CENTER OF EXCELLENCE
FOR LABOR MARKET RESEARCH
BAY AREA

Labor Market Analysis for Program Recommendation
Web Developer and Designer Occupations
Silicon Valley Subregion

Prepared by the Bay Region Center of Excellence for Labor Market Research

Certificate Program

November 2026

Summary

Recommendation Based on Labor Market Data: ☑ Yes ☐ With Reservations ☐ No

	Earning Wage Meets Living Wage	Meets Demand
Bay Region	**Entry Level Hourly Wage- $52** **Mid-Career Hourly Wage- $81** **Mid-Career Hourly Wage at or above the Bay Living Wage ($27)?** **☑ Yes** **☐ No**	**Demand: 998** **Supply: 82 (8% of Demand is Met)** **Gap: 916** **In-Demand?** **☑ Yes** **☐ No**
Silicon Valley Subregion	**Entry Level Hourly Wage- $70** **Mid-Career Hourly Wage- $92** **Mid-Career Hourly Wage at or above the Subregion Living Wage ($30)?** **☑ Yes** **☐ No**	**Demand: 386** **Supply: 25 (6% of Demand is Met)** **Gap: 361** **In-Demand?** **☑ Yes** **☐ No**

Note: An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. In this report, living wage estimates are based on the California Self-Sufficiency Standard. The Bay Region Center of Excellence also includes the MIT Living Wage Calculator in the Methodology section at the end of the report, as it provides more current data and serves as an additional point of reference and comparison. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand and the labor market gap exceeds 40 openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

Recommendation

The labor market data supports this proposed program. The occupations meet both the Bay Region and Silicon Valley subregion living wage at the entry and mid-career levels. An additional 916 students are needed in the Bay Region and 361 students in the Silicon Valley subregion to complete their program. Lastly, only 8% of labor market demand is being met in the Bay Region, and 6% of demand is being met in the Silicon Valley subregion overall.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0614.30 - Website Design and Development programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at subregion in the state and region.

This report profiles Web Developer and Designer Occupations in the 12 county Bay Region and in the Silicon Valley subregion. The occupations classified as middle-skill occupations require a certificate, or an associate degree, or it may require a bachelor's degree, but 33% or fewer of current workers in these roles hold one. In contrast, above middle-skill occupations require a bachelor's degree or higher.

Web and Digital Interface Designers (15-1255): Design digital user interfaces or websites. Develop and test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers or devices. May use web framework applications as well as client-side code and processes. May evaluate web design following web and accessibility standards, and may analyze web use metrics and optimize websites for marketability and search engine ranking. May design and test interfaces that facilitate the human-computer interaction and maximize the usability of digital devices, websites, and software with a focus on aesthetics and design. May create graphics used in websites and manage website content and links.

Typical Entry-Level Education: Bachelor's degree
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 20%

Web Developers (15-1254): Develop and implement websites, web applications, application databases, and interactive web interfaces. Evaluate code to ensure that it is properly structured, meets industry standards, and is compatible with browsers and devices. Optimize website performance, scalability, and server-side code and processes. May develop website infrastructure and integrate websites with other computer applications.

Typical Entry-Level Education: Bachelor's degree
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 23%

Occupational Demand

Table 1. Employment Outlook for Web Developer and Designer Occupations in the Bay Region

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Web and Digital Interface Designers	11,650	11,857	206	2%	3,938	788	$54	$84
Web Developers	3,173	3,271	98	3%	1,049	210	$46	$69
Total	**14,823**	**15,128**	**305**	**2%**	**4,987**	**998**	**$52**	**$81**

Source: Lightcast 2026.3
Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Web Developer and Designer Occupations in the Silicon Valley Subregion

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Web and Digital Interface Designers	4,448	4,567	118	3%	1,504	301	$75	$96
Web Developers	1,238	1,298	60	5%	423	85	$53	$76
Total	**5,686**	**5,865**	**179**	**3%**	**1,927**	**386**	**$70**	**$92**

Source: Lightcast 2026.3
Silicon Valley Subregion includes: Santa Clara County

Job Postings in the Bay Region and Silicon Valley Subregion

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	Silicon Valley
Web and Digital Interface Designers	5,798	5,798
Web Developers	3,752	3,752

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 4a. Top Job Titles in Job Postings for Web Developer and Designer Occupations in the Bay Region

Title	Bay	Title	Bay
Back End Engineers	857	Front End Developers	140
Front End Engineers	442	Java Back End Developers	137
UX Designers	437	Content Designers	98
Product Designers	353	Brand Designers	97
UX Researchers	302	Google Specialists	91
User Experience Designers	275	Experience Designers	91
Back End Developers	196	Interaction Designers	86
UI/UX Designers	193	UX Engineers	82
Back End Software Engineers	167	Quantitative Researchers	75

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 4b. Top Job Titles in Job Postings for Web Developer and Designer Occupations in the Silicon Valley Subregion

Title	Subregion	Title	Subregion
Back End Engineers	857	Front End Developers	140
Front End Engineers	442	Java Back End Developers	137
UX Designers	437	Content Designers	98
Product Designers	353	Brand Designers	97
UX Researchers	302	Google Specialists	91
User Experience Designers	275	Experience Designers	91
Back End Developers	196	Interaction Designers	86
UI/UX Designers	193	UX Engineers	82
Back End Software Engineers	167	Quantitative Researchers	75

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Industry Concentration

Table 5. Industries Hiring for Web Developer and Designer Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2025)	Jobs in Industry (2030)	% Change (2025-30)	% Occupation Group in Industry (2025)
Software Publishers	2,430	2,606	7%	16%
Custom Computer Programming Services	2,413	2,508	4%	16%
Web Search Portals and All Other Information Services	1,547	1,616	4%	10%
Computer Systems Design Services	1,259	1,278	2%	8%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	995	948	-5%	7%
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	770	890	16%	5%
Corporate, Subsidiary, and Regional Managing Offices	482	552	15%	3%
Administrative Management and General Management Consulting Services	198	202	2%	1%
Other Computer Related Services	191	173	-10%	1%
Colleges, Universities, and Professional Schools	183	190	4%	1%

Source: Lightcast 2026.3

Table 6. Top Employers Posting Web Developer and Designer Occupations in the Bay Region and the Silicon Valley Subregion

Employer	Bay	Employer	Silicon Valley
Google	929	Google	929
Apple	380	Apple	380
Amazon	146	Amazon	146
Salesforce	112	Salesforce	112
YouTube	105	YouTube	105
Remote.Co	102	Remote.Co	102

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Educational Supply

There are eight community colleges in the Bay Region issuing 54 awards on average annually (last 3 years ending 2024-25) on TOP 0614.30 - Website Design and Development. In the Silicon Valley subregion, there are three community colleges that issued 15 awards on average annually (last 3 years) on this TOP code.

There are two other CTE educational institutions in the Bay Region issuing 28 awards on average annually (last 3 years ending 2023-24) on CIP 11.0801- Web Page, Digital/Multimedia and Information Resources Design. There is 1 other CTE educational institution in the Silicon Valley subregion issuing 10 awards on average annually (last 3 years) on this CIP code.

Table 7a. Community College Awards on TOP 0614.30 - Website Design and Development in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Berkeley City	East Bay	4	0	1	5
Cabrillo	SC-Monterey	0	0	8	8
Diablo Valley	East Bay	3	2	0	5
Foothill	Silicon Valley	0	0	2	2

Mission	Silicon Valley	0	0	7	7
Ohlone	East Bay	0	0	1	1
Santa Rosa	North Bay	13	0	7	20
West Valley	Silicon Valley	2	0	4	6
Total		**22**	**2**	**30**	**54**

Source: CCCCO DataMart
Note: The annual average for awards is 2022-23 to 2024-25.

Table 7b. Other CTE Institutions Awards on CIP 11.0801- Web Page, Digital/Multimedia and Information Resources Design in the Bay Region

College	Subregion	Associate degree	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	1	17	18
Santa Clara University	Silicon Valley	0	10	10
Total		**1**	**27**	**28**

Source: IPEDS
Note: The annual average for awards is 2021-22 to 2023-24.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 998 annual openings for the Web Developer and Designer occupational cluster and 82 annual (3-year average) awards for an annual undersupply of 916 students. In the Silicon Valley subregion, there is also a gap with 386 annual openings and 25 annual (3-year average) awards for an annual undersupply of 361 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0614.30 - Website Design and Development

Metric Outcomes	Bay All CTE Program	State 0614.30	Bay 0614.30	Silicon Valley 0614.30
Students with a Job Closely Related to Their Field of Study	75%	62%	61%	NA
Median Annual Earnings for SWP Exiting Students	$59,448	$46,124	$49,778	$46,144
Median Change in Earnings for SWP Exiting Students	30%	22%	17%	16%
Exiting Students Who Attained the Living Wage	50%	44%	44%	34%

Source: DataVista Program Median of 2021 to 2023.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Web Developer and Designer Occupations in the Bay Region

Skill	Posting	Skill	Posting
User Experience (UX)	4,107	Figma (Design Software)	1,963
Workflow Management	3,143	React.js (Javascript Library)	1,757
Scalability	3,050	User Research	1,737
Prototyping	2,685	JavaScript (Programming Language)	1,733
Product Design	2,683	Python (Programming Language)	1,596

Artificial Intelligence	2,573	Front End Design	1,537
Computer Science	2,309	Software Engineering	1,500
Application Programming Interface (API)	2,200	TypeScript	1,471
User Experience (UX) Design	2,181	Interaction Design	1,413
User Interface (UI)	2,112	Cascading Style Sheets (CSS)	1,343

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 10. Certifications in Job Postings for Web Developer and Designer Occupations in the Bay Region

Certification	Posting	Certification	Posting
Inform USA Certification	15	Project Management Professional Certification	8
Automotive Service Excellence (ASE) Certification	9	GIAC Certifications	6
Advanced Cardiovascular Life Support (ACLS) Certification	9	IAT Level I Certification	5

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 11. Education Requirements for Web Developer and Designer Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	35	1%
Associate degree	30	0%
Bachelor's degree & higher	6,224	99%

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026
Note: 58% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

This report uses living wage estimates from the California Self-Sufficiency Standard. The Bay Region Center of Excellence also provides estimates from the Massachusetts Institute of Technology (MIT) Living Wage Calculator, which offers more current data. Furthermore, the California Self-Sufficiency Standard and the MIT Living Wage Calculator use different methodologies, so their estimates are not directly comparable or interchangeable. The MIT Living Wage Calculator generally produces higher living wage thresholds. As a result, using MIT estimates may identify fewer occupations as providing a living wage, even when the underlying occupational wage data have not changed. For comparison, the MIT living wage is $33 per hour for the Bay Region and $38 per hour for the Silicon Valley subregion. Under the California Self-Sufficiency Standard, the living wage is $27 per hour for the Bay Region and $30 per hour for the Silicon Valley subregion.

Definitions

Demand refers to average annual openings which includes a combination of both new jobs and replacement jobs between 2025 to 2030. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by new hires due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2025 to 2030) by five years.

Supply refers to the average number of graduates between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

Living wage refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

Entry-level wages are the hourly earnings paid to workers who are newly entering an occupation.

Mid-career wages are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

Sources

O*Net Online
Lightcast
CTE LaunchBoard www.calpassplus.org
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
CCCCO Data Mart

Contacts

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