

Interactive Media Designer

What is it?

Interactive Media Designers create engaging digital experiences using a mix of graphics, animation, sound, and programming. They design content for websites, apps, games, virtual reality, and other digital platforms. Their work combines creativity with technical skills to produce interactive content that is visually appealing and user-friendly.

Qualifications/Experience Required:

Many gain a degree or college course in subjects like **interactive media**, **graphic design**, **animation**, or **digital media production**. Alternatively, you could take a **Level 3 Creative Media Apprenticeship** or a **Digital Design Apprenticeship**. A strong portfolio of creative work is essential, and experience with design software such as Adobe Creative Suite is highly valued.

What the Work Involves:

- Designing interactive websites, apps, games, or digital adverts.
- Creating graphics, animations, and sound effects.
- Using coding languages like HTML5, CSS, or JavaScript.
- Testing and improving user experience (UX).
- Working with clients, developers, and other creatives.

Future Prospects – Labour Market Information:

The digital and creative industries are growing rapidly in the UK. Interactive media designers are in demand across sectors such as **advertising**, **gaming**, **education**, and **entertainment**. With experience, you could become a **Senior Designer**, **UX/UI Specialist**, or **Creative Director**. Freelance and remote work opportunities are also common in this field.

Typical weekly hours – 37 to 40 hours per week.

Some roles may involve evening or weekend work to meet deadlines or attend launches.

Type of person who may be suited to this job:

- Creative and imaginative.
- Good at problem-solving and thinking visually.
- Comfortable using digital tools and software.
- Able to work independently and in teams.
- Interested in technology and design trends.

Money/Wage Guide:

- **Starting Salary: £20,000**
- **Experienced Salary: Up to £45,000**
- **Average UK Salary (2024): £37,430 (across all jobs)**

Related Opportunities:

- **Graphic Designer**
- **Web Developer**
- **Animator**
- **UX/UI Designer**

Further Information:

- [National Careers Service – Web Content Editor](#)
- [Careerpilot – Animator](#)