Web and Digital Interface Designers
in 2 California Counties

Contents

What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

Report Parameters

1 Occupation

15-1255	Web and Digital Interface Designers

2 Counties

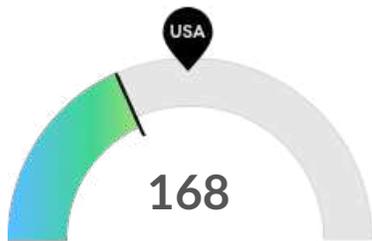|				
6079	San Luis Obispo County, CA		6083	Santa Barbara County, CA

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupation and geographical areas.

Executive Summary

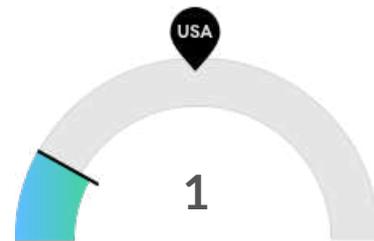## Light Job Posting Demand Over a Thin Supply of Regional Jobs

168

Jobs (2023)

Your area is not a hotspot for this kind of job. The national average for an area this size is 255* employees, while there are 168 here.

$90,325

Compensation

Earnings are high in your area. The national median salary for Web and Digital Interface Designers is $74,620, compared to $90,325 here.

1

Job Posting Demand

Job posting activity is low in your area. The national average for an area this size is 3* job postings/mo, while there is 1 here.

*National average values are derived by taking the national value for Web and Digital Interface Designers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

## Regional Employment Is Lower Than the National Average

An average area of this size typically has 255* jobs, while there are 168 here. This lower than average supply of jobs may make it more difficult for workers in this field to find employment in your area.
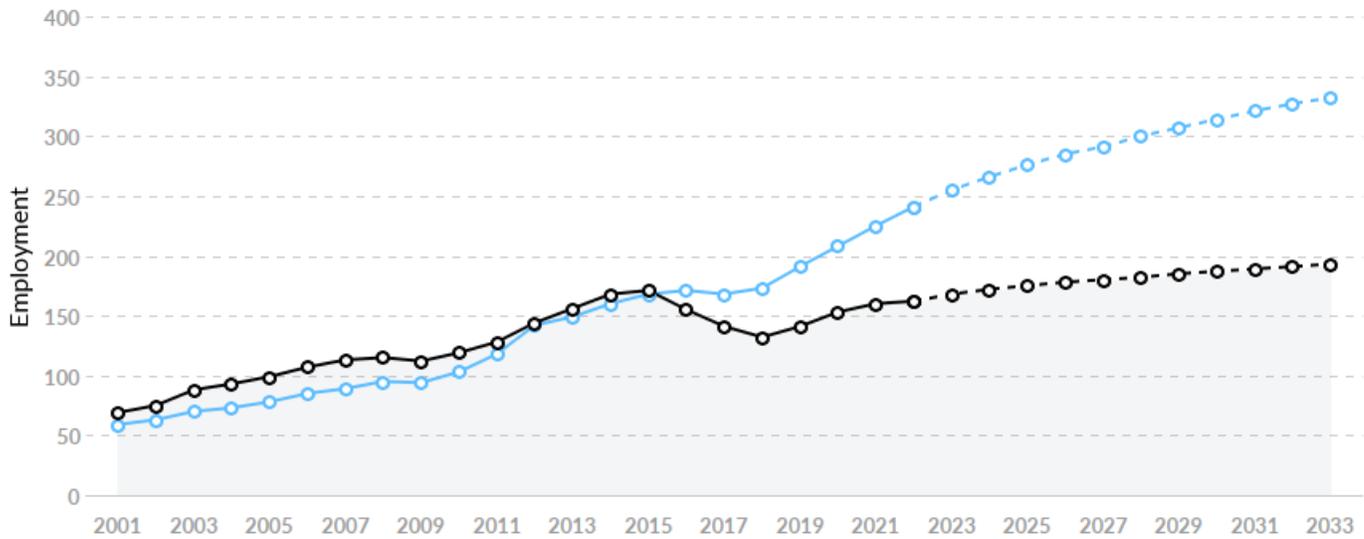
	Region	2023 Jobs	2033 Jobs	Change	% Change
●	2 California Counties	168	193	25	14.7%
●	National Average	255	332	77	30.4%

*National average values are derived by taking the national value for Web and Digital Interface Designers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown
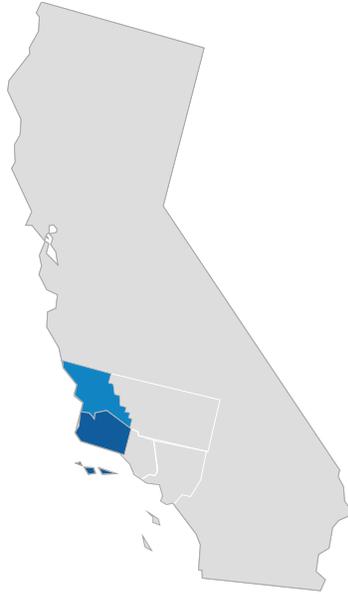
County	2023 Jobs
Santa Barbara County, CA	112
San Luis Obispo County, CA	56

Most Jobs are Found in the Software Publishers Industry Sector

Industry	% of Occupation in Industry (2023)
Software Publishers	28.6%
Computer Systems Design and Related Services	21.2%
Other Information Services	6.5%
Employment Services	5.5%
Advertising, Public Relations, and Related Services	4.0%
Education and Hospitals (State Government)	3.9%
Other	30.2%

Compensation

Regional Compensation Is 21% Higher Than National Compensation

For Web and Digital Interface Designers, the 2021 median wage in your area is $90,325, while the national median wage is $74,620.
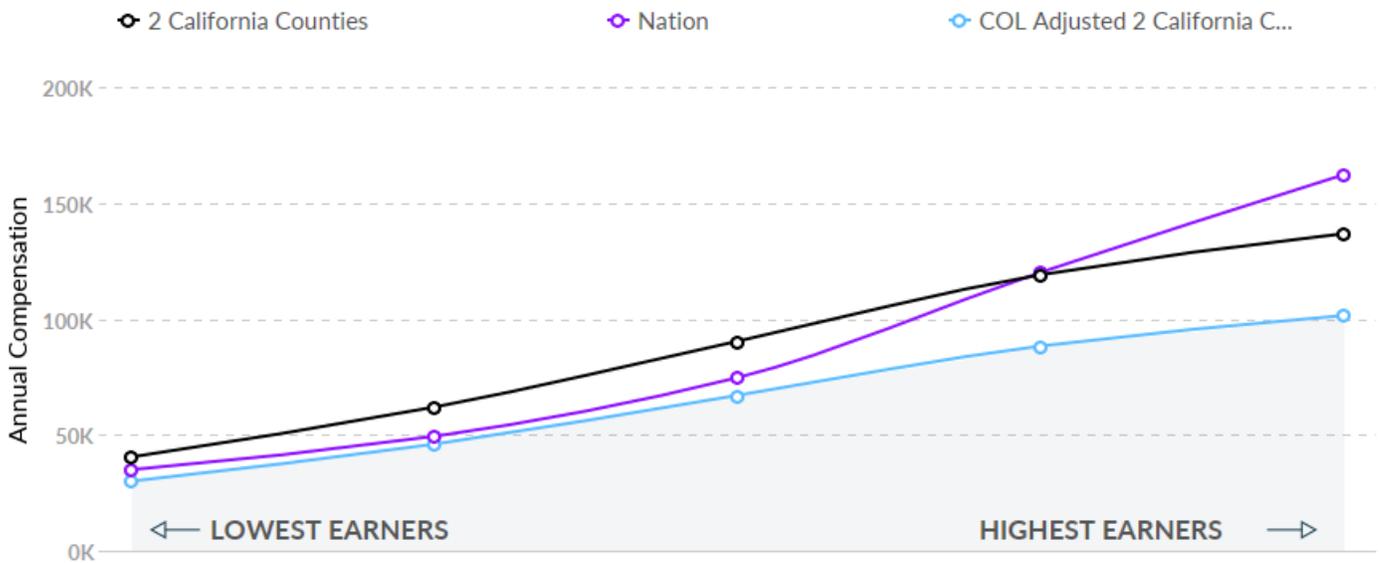
Job Posting Activity

4 Unique Job Postings

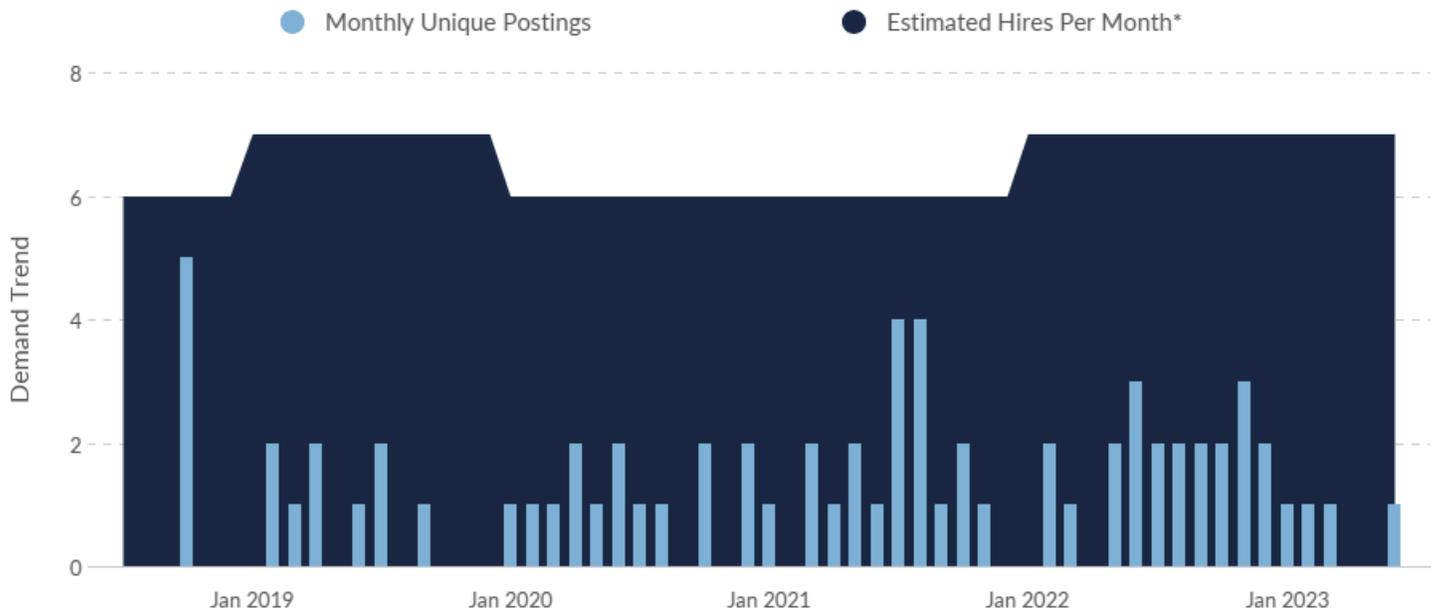The number of unique postings for this job from Jan 2023 to Jun 2023.

3 Employers Competing

All employers in the region who posted for this job from Jan 2023 to Jun 2023.

35 Day Median Duration

Posting duration is 2 days longer than what's typical in the region.

| Occupation	Avg Monthly Postings (Jan 2023 - Jun 2023)	Avg Monthly Hires (Jan 2023 - Jun 2023)
Web and Digital Interface Designers	1	7

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings		Top Job Titles	Unique Postings
CompHealth	2		Creators	1
Bings Bao Buns	1			
University of California	1			

Top Distinguishing Skills by Demand

An occupation's Distinguishing Skills are the advanced skills that are called for occasionally. An employee with these skills is likely more specialized and able to differentiate themselves from others in the same role.
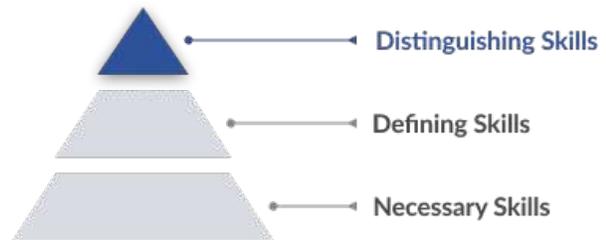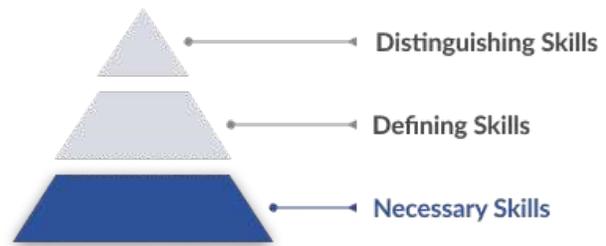

Skill	Salary Boosting	Job Postings Requesting
Game Design	❌	0

Top Defining Skills by Demand

Not enough data to display Defining Skills for this occupation.

Top Necessary Skills by Demand

An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.

Distinguishing Skills

Defining Skills

Necessary Skills

| Skill	Salary Boosting	Job Postings Requesting
Marketing	❌	1
Workflow Management	❌	0
Agile Methodology	❌	0
Computer Science	❌	0
Content Creation	❌	0
Project Management	❌	0

Demographics

Retirement Risk Is Low, While Overall Diversity Is About Average
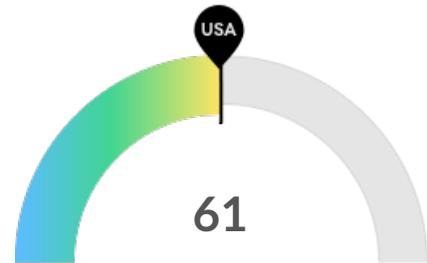
10
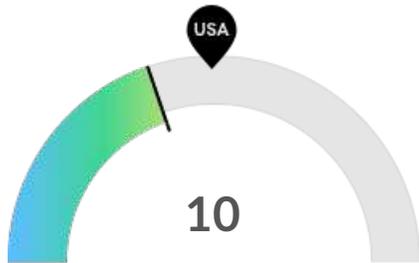
Retiring Soon

Retirement risk is low in your area. The national average for an area this size is 14* employees 55 or older, while there are 10 here.

62
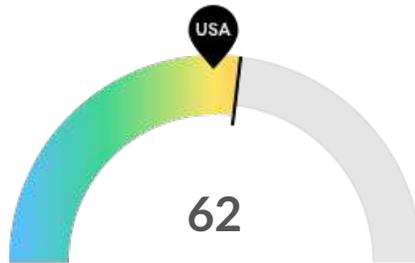
Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 55* racially diverse employees, while there are 62 here.
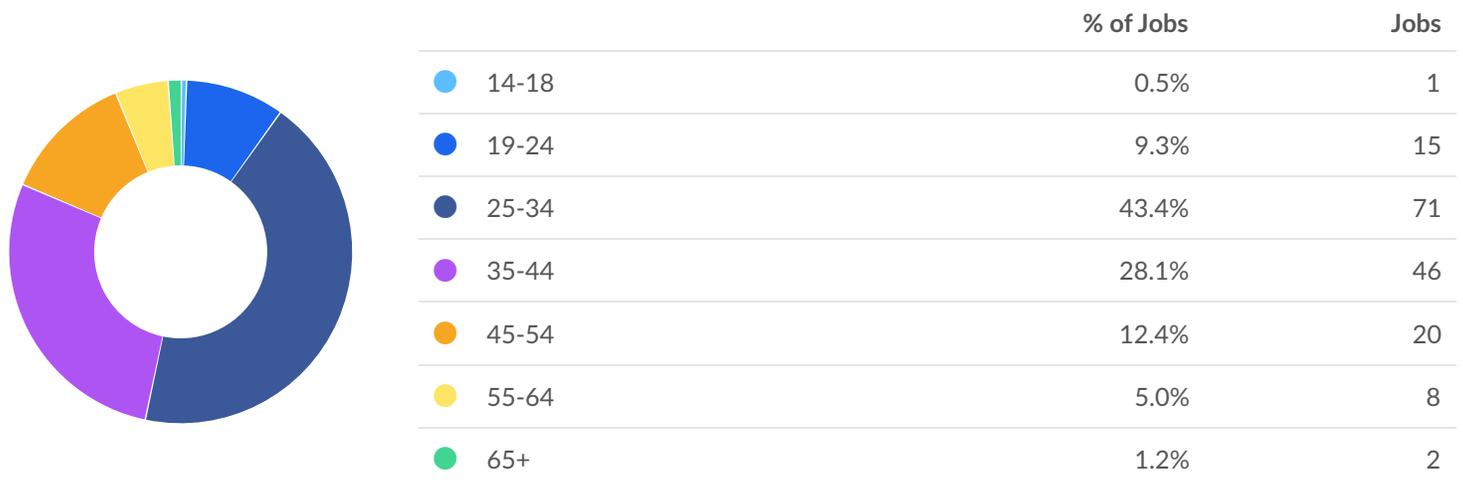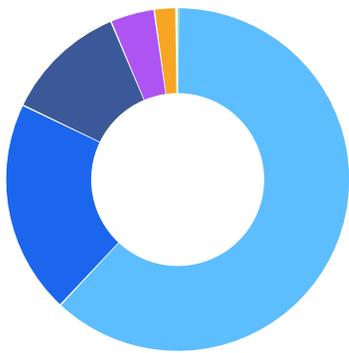
61

Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 61* female employees, while there are 61 here.

*National average values are derived by taking the national value for Web and Digital Interface Designers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

## Occupation Age Breakdown

		% of Jobs	Jobs
●	14-18	0.5%	1
●	19-24	9.3%	15
●	25-34	43.4%	71
●	35-44	28.1%	46
●	45-54	12.4%	20
●	55-64	5.0%	8
●	65+	1.2%	2

Occupation Race/Ethnicity Breakdown

		% of Jobs	Jobs
●	White	61.9%	100
●	Hispanic or Latino	20.2%	33
●	Asian	11.5%	19
●	Two or More Races	4.2%	7
●	Black or African American	2.0%	3
●	American Indian or Alaska Native	0.2%	0
●	Native Hawaiian or Other Pacific Islander	0.1%	0

Occupation Gender Breakdown
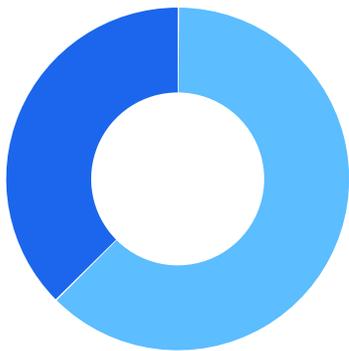
		% of Jobs	Jobs
●	Males	62.5%	101
●	Females	37.5%	61

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National Educational Attainment
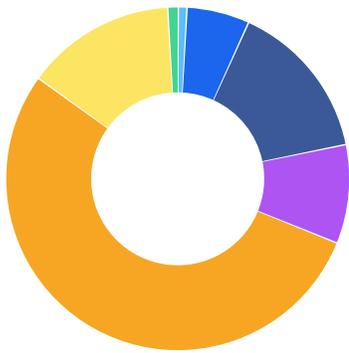
	% of Jobs
● Less than high school diploma	0.8%
● High school diploma or equivalent	5.9%
● Some college, no degree	15.0%
● Associate's degree	9.3%
● Bachelor's degree	53.9%
● Master's degree	14.1%
● Doctoral or professional degree	1.0%

Occupational Programs

7 Programs

Of the programs that can train for this job, 7 have produced completions in the last 5 years.

615 Completions (2021)

The completions from all regional institutions for all degree types.

17 Openings (2021)

The average number of openings for an occupation in the region is 74.

CIP Code	Top Programs	Completions (2021)
11.0701	Computer Science	466
10.0301	Graphic Communications, General	94
50.0409	Graphic Design	19
11.0101	Computer and Information Sciences, General	12
11.0801	Web Page, Digital/Multimedia and Information Resources D…	12
09.0702	Digital Communication and Media/Multimedia	8
11.0201	Computer Programming/Programmer, General	4

Top Schools	Completions (2021)
California Polytechnic State University-San Luis Obispo	300
University of California-Santa Barbara	223
Allan Hancock College	35
Santa Barbara City College	25
Cuesta College	17
Westmont College	10
Laurus College	5

Appendix A

Web and Digital Interface Designers (SOC 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. Excludes Special Effects Artists and Animators (27-1014) and Graphic Designers (27-1024).

Sample of Reported Job Titles:
Web Designer
Webmaster
Web Developer
Web Design Specialist
Web Architect
Game Designer
World Designer
Level Designer
Gamemaster
Game Design Consultant

Related O*NET Occupations:
Web and Digital Interface Designers (15-1255.00)
Video Game Designers (15-1255.01)