IT Design
Career Guide

A guide for commercial and industrial designers, graphic designers.

CareerPoint

West *West* MICHIGAN WORKS!®

Finding Your Way to a Career: IT Design

A web designer, or web applications designer, is responsible for designing the overall layout and aesthetic for websites. Their duties include coding webpages or entire websites, meeting with clients to review website templates or refine their designs and running tests to preview layouts and website features. A UX designer, or user experience designer, is responsible for monitoring user experience and ensuring that websites, software programs and products are easy to use. .

How to use this document to learn more.

As one of the Top 100 Hot Jobs for 2022, IT designer is a promising occupation for job seekers in West Michigan. To find out if this might be a good career choice for you, use this Career Map to examine:
- Who might enjoy this kind of work.
- Qualifications needed in this career field.
- Growth potential and levels of pay.
- Valuable skills for this type of work.
- Common tools and technology used in this work.
- Occupations, responsibilities, and other job titles.

This information is drawn from national data and insights from West Michigan employers. It is meant as a starting point for job seekers and career coaches to work together in the exploration of meaningful and fulfilling careers.

Exploring Occupations in IT Design

To excel as designers in tech, you must be proficient in several responsibilities. Designers need to work closely with each customer so they can translate the customer's thoughts into a visually appealing design. They are then responsible for turning that design into a functional site and uploading it to a web server and doing the research on end users' behaviors and motivations. They may also code the site's navigation, create mock-ups of the site for client approval, or update and maintain websites.

The Path to Success

Who might enjoy this type of work?

People who work in the IT designer field tend to enjoy:
- Following set procedures and routines.
- Working with data and details more than with ideas.
- Having a clear line of authority to follow.
- Mental problem solving.
- Working with ideas and using cognitive (thinking) skills.
- Practical, hands-on problem solving.
- Working with real world materials like wood, tools, and machinery.

People who do well in this work generally perform well in such areas as:
- Responsibility
- Ingenuity
- Adaptability
- Achievement
- Listening

Qualifications needed in this career field.

Nationally, most people working in a technical design role have a Bachelor's degree. Sample certifications also include:

Commercial and Industrial Designers credential sample: Product Certification, Certified Scrum Product Owner.

Graphic Designers credential sample: Adobe Certified Associate (ACA), UI/UX Design Specialization Graphic Design Certificate.

Growth potential.

In the West Michigan counties of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa, there were 1,823 IT designer jobs in 2020. That number is projected to grow by at least 1% to 1,837 by 2025.

Valuable skills for this type of work.

Tasks and functions performed by IT designers include:
- Interacting with computers.
- Thinking creatively.
- Getting information.
- Making decisions and solving problems.
- Communicating with supervisors, peers, or subordinates.

Common tools and technology used in this work.

Tools: Wordpress, Photoshop, Sketch

Technology: HTML, CSS, computer-aided design (CAD) software

Mapping a Career:
IT Design
Web & Software Development

IT Project Manager

$41.38 - $51.72

Software Developers

$30.82 - $46.91

Commercial & Industrial Designers

$25.13 - $36.60

Web Developers

$21.18 - $37.29

Graphic Designers

$17.83 - $29.71

Wage ranges represent 25th - 75th percentile.
Timeframes represent the typical education and experience combined.
See page 6 for detailed description of occupations.

LESS THAN 2 YEARS

2-4 YEARS

5-9 YEARS

10+ YEARS

IT Design: A Field Guide

**Occupations, responsibilities
and other job titles.**

Commercial and Industrial Designer
Design and develop manufactured products, such as
cars, home appliances, and children's toys. Combine
artistic talent with research on product use, marketing,
and materials to create the most functional and appealing
product design.

Examples of locally used job titles: design engineer,
designer, industrial designer, mechanical designer, mold
designer, product design engineer, product designer,
product development engineer, sign designer.

Graphic Designer
Design or create graphics to meet specific commercial
or promotional needs, such as packaging, displays, or
logos. May use a variety of mediums to achieve artistic or
decorative effects.

Examples of locally used job titles: artist, designer,
graphic artist, graphic designer, online producer,
production artist, publications designer

West Michigan Works! is part of the statewide Michigan Works! system and the workforce development agency in West Michigan.
We serve the employers and job seekers of Allegan, Barry, Ionia, Kent, Montcalm, Muskegon and Ottawa counties.

We partner with employers, educators, economic developers and community organizations to create a qualified workforce that meets
our region's current and future talent needs and fuels our shared economic future.

Learn more at: https://www.westmiworks.org/

CareerPoint helps students and job seekers find their place in the world of work by matching interests and abilities with training,
support, and meaningful and rewarding careers.

By providing training and tools, CareerPoint supports the workforce professionals who help people navigate the West Michigan job market.

CareerPoint promotes evidence-based coaching to help students and job seekers discover and follow pathways to rewarding careers.
This model follows seven steps to each participant's success.

Learn more at: https://talnetcareerpoint.org/