Web Developers and Digital Designers

SOC: 15-1254 • Career Profile Report

■ Key Facts

$95,380	**214,900**	**+7.0%**
Median Salary	Employment	Growth Rate

■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Low Risk - 12.0% probability of being automated in the next 10-20 years.

This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

■■ Work-Life Balance

7.8/10 - Good work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	7.4/10	**Investigative**	9.2/10
Artistic	4.6/10	**Social**	5.4/10
Enterprising	5.6/10	**Conventional**	6.8/10

■ Top Skills Required

Communication skills, Creativity, Customer-service skills, Detail oriented, Problem-solving skills

✓ Strengths

• High Demand
• Flexible Work
• Continuous Learning

■ Challenges

• Burnout Risk
• Rapid Technological Change

■ What They Do

Web Developers and Digital Designers are technology and creative professionals who design, build, and maintain **websites, web applications, and digital experiences**. They blend technical expertise with visual design and user experience principles to create functional, engaging, and accessible digital products for businesses, organizations, and the public. Their work shapes how people interact with information, services, and brands online.

This career is well suited for individuals who enjoy problem-solving, creativity, and working at the intersection of technology and design.

What Do Web Developers and Digital Designers Do?

Web developers and digital designers plan, create, and improve digital interfaces and systems.

Common responsibilities include:

- Designing and building websites and web applications
- Writing and maintaining code for front-end or back-end systems
- Creating layouts, visuals, and interactive elements
- Ensuring websites are responsive and accessible
- Optimizing performance, usability, and load times
- Testing, debugging, and updating web content
- Collaborating with clients, designers, and stakeholders

Types of Web Developers and Digital Designers

This occupation includes several specialized roles:

- Front-End Developers: Focus on user interfaces, layouts, and client-side code.
- Back-End Developers: Build servers, databases, and application logic.
- Full-Stack Developers: Work across both front-end and back-end systems.
- Web Designers: Create visual layouts, branding, and design systems.
- UX/UI Designers: Optimize usability, accessibility, and user experience.
- Digital Product Designers: Design interactive tools and platforms.

Skills and Abilities Needed

Web developers and digital designers combine technical proficiency with design thinking.

Core Professional Skills

Personal Qualities That Matter

Education and Training Pathway

Paths into web development and digital design are flexible and skills-based:

- Bachelor's Degree (common): In computer science, web development, design, or related fields
- Associate Degrees or Certificates: Focused technical or design programs
- Bootcamps and Self-Study: Intensive skill-based training
- Portfolio Development: Demonstrating real-world projects and experience
- Continuous Learning: Keeping up with evolving web technologies

Where Do Web Developers and Digital Designers Work?

These professionals work across many industries and environments:

- Technology and Software Companies
- Marketing, Design, and Creative Agencies

- Corporations and In-House Digital Teams
- Startups and Entrepreneurial Ventures
- Government and Educational Institutions
- Freelance or Remote Work Settings

Work is commonly office-based or remote with flexible arrangements.

How Much Do Web Developers and Digital Designers Earn?

Earnings vary by specialization, experience, and industry:

- Entry-Level Developers and Designers: Typically earn strong starting salaries
- Experienced or Specialized Professionals: Often earn higher pay with advanced skills
- Senior, Lead, or Freelance Roles: May earn more based on responsibility or clients

Compensation can include benefits, contracts, or project-based fees.

Is This Career Difficult?

This career is intellectually demanding and fast-evolving. Professionals must continuously learn new tools, frameworks, and standards while balancing technical constraints with design goals. The challenge lies in staying current, debugging complex issues, and delivering high-quality user experiences.

Who Should Consider Becoming a Web Developer or Digital Designer?

This career may be a strong fit if you:

- Enjoy building and creating digital products
- Like solving technical and design problems
- Are comfortable learning new technologies
- Appreciate both logic and creativity
- Want flexible career options across industries

How to Prepare Early

- Learn basic HTML, CSS, and design principles
- Practice building websites or digital projects
- Develop a portfolio showcasing your work
- Learn accessibility, usability, and performance basics
- Stay current with web trends and technologies

Web developers and digital designers bring ideas to life online, combining code, creativity, and user-centered design to build the digital experiences that power modern communication, business, and innovation.