


# Pavago LLC Reveals Critical Misunderstanding in Offshore Design Talent Recruitment

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Pavago LLC, a global recruitment solutions provider, today released comprehensive industry research revealing that thousands of businesses are searching for a job title that doesn't exist in the design industry, potentially costing them significant time and resources in their hiring efforts.

The company's analysis found that while "UX Web Designer" generates thousands of monthly searches from businesses seeking design help, no professional in the design industry actually uses this title. This disconnect leads to costly hiring mistakes when companies hire UX designers expecting UI work, or web designers when they need product design expertise.

"Businesses are losing valuable time and money because they're searching for one role that's actually four distinct specializations," said Parker Cox, founder of Pavago LLC. "When you hire a UX designer expecting visual designs, you get wireframes instead of screens. When you hire a web designer for complex product work, you get aesthetics without the strategic problem-solving."

The research identifies four distinct design roles commonly conflated under the umbrella term "UX Web Designer." UX designers focus on user research and journey mapping with typical U.S. salaries ranging from $80,000 to $120,000 annually. UI designers handle visual interfaces and design systems, earning $75,000 to $115,000. Web designers create website layouts and landing pages at $55,000 to $85,000, while product designers own end-to-end product experiences commanding $100,000 to $150,000 or more.

A guide to design industry job titles released by Pavago LLC demonstrates significant cost variations between domestic and international talent. Offshore dedicated designers can deliver comparable work at substantially reduced rates, with web designers available from $800 monthly and UX/UI specialists from $1,200 monthly through vetted international talent pools.

The research also addresses a critical screening challenge facing employers. Many design candidates present polished portfolios but cannot articulate the reasoning behind their design decisions. This inability to explain trade-offs between visual appeal and usability often results in work that appears impressive but fails in production environments.

Pavago LLC recommends a three-step screening process including portfolio reviews with detailed follow-up questions, paid design exercises focusing on real business problems, and collaboration tests to assess how candidates respond to feedback. The company emphasizes evaluating reasoning ability and communication skills alongside visual execution capabilities.

Design represents one of the most successfully offshored creative roles, with strong talent pools identified in the Philippines, Pakistan, Argentina, Poland, and Ukraine. Cloud-based tools like Figma enable seamless collaboration across time zones, making international design teams increasingly viable for businesses seeking cost-effective solutions.

Pavago LLC specializes in connecting businesses with pre-vetted international talent across operations, sales, marketing, and design roles. Founded in 2022 and headquartered in Meridian, Idaho, the company has developed a five-step recruitment process that identifies and places top-tier offshore professionals within three weeks. Connect with the Pavago team on LinkedIn to learn more about their global recruitment solutions.

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# Pavago LLC

*Pavago's vision is that sourcing offshore talent will become a key competitive advantage for small and medium-sized businesses. Their mission is to democratize access to this talent, facilitating growth and success for innovators and entrepreneurs.*

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