

CAREER PATHWAY: 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.



HOW MUCH DO THESE JOBS PAY IN OHIO?

AVERAGE:
\$56,790

MOST IMPORTANT OCCUPATIONAL SKILLS

Basic Skills: Critical Thinking, Speaking, Active Listening

Social Skills: Coordination, Persuasion, Social Perceptiveness

Problem Solving Skills: Complex Problem Solving

Technical Skills: Programming, Operations Analysis

System Skills: Judgment and Decision Making, Systems Analysis, Systems Evaluation

Resource Management Skills: Time Management, Management of Personnel Resources, Management of Material Resources

CAREER PATHWAY AND EDUCATIONAL REQUIREMENTS

Entry-Level (\$35,000–\$50,000)

Associate Web Designer

REQUIRED FOR ENTRY:

Associate's Degree, Proficiency in Web Technologies such as JavaScript, HTML, CSS

Mid-Career (\$45,000–\$70,000)

Web Designer

REQUIRED FOR ADVANCEMENT:

Bachelor's Degree, Related Work Experience, Proficiency in Web Technologies

Senior-Level (\$60,000+)

Senior Web Designer

REQUIRED FOR ADVANCEMENT:

Bachelor's Degree, Related Work Experience, Proficiency in Web Technologies

CERTIFICATIONS THAT CAN HELP YOU ADVANCE:

WOW Web Professional Certification
World Organization of Webmasters

Certified Web Professional

International Webmasters Association

Certified Internet Web Professional (CIW)