# 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

<table>
<thead>
<tr>
<th>Jobs Pay in Ohio</th>
<th>Annual projected job openings</th>
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<tbody>
<tr>
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<td>290</td>
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## 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

<table>
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<tr>
<th>Entry-Level ($35,000–$50,000)</th>
<th>Mid-Career ($45,000–$70,000)</th>
<th>Senior-Level ($60,000+)</th>
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<tbody>
<tr>
<td>Associate Web Designer</td>
<td>Web Designer</td>
<td>Senior Web Designer</td>
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**REQUIRED FOR ENTRY:**
Associate’s Degree, Proficiency in Web Technologies such as JavaScript, HTML, CSS

**REQUIRED FOR ADVANCEMENT:**
Bachelor’s Degree, Related Work Experience, Proficiency in Web Technologies

**CERTIFICATIONS THAT CAN HELP YOU ADVANCE:**
- WOW Web Professional Certification
- International Webmasters Association
- Certified Internet Web Professional (CIW)

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