



National Occupational Framework: Web and Digital Interface Designer

Web and digital interface designers create visually appealing and functional interfaces for websites and digital applications. They collaborate with developers, conduct usability tests, and iterate designs based on user feedback to develop layouts, graphics, and interactive elements that enhance user engagement and ensure a seamless experience across various devices.

Web and Digital Interface Designer

National Occupational Framework

<https://urbn.is/3HnWQ7O>



Apprenticeship: A Solution for Recruiting and Training Web and Digital Interface Designers

Apprenticeship programs combine learning on the job and in the classroom to train workers in the exact skills needed by employers. Web and digital interface designers play a vital role in designing websites that are both visually appealing and functional, and demand for these skilled workers is growing. Apprenticeships can equip workers with the graphic design, website design, and user experience knowledge and skills needed to enter and succeed in this high-growth occupation.



Apprenticeship Benefits:

90%
employment retention for apprentices

86%
of employers with programs recommend apprenticeship

\$1.44
return on investment for every dollar spent

WHAT'S INCLUDED IN A NATIONAL OCCUPATIONAL FRAMEWORK?

- background information to help you learn more about the occupation
- comprehensive list of the competencies apprentices need to do the job
- building blocks of information for employers developing a registered apprenticeship program

Questions? Visit the National Apprenticeship Resource Hub at apprenticeships.urban.org or contact the Urban Institute at apprenticeship@urban.org.



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