
Designing for Crowdsourced Projects

Why the Global Market is Paying a Premium for This Skill Set

Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Increasing adoption of digital platforms | As more companies adopt digital platforms, the demand for skilled professionals who can design and manage crowdsourced projects is increasing, with the global market expected to spend over \$10 billion on digital transformation by 2026 | McKinsey Global Institute
Growing need for innovation and agility | Companies are looking for ways to innovate and stay agile in a rapidly changing market, and crowdsourced projects offer a way to tap into a global pool of talent and ideas, with the World Economic Forum predicting that over 80% of companies will rely on crowdsourced projects by 2026 | World Economic Forum Future of Jobs Report

Rise of the gig economy | The gig economy is on the rise, with more professionals looking for flexible and autonomous work arrangements, and crowdsourced projects offer a way for companies to tap into this talent pool, with LinkedIn's Economic Graph showing a 30% increase in job postings for crowdsourced project designers and managers in the past year alone | LinkedIn Economic Graph