



# WILL AI REPLACE ME?

## Web Designer

Media and Digital

While AI can assist in certain aspects of design, such as storyboarding or adapting designs for different devices and resolutions, creating visual designs requires a strong artistic sense and a deep understanding of User Experience and User Interface, as well as in-depth knowledge of digital media and operating systems.

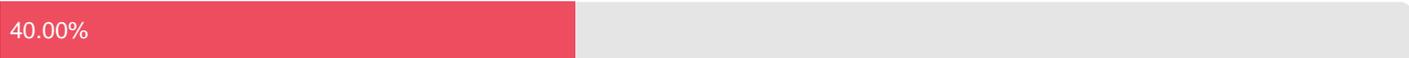
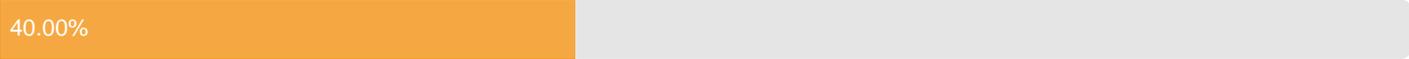
Interaction with marketers and developers also requires human communication skills, to ensure acute understanding of briefs and perfect implementation of designs. However, the advent of AI-assisted tools can facilitate the work of web designers, especially when it comes to less creative or repetitive tasks, notably in media management.

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Significant Impact of AI on the Job

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## Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Create visual mockups for websites or apps, taking into account user experience.	Significant
Work closely with developers to ensure proper implementation of designs.	Moderate
Ensure the design is suited to various types of devices and screen resolutions.	High

## Impact on skills

At-risk Skills ↓	
Manual media management	Some media management tasks, such as image sorting and classification, can be automated using AI-based image recognition systems.
Design the layout and enhance the document according to the graphic charter	AI-based software can be programmed to adhere to a given graphic charter and automatically generate consistent layouts based on predefined parameters: title size and font, image and text placement, colors, etc.
Future-proof Skills ↑	
Generative design	AI can assist in generating designs from textual descriptions. Basic design prototypes or ideas will be automated, and graphic designers can then refine them. Creating original concepts, choosing images and illustrations, selecting colors and typography based on the message and target audience remains a key skill.
Multidisciplinary collaboration	Web designers may work more closely with AI experts and developers to integrate interactive and dynamic elements into their designs.

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