

HOW AI IS GOING TO AFFECT CREATIVE JOBS IN IT: NAVIGATING THE TRANSFORMATION OF DESIGN AND DEVELOPMENT

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Анотація

У цій роботі розглядається трансформація креативних професій в IT-секторі під впливом генеративного штучного інтелекту. Висвітлюються питання автоматизації рутинних завдань, зміна ролі фахівця від виконавця до оркестратора систем ШІ та нові вимоги до кваліфікації. Особлива увага приділяється етичним аспектам авторства та змінам на ринку праці для початківців. Досліджується необхідність адаптації освітніх програм до нових технологічних реалій 2026 року.

Ключові слова: штучний інтелект, креативні професії, IT-індустрія, автоматизація, дизайн, майбутнє роботи.

Abstract

This paper examines the transformation of creative professions in the IT sector under the influence of generative artificial intelligence. It highlights the automation of routine tasks, the shifting role of specialists from executors to AI system orchestrators, and new qualification requirements. Special attention is paid to ethical aspects of authorship and changes in the labour market for entry-level positions. The necessity of adapting educational programs to the new technological realities of 2026 is explored.

Keywords: artificial intelligence, creative jobs, IT industry, automation, design, future of work.

Introduction

The integration of Artificial Intelligence into the creative workflows of the IT industry has become one of the most significant shifts in the mid-2020s. From generating code snippets to creating complex user interfaces, AI systems are increasingly handling tasks that were once considered the exclusive domain of human intuition and skill. While these technologies offer unprecedented speed and efficiency, they also challenge traditional career paths and the very definition of "creative work." As the industry moves toward 2026, understanding how these tools reshape professional roles is crucial for both current practitioners and educational institutions.

Research results

Analysis of the current landscape in design and IT development reveals several key vectors of transformation.

- Automation of technical execution. Studies indicate that AI has the potential to automate approximately 26% of tasks within the arts, design, and media sectors. This allows professionals to move away from repetitive manual adjustments and focus on high-level conceptual development and system architecture.
- The shift to AI orchestration. The role of the creative professional is evolving from a "maker" to an "orchestrator." Success in 2026 depends less on mastering specific software tools and more on the ability to prompt, refine, and integrate AI-generated outputs into coherent projects.
- Entry-level vulnerability. There is a noticeable decline in demand for traditional entry-level positions as many "junior" tasks, such as basic asset creation or routine debugging, are now efficiently handled by AI. This necessitates a more robust educational foundation focusing on complex cognitive skills from the outset of a career.

- Ethical and originality challenges. The widespread use of generative models raises concerns regarding intellectual property and "cultural homogenization." Maintaining a unique brand identity becomes more difficult when the underlying tools are trained on similar datasets, making human-led creative direction more valuable than ever.

Conclusion

Artificial Intelligence does not replace creativity; rather, it fundamentally alters the toolkit and expectations for IT specialists. In 2026, professional excellence is defined by the synergy between human empathy and machine computational power. The primary challenge for the industry remains keeping the creative process "human-centred", ensuring that AI acts as a collaborative partner that enhances human capability without diminishing the value of original thought.

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