

Web Developers and Digital Designers

SOC: 15-1254 • Career Profile Report

■ Key Facts

\$95,380 Median Salary	214,900 Employment	+7.0% Growth Rate
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■ 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 typically perform the following tasks:

- Write supporting code for Web applications or Web sites.
- Design, build, or maintain Web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Back up files from Web sites to local directories for instant recovery in case of problems.
- Select programming languages, design tools, or applications.
- Evaluate code to ensure that it is valid, is properly structured, meets industry standards, and is compatible with browsers, devices, or operating systems.
- Develop databases that support Web applications and Web sites.
- Perform Web site tests according to planned schedules, or after any Web site or product revision.
- Perform or direct Web site updates.
- Maintain understanding of current Web technologies or programming practices through continuing education, reading, or participation in professional conferences, workshops, or groups.
- Analyze user needs to determine technical requirements.
- Respond to user email inquiries, or set up automated systems to send responses.
- Renew domain name registrations.
- Confer with management or development teams to prioritize needs, resolve conflicts, develop content criteria, or choose solutions.
- Communicate with network personnel or Web site hosting agencies to address hardware or software issues affecting Web sites.
- Collaborate with management or users to develop e-commerce strategies and to integrate these strategies with Web sites.
- Document test plans, testing procedures, or test results.
- Establish appropriate server directory trees.
- Recommend and implement performance improvements.
- Document technical factors such as server load, bandwidth, database performance, and browser and device types.
- Develop or implement procedures for ongoing Web site revision.