**Digital art professionals are increasingly in demand in the business world**

## *According to the U-tad University Centre, its artistic degrees (Animation and Digital Design) achieve high percentages of employability.*

## *The audiovisual sector, digital content, marketing, consulting, telephony, banking, ecommerce, and any company that offers products or services demand experts capable of seeking differentiation.*

**Madrid, March 09, 2021 -** Globalization, digitalization and the power of visuals are transforming the way companies operate. Competition, especially online, is increasing and companies need to differentiate themselves to position their value proposition in the market and strengthen their reputation. Therefore, according to [U-tad](https://u-tad.com/), University Center of Technology and Digital Art, professionals specialized in areas related to digital creativity are increasingly demanded by companies in all types of sectors.

*"Creativity is fundamental to understand the world around us, to develop ideas and processes, to pose and solve everyday problems. Creativity and innovation are essential elements to compete in the digital, economic, and globalized context in which we live. Design is not only driven by the desire to attract, but also to better understand and meet the needs of consumers. In this technological era, design is conceived as a creative process that encompasses entire organizations and has moved from the drawing board to the boardroom,"* says **Vanessa Ruiz, academic coordinator of the Digital Design Degree at the U-tad University Center**.

Digital design specialists are one of the most transversal professionals, as their skills apply to very diverse projects including video game, app or a website interfaces, television program headers, graphics and augmented reality elements that are increasingly common in news programs, advertisements, magazine design, brand visual identity, and the packaging of any consumer products.

As such, digital designers are not only in demand by advertising, communication, or digital marketing agencies; they are also in demand by consultancies specializing in digital transformation, television, video games, digital content, banking, telephony, and any other company

that offers products or services, either physically or online.

Digital design professionals are able to act as digital illustrators, user experience designers, interface designers, graphic designers, web designers and developers, audiovisual editors, packaging designers, editorial designers, digital artists, and art directors, among other professions.

**Animation, a well-established industry in Spain**

The pandemic has increased the at-home consumption of digital content, which has meant that industries such as video games and animation have not slowed down during this time, accelerating a trend that will drive the hiring of experts in content development.

*"Companies need well-qualified profiles, but they highly value teamwork and the ability to be flexible, creative, and decisive. For this reason, the training we provide at U-tad, apart from being very complete and high-quality, is based on the creation of real projects where students from different programs work in teams, obtaining these 'soft skills' that are in such high demand by the digital industry,"* explains **Marta Izquierdo, director of the U-tad Professional Development Services department at the** .

The consolidation of digital platforms, such as Netflix, HBO and HBO-max, and others, has increased the demand for high quality animated content. In the audiovisual and digital world in which we live, the use of animation has spread to many other sectors, such as virtual reality.

"*Animation is not only used to create feature films or series, but it is also used in video games, advertising, visual effects, virtual reality content, business presentations, and audiovisual training content, etc.,"* says **Samuel Viñolo, academic coordinator of the Animation Degree at the U-tad University Centre**.

According to LinkedIn's latest 'Booming Jobs' study, video game design and development are two of the most popular job openings. Beyond recreational or leisure use, video games as "serious games" are increasingly used in medicine, training or cultural fields.

"*The advantage of video game professionals is that they are capable of developing complex interactive projects, generating products for any company demanding this content, including those in the industrial, technology, and cultural sectors,"* says **Javier Gayo, academic coordinator of the Interactive Product Design Degree at U-tad.**

If the pandemic has taught us anything, it is that creativity and technology are two driving factors of job creation. For this reason, professionals who are able to respond to the demands of the current labor market will be the ones that will achieve the highest level of success in the current environment.

UNIVERSITY CENTER FOR TECHNOLOGY AND DIGITAL ART

U-tad is the first University Center specialized in training in key areas associated with the digital economy value chain: Software Engineering, Digital Design, Animation, Interactive Product Design and Video Games, Mathematics, Computational Physics, Virtual Reality, Big Data, Cybersecurity, etc. A unique institution in Spain oriented to train the leaders of the current and future digital industry, with teachers from the best companies in the industry. A first-class international center, based on excellence, innovation, and technology, that fosters the development of talent and prepares its students for the digital professions [www.u-tad.com](http://www.u-tad.com)

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