, which examined more than 4 million global job postings over a three-year period across the following industries:

Architecture / Engineering / Construction / Product design / Manufacturing

The analysis also includes dedicated breakouts for media and entertainment and for marketing and advertising.

GlobalData used its proprietary Job Analytics platform to track daily job postings from companies globally. It also used its advanced platform to analyze job postings on company career pages and other trusted sources. All data is anonymized and does not include private or individual recruiter listings.

About the results

The data spans three rolling 12-month periods measured from May–April:
2024 cycle: May 2023 through April 2024 (1.289 million job listings)
2025 cycle: May 2024 through April 2025 (1.488 million job listings)
2026 cycle: May 2025 through April 2026 (1.463 million job listings)

These totals include both AI-related and general job listings.

“AI-related” roles are defined as those where artificial intelligence is a major component of the position or its primary function—beyond surface-level mentions or general familiarity. This includes roles explicitly centered around AI use, implementation, oversight, and application.

GlobalData also surveyed more than 1,000 students ages 14 to 23 across U.S. high school, university, community college, and vocational/trade schools, as well as more than 500 Design and Make professionals in May 2026.

Citation: Autodesk's 2026 AI Jobs Report