

WEB DESIGNER

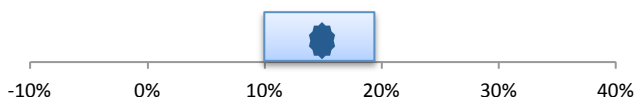
What do they do? Design, create, and modify Web sites. Analyze user needs to implement Web site content, graphics, performance, and capacity. May integrate Web sites with other computer applications. May convert written, graphic, audio, and video components to compatible Web formats by using software designed to facilitate the creation of Web and multimedia content.

People with these roles and responsibilities are also called: Webmaster, Web Developer

Some typical job duties include:

- Design, build, or maintain web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Write, design, or edit web page content, or direct others producing content.
- Confer with management or development teams to prioritize needs, resolve conflicts, develop content criteria, or choose solutions.
- Identify problems uncovered by testing or customer feedback, and correct problems or refer problems to appropriate personnel for correction.
- Maintain understanding of current web technologies or programming practices through continuing education.

Ohio Job Outlook "Average" (+15.7%)



Projected % change in number of jobs by 2020

Note: Blue band = Average growth (10% to 19%)

National Job Outlook through 2020: 21.7%

Most Important Occupational Skills

BASIC SKILLS

- Critical Thinking
- Reading Comprehension
- Active Listening

SOCIAL SKILLS

- Social Perceptiveness
- Coordination
- Persuasion

PROBLEM SOLVING SKILLS

- Complex Problem Solving

TECHNICAL SKILLS

- Programming
- Operations Analysis

SYSTEMS SKILLS

- Judgment and Decision Making
- Systems Analysis
- Systems Evaluation

RESOURCE MANAGEMENT SKILLS

- Time Management
- Mgmt of Personnel Resources
- Mgmt of Material Resources

The most important skills required for performing this job well are underlined.

How much did these jobs pay in 2013?

Average: \$59,950 per year
 (\$28.82 per hour)

Career Pathway and Educational Requirements

Entry Level (\$35,000-50,000) Mid-Career (\$45,000-\$70,000) Senior-level (\$60,000 +)

Associate Web Designer

Web Designer

Senior Web Designer

REQUIRED FOR ENTRY

- Associate's degree
- Proficiency in web technologies, such as JavaScript, HTML, CSS

REQUIRED FOR ADVANCEMENT

- Bachelor's degree
- Several years related work experience
- Proficiency in several web technologies

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SOME CERTIFICATIONS THAT CAN HELP YOU ADVANCE:

WOW Web Professional Certification (World Organization of Webmasters, unavailable online)

Certified Web Professional – CWP (International Webmasters Association, available online)

Certified Internet Web Professional – CIW (unavailable online)