



Labor Market Analysis for Program Recommendation Web and Digital Interface Designers Occupations East Bay Subregion

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

Certificate Program

April 2026

Recommendation Based on Labor Market Data: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> With Reservations <input type="checkbox"/> No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$48 Mid-Career Hourly Wage- \$76 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 833 Supply: 49 (6% of Demand is Met) Gap: 784 In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
East Bay Subregion	Entry Level Hourly Wage- \$39 Mid-Career Hourly Wage-\$66 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$25)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 134 Supply: 9 (7% of Demand is Met) Gap: 125 In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> 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. 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

Based on the labor market data, we recommend this proposed program. The occupations meet both the Bay Region and East Bay subregion living wage at the entry and mid-career levels. An additional 784 students are needed in the Bay Region and 125 students in the East Bay subregion to complete their program. Lastly, only 6% of labor market demand is being met in the Bay Region, and 7% of demand is being met in the East Bay 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 this 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 and Digital Interface Designers Occupations in the 12 county Bay Region and in the East Bay subregion. This report includes middle-skill occupations that 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.

- 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 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 Educational: 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: 21%

Occupational Demand

Table 1. Employment Outlook for Web and Digital Interface Designers Occupations in the Bay Region

Occupation	2024 Jobs	2029 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	12,899	12,698	-201	-2%	4,163	833	\$48	\$76
Total	12,899	12,698	-201	-2%	4,163	833	\$48	\$76

Source: Lightcast 2026.1

The 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 and Digital Interface Designers Occupations in the East Bay Subregion

Occupation	2024 Jobs	2029 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	2,234	2,164	-70	-3%	672	134	\$39	\$66
Total	2,234	2,164	-70	-3%	672	134	\$39	\$66

Source: Lightcast 2026.1

East Bay Subregion includes: Alameda, Contra Costa Counties

Job Postings in the Bay Region and East Bay Subregion

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

Occupation	Bay Region	East Bay
Video Game Designers	355	15

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Table 4a. Top Job Titles in Job Postings for Web and Digital Interface Designers Occupations in the Bay Region

Title	Bay	Title	Bay
Game Designers	28	Experiential Designers	7
Game Developers	21	Video Game Testers	7
Game Masters	19	Scientists	6
Systems Designers	9	Principal Product Managers	6
Store Designers	9	Graphics Engineers	5
Product Designers	9	Gameplay Engineers	5
Prototype Developers	8	Care Guides	5
Technical Artists	8	Visual Designers	4
Learning Experience Designers	7	Front Desk Managers	4

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Table 4b. Top Job Titles in Job Posting for Web and Digital Interface Designers Occupations in the East Bay Subregion

Title	East Bay	Title	East Bay
Game Masters	4	Founding Partners	1
Systems Designers	3	Technical Artists	1
Front Desk Managers	2	Workshop Facilitators	1
UI/UX Designers	1	Level Designers	1

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Industry Concentration

Table 5. Industries Hiring for Web and Digital Interface Designers Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2024)	Jobs in Industry (2029)	% Change (2024-29)	% Occupation Group in Industry (2024)
Software Publishers	1,941	2,049	6%	16%
Custom Computer Programming Services	1,528	1,539	1%	12%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2024)	Jobs in Industry (2029)	% Change (2024-29)	% Occupation Group in Industry (2024)
Web Search Portals and All Other Information Services	1,458	1,511	4%	11%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	1,169	988	-15%	9%
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	970	1,088	12%	8%
Computer Systems Design Services	791	798	1%	6%
Corporate, Subsidiary, and Regional Managing Offices	449	475	6%	3%
Administrative Management and General Management Consulting Services	192	185	-4%	1%
Temporary Help Services	146	134	-8%	1%
Electronic Computer Manufacturing	144	52	-64%	1%

Source: Lightcast 2026.1

Table 6. Top Employers Posting Web and Digital Interface Designers Occupations in the Bay Region and the East Bay Subregion

Employer	Bay	Employer	East Bay
Meta	23	Skybound Entertainment	3
Aquent	13	Insight Global	1
Apple	13	Search Technology	1
Skybound Entertainment	9	Disruptive Games	1
BCforward	9	Red Door Escape Room	1
Roblox	8	Digital Eclipse Entertainment Partners	1

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Educational Supply

There are eight community colleges in the Bay Region issuing 47 awards on average annually (last 3 years ending 2023-24) on TOP 0614.30 - Website Design and Development. In the East Bay subregion, there are three community colleges that issued 9 awards on average annually (last 3 years) on this TOP code.

There is one other CTE educational institution in the Bay Region issuing 2 awards on average annually (last 3 years ending 2022-23) on CIP 11.0801- Web Page, Digital/Multimedia and Information Resources Design.

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	3	0	1	4

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Cabrillo	SC-Monterey	1	0	6	7
Diablo Valley	East Bay	2	1	0	3
Foothill	Silicon Valley	0	0	1	1
Mission	Silicon Valley	0	0	5	5
Ohlone	East Bay	0	0	2	2
Santa Rosa	North Bay	13	0	8	21
West Valley	Silicon Valley	1	0	3	4
Total	-	20	1	26	47

Source: Data Mart

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

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	Total
Academy of Art University	Mid-Peninsula	2	2
Total	-	2	2

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 833 annual openings for the Web and Digital Interface Designers occupational cluster and 49 annual (3-year average) awards for an annual undersupply of 784 students. In the East Bay subregion, there is also a gap with 134 annual openings and 9 annual (3-year average) awards for an annual undersupply of 125 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	East Bay 0614.30
Students with a Job Closely Related to Their Field of Study	75%	69%	72%	NA
Median Annual Earnings for SWP Exiting Students	\$58,379	\$45,590	\$48,292	\$48,465
Median Change in Earnings for SWP Exiting Students	31%	27%	26%	14%
Exiting Students Who Attained the Living Wage	50%	42%	42%	43%

Source: DataVista Program Median of 2020 to 2022.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Web and Digital Interface Designers Occupations in the Bay Region

Skill	Posting	Skill	Posting
Artificial Intelligence	92	Computer Science	58
Game Design	86	Animations	53

Skill	Posting	Skill	Posting
Unreal Engine	74	Prototyping	53
Workflow Management	72	Figma (Design Software)	49
Unity Engine	67	Augmented Reality	48
User Experience (UX)	66	Autodesk Maya	48
Virtual Reality	63	Scalability	43
C++ (Programming Language)	61	Product Design	41
Video Game Development	60	C# (Programming Language)	39
Scripting	59	Machine Learning	39

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Table 10. Certifications in Job Postings for Web and Digital Interface Designers Occupations in the Bay Region

Certification	Posting
Microsoft Azure Certification	1

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Table 11. Education Requirements for Web and Digital Interface Designers Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	0	NA
Associate degree	6	4%
Bachelor's degree & higher	147	96%

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Note: 68% 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.

Definitions

Demand refers to average annual openings which includes a combination of both [new jobs and replacement jobs](#) between 2024 to 2029. 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 (2024 to 2029) 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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