Web Designer Freelance Job Interview Questions And Answers

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Web Designer Freelance Interview Questions And Answers Guide.

Question - 1:

Can we see samples of your work?

Ans:

Reviewing a web designer's portfolio is the main way to get a sense of their overall design style. If you don't like their style, or know that it wouldn't be a good fit for your brand, then they're probably not the right designer for you.

When reviewing examples of a designer's past work, look for variation across their design projects. If they are fairly "cookie cutter," consider whether they will be able to adapt their style to fit your brand and audience profile.

Try to get an idea of whether they pay attention to detail in their designs. For instance:

* Are they consistent with their use of fonts, colours, and styles throughout the entire site?
* Have they considered the "little" things like appropriate font selection, line height, and text spacing?
* Is there a common theme carried throughout all pages and sections of the site?
* Do you find their sites easy to use and navigate?
* If you said yes to all or most of these questions, then the decision will come down to your personal preference and taste. It's natural that the work of some designers will simply appeal to you more than others.

Also note that if your designer is bringing in a photographer or copywriter to develop content for your site, you may want to see samples of their individual work as well, again looking to make sure that you like their overall style and approach.

View All Answers

Question - 2:

Tell me what kinds of print media have you worked with?

Ans:

If you're applying for a job designing print media, chances are the employer is going to want to know what kind of print you've worked with in the past. This also rings true for any design job, not just print-employers want to know how comfortable you are working in different mediums.

This is because employers want to know if they're going to have to train you on anything down the line, which could be expensive on their behalf. So they want to see what you already know to gauge how much further you still need to go. Be sure to mention the types of media you've worked within, the equipment you've used and any formal training you might have received along the way.

If you can manage it, bring examples of your past print work for the employer to see. Since this is print we're talking about, it makes an even bigger impression if you have actual, physical examples that the employer can touch, hold and possibly even keep for themselves. Check out our tips for designing a unique print design portfolio for more information.

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If you don't have much experience with print (or any medium you might be planning to work with), then you still need to find a way to impart your knowledge of the subject so employers know that you at least have something to bring to the table. For example, do some research on print design before the interview so you can at least say that you understand the basic concepts and limitations of working in the medium.

View All Answers

Question - 3:

Tell us what kind of design software are you familiar with?

Ans:

When interviewers ask this question, they're trying to find out if you're able to use their in-house software, or how quickly you'd be able to learn if you're unfamiliar with it. Obviously, your best-case scenario is to know ahead of time what kind of software they use. If you already know how to use their preferred software, this will be a pretty straightforward answer.

If you don't know their software or you have no idea what they use, this can be a tricky question to answer. Tell them what you do know, and try to include any program you think they might use. If you use something that's similar to another program, that can also be a big help and the interviewer might not always be able to make that connection, so be sure to do it for them. For example, if you use one of the many Photoshop alternatives out there, you probably understand the basics of Photoshop too.

Express a willingness to learn new programs-this is a good idea even if you're familiar with their in-house software. You never know when the company might upgrade to new software, so designers who can make the switch without taking a long time to adjust are always favorable candidates. If you've ever had to learn new software for a job in the past, be sure to mention this in your interview.

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View All Answers

Question - 4:

Tell us what type of education and training do you have?

Ans:

With online courses being so easy to access these days, almost anyone can say they are a website designer. However, having at least some formal education from a post-secondary institution provides a solid, well-rounded foundation on which to base the ongoing learning required in the rapidly changing field of web design. It also gives students the opportunity for one-on-one review and feedback on their work from a professional in the field, as opposed to the hands-off approach of studying books and blogs.

Knowing a web designer's educational background also provides some insight into how invested they are in improving their own skills. With technology and web standards always changing, you'll want to know that your designer is furthering their knowledge through continuing education courses, online learning, industry manuals, and web-related blogs.

View All Answers

Question - 5:

Tell us what is your graphic design process?

Ans:

Since this can be a long, detailed answer, you'll want to have prepared for it ahead of time so that you don't trip over your words, accidentally omit details, or ramble on with too much information. Employers ask this question because they want to know how you do what you do, how long it'll take you to do it and the kinds of roadblocks you are likely to run into along the way.

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Some designers are lucky to be able to just sit down and crank out an amazing design with barely any thought or planning, while other designers need to utilize a dozen different drafts and outlines to get their design finished.

Employers usually want you to be somewhere in between these two extremes. You should have a process that allows for revisions and critiques, but is also speedy enough that you'll hit your deadlines without any problem. For some designers, this might mean actually sitting down and figuring out what your process is-but that's okay. The more thought you give to the kind of designer you are, the more you'll have to work with during your interview, and the easier it is to showcase yourself as the best candidate for the job.

View All Answers

Question - 6:

Would you like to tell us what are your weaknesses?

Ans:

You know that lame thing where you try to make your "weaknesses" sound like a positive thing?

"Oh, I work too hard. I'm too much of a perfectionist. I'm too nice!"

Interviewers can see right through that act. When they ask about your weaknesses, they're not trying to find out what's bad about you, they're trying to find out how you deal with your own shortcomings, and what steps you've taken to improve yourself as a designer. When you try to cover up your weaknesses, it demonstrates to the interviewer that, well, you try to hide your weaknesses instead of fixing them.

When you try to cover up your weaknesses, it demonstrates to the interviewer that, well, you try to hide your weaknesses instead of fixing them.

Give a few relevant examples of your greatest weaknesses, but also provide examples of ways in which you've tried to work on them. Once again, you should back up your claims. Suppose your biggest weakness is that you have difficulty managing your time. Instead of just saying it's something you need to work on, mention how you got a new app for your phone that's helping you better manage your time, or that you've started writing out a schedule before working each day.

View All Answers

Question - 7:

Tell me will you be doing the design work yourself? If not you, who?

Ans:

Whether working with a freelancer web designer or a small design company, you need to be clear about who will actually be designing your site. If it's not the person you are speaking with, learn how your ideas and feedback will be communicated to the design team. Even if you are working with a freelancer, don't automatically assume they will be doing all the work themselves. It's worth asking if they will be contracting out your project to a more junior designer, outsourcing it overseas, or even handing it off to a virtual assistant.

You don't want all your feedback and requests to go thru middlemen as this offers too many chances for miscommunication. Know who will be doing the work and make sure you'll have direct contact with that person.

View All Answers

Question - 8:

Tell us what have you done to improve your knowledge of graphic design?

Ans:

Employers want to work with designers who are already good at what they do, but they also want designers who will continue to improve with time instead of stagnating. You didn't get to where you are by doing nothing, so talk about your experiences getting here.

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You'll want to provide your educational background, but also talk about some of the classes you took and why that made you a better graphic designer. Have you learned new software over the past few years? Have you tried your hand at designing a different type of media than you're used to? Do you spend time reading design books, blogs and forums? These are all great things to mention.

You might even want to pepper in some future ideas in your responses. If you have plans to take a class in the future or if there's a design book you've had your eye on, use this to demonstrate to the employer that you're still taking steps to improve yourself.

Like always, if you can tailor your responses to fit the particular job at hand, it will better your chances of becoming employed. For example, if you're interviewing for a print design career, you'll want to talk about the ways you've improved yourself as a print designer instead of focusing on all the ways you've improved your digital work.

View All Answers

Question - 9:

Can you please tell me a bit about yourself?

Ans:

Give a brief summary of your professional persona. Include who you are, any education or experience you might have, and maybe a few snippets of information on your career thus far. You don't want to go into too much detail, just think of this as an introduction to who you are. You want to be friendly and open, with a focus on your accomplishments as a designer.

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It's a good idea to hand over a business card at this point. Many people wait until the end of the job interview for this (if they have a business card at all), but it makes a better first impression if you offer your card during introductions. It not only shows you have a professional attitude, it actually gives your interviewer a first look at how you design (assuming, of course, that you design your own business cards.)

View All Answers

Question - 10:

Tell me what do you know about our company/brand?

Ans:

Employers love it when employees take an interest in their company or brand, especially in the case of designers. After all, how can you design something that matches their brand's style if you don't know anything about them?

After all, how can you design something that matches their brand's style if you don't know anything about them?

Do your homework before the interview and try to come prepared with some idea of what the company is all about. You don't need to know all of the facts, but you should try to have an understanding of their overall message and philosophy, and why you are a good fit for them.

Employers are looking to work with designers who want to work with them, so if there's something about the company that you particularly like, now is the time to say so. Demonstrating that you share the same values as the brand helps you to look like the best candidate for the job.

If you can't find anything about the company, then this is your opportunity to learn more. Let the interviewer know that you tried to find information about the company, but were unable to. Then, ask them if they could fill you in on what you don't know. When the interviewer is done telling you about their company, reiterate your interest in the position based on your new knowledge of the company, and give some examples of why you fit in with their overall identity.

View All Answers

Question - 11:

Will you help us to figure out what content we need on our website?

Ans:

A lot of web designers are great at the technical aspects of website development, but are lacking on the marketing side. Your website is online and promoting your business 24/7. It should be strategically developed with your target audience and business goals firmly in mind.

A great web designer will always consider what you want visitors to do after they've arrived at your site. They'll prompt you to consider conversions, lead generation, and success metrics. They can offer suggestions about what content and features will best achieve your vision and goals.

In addition, a designer familiar with web marketing will take into account all the supporting pages that are not specifically included in the site outline, such as thank you pages, opt-in confirmation pages, free giveaway download pages, and a privacy policy.

Many freelance web designers require content to be provided by the client, including both text copy and photographs or other images. If you're not comfortable writing the content yourself or taking professional photographs (or just do not have the time), ask if the web designer works with a preferred copywriter and/or photographer. Find out if this work can be included in the project quote.

Make sure to discuss your content requirements and timing up front. All too often the design and set up of the site is complete but the website cannot be launched (sometimes for months) because the text and images are not ready.

View All Answers

Question - 12:

Suppose If we contract you for this project, what will you do on the first day?

Ans:

This question is less about specific tasks and more about how they approach and prioritize the work.
* Things to listen for: Organization and consistency. Their response should reflect your earlier discussion including their project management skills, understanding of your project, and ability to prioritize.
* Follow-up question: "Given your understanding of the project, are there any potential problems we might run into and how would you address them?"

View All Answers

Question - 13:

Tell us about a time when you had to work under pressure and how you overcame it?

Ans:

Sometimes, unforeseen circumstances can bring additional pressure to the job and employers want to make sure that the designers they work with aren't going to fall apart the minute the going gets tough. Questions like this tell the employer two things-not only how you handle pressure, but what constitutes a stressful situation in your book.

Questions like this tell the employer two things-not only how you handle pressure, but what constitutes a stressful situation in your book.

Be ready to answer this with an anecdote or example from your life that shows you know how to keep cool under pressure. Stories about deadlines, editorial mandates or last-minute changes are good to include, because these are the kind of stresses that will naturally occur in the design field. Showing that you've already dealt with these kinds of stresses makes you a stronger, more experienced candidate.

View All Answers

Question - 14:

Tell us how - and how often - will we be in contact?

Ans:

Learn your web designer's preferred method of communication. If you are someone who always picks up the phone to discuss ideas or concerns, then you should choose someone who works hours similar to yours and is readily available by phone. In this case, both their work hours and time zone will be factors.

Some designers (and business owners) prefer communicating primarily by email as they may travel, work odd hours, or have family obligations that make regular phone calls difficult. Email is also a great option for maintaining a "paper trail" to document decisions and agreements.

Finally, if you prefer to meet face-to-face, you'll naturally want to be sure you're working with someone local. Always meeting in person may not be feasible for a freelance web designer so be up front about how many in-person meetings are expected throughout the process, and at what stages these meetings will occur.

Different communication styles can certainly work together. The key is to make sure that you and your web designer are clear on how each of you will communicate and the expected response time for calls and emails.

View All Answers

Question - 15:

Tell me what are some of your greatest accomplishments?

Ans:

If you have accolades, awards, academic achievements or other lofty accomplishments in your past, then this question is likely going to be easy for you to answer. This is your chance to blow them away with all the great stuff you've been able to accomplish in the design field so far.

However, many people may have difficulties answering this question for a number of different reasons. Maybe you don't feel as if you've accomplished much of anything, maybe you're actively working towards something big but haven't quite made it yet, or maybe your big life accomplishment has nothing to do with graphic design.

Remember why employers ask this question in the first place-they want to work with people who have ambition, because ambitious people tend to put in the work to accomplish their goals. Employers also want to understand what inspires you; what do you consider an accomplishment in the first place?

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Your job in this scenario is to show them why your greatest accomplishments make you the best candidate for the job, even if they don't seem that great or have much to do with graphic design at first glance.

Tell a story about how you achieved this accomplishment and what obstacles you had to overcome to do so. Also, be sure to let the interviewer know why this accomplishment means so much to you. This way, no matter what your achievement might be, the interviewer knows more about what motivates you and how you utilize that motivation to get stuff done.

View All Answers

Question - 16:

Tell us do you have time to take on additional work?

Ans:

Not all freelancers are available on a full-time basis, and if this hasn't already been discussed, it's important for you to know their availability. Many people have successful freelance businesses in addition to other employment, and you should feel comfortable that your expectations will still be met.
* Things to listen for: Time management. Confirm that they can meet your deadlines and communicate in a timely manner.
* Follow-up question: "What time zone are you in?" There are benefits to working across time zones, and often the impact is minimal. However, this will help set expectations; it's also helpful to identify hours that overlap so you know when you're both available to connect live.

View All Answers

Question - 17:

Tell us what feedback have you received from previous clients?

Ans:

Many freelancers, like those who work on the Upwork platform, have testimonials and client feedback they can share with you.
* Things to listen or watch for: Highlighted qualities. Does the freelancer deliver quality work? Do they communicate effectively? Are any problems identified? Working relationships aren't always flawless, but you should feel comfortable that any issues were isolated or have otherwise been addressed.
* Follow-up question: "What are your top strengths and weaknesses?" or "What worked well and what did not work well in past projects?" This classic interview question gives freelancers an open-ended opportunity to be genuine while also positioning themselves as a great fit for your work. You could also ask for references.

View All Answers

Question - 18:

Explain what qualities do you consider necessary for a good designer?

Ans:

Everybody has their own opinion on what makes a good designer, and your opinion on the subject can give potential employers some insight on how you operate. That's because the qualities you describe are going to be ones that you either already have or aspire to become better at.

It's best to go for a wide range of different qualities that show that you understand what it takes to be a successful designer. If you say something like "a good designer is creative, imaginative and has a unique sense of style," you're going to come off as a bit single-minded. Saying something like "a good designer is creative, punctual and open to feedback" will make you seem like you understand everything that goes into the job.

But don't forget that the person interviewing you is likely going to hear a lot of the same thing from every designer they talk to. Come prepared with a few unique attributes to set yourself apart from the rest of those being considered for the job. Focus on unique attributes that relate back to your own personal experiences as a designer, and also tie into the job you're applying for. Surprise the interviewer with an answer that is well thought-out and one they haven't heard a dozen times before.

Surprise the interviewer with an answer that is well thought-out and one they haven't heard a dozen times before.

View All Answers

Question - 19:

Tell us in your opinion, what are the three core skills needed for this project?

Ans:

If you've written a good job post, and if they've responded with a thoughtful proposal, these core skills may have already been identified.
* Things to listen for: Understanding. Do they really understand your project? Core skills aren't necessarily technical skills, and it's possible a freelancer will list skills that aren't reflected in the description or the proposal. However, their response should show a firm understanding of your project or issues they may encounter.
* Follow-up question: "Of the three, which would you describe as your strongest skill? Your weakest?"

View All Answers

Question - 20:

Tell me what have you learned from your mistakes as a graphic designer?

Ans:

We've all made blunders along the way. Employers are sympathetic to this fact, but they also want to work with designers who have learned from their mistakes and improved their craft because of it. Be prepared with examples from your career that demonstrate your ability to bounce back from a mistake-without making you look like a total doofus.

Be prepared with examples from your career that demonstrate your ability to bounce back from a mistake-without making you look like a total doofus.

Employers also want to see that you've learned from your mistakes-not just that you've learned to avoid making the same mistake again, but that you were able to adjust the way you work or think. They want to know how this mistake has made you a better graphic designer, not merely that you were able to save face after the fact.

Perhaps making a mistake in a graphic design program inspired you to research and learn more about it, to not only prevent future mistakes but discover new ways to improve your craft. Employers see you as an investment, so you have to show them that you'll only get better with time, and that the longer they stick with you, the more value you'll demonstrate.

View All Answers

Question - 21:

Tell me what additional questions do you have about the project or our organization?

Ans:

This is a standard way to close an interview, giving the contractor the opportunity to ask any questions you haven't covered.
Things to listen for: If you've communicated your needs well, or if the project isn't very complex, they may not have any follow-up questions. Even so, questions about your organization or your next steps in the selection process show an active interest in your project.

View All Answers

Question - 22:

Tell me how many H1 tags can we have on a single web page? Does it even matter?

Ans:

The page should only have one H1 element, unless there are ARTICLE or SECTION elements, in which case each of those can have a single H1 of its own.
The H1 tag is important for search engines and other machines that read the web page's code and interpret its content. The H1 of a document, article or section is considered to be its main heading or title. Not using H1 elements properly can impact the website's SEO performance.

View All Answers

Question - 23:

Tell us about a recent freelance project you have worked on that you are proud of. Explain what particularly brought out the best in you?

Ans:

Different people thrive in different situations. What elements of this recent project helped them excel, and what can you do to replicate them?
* Things to listen for: Work style. Are they able to work independently? Are they good at prioritizing? Consider how their preferred work habits fit your project.
* Follow-up question: "Considering that same project, what do you feel could have been improved?" As above, listen for clues that indicate their work habits.

View All Answers

Question - 24:

Tell me how do we work together and how much collaboration is involved?

Ans:

Make sure you understand how much collaboration your web designer expects, as well as when you will be expected to provide feedback. This will help you plan for and schedule the time required to review each stage of work and minimize delays.
I recommend making time to be actively involved in the design process. Why? It's your website and you have to be satisfied that it clearly reflects your company's brand and message. My best projects have been realized when the client has set aside time to closely review designs and drafts at each stage of development so that we were able to have a truly collaborative relationship with no surprises late in the game.
Obviously, budget, timing, and references will all be key elements of your decision process, but developing a positive, responsive relationship with your web designer is just as important. If you have a great rapport with your designer, are able to communicate well with them, and like their previous work, your odds are good for hiring a freelance web designer that will deliver a positive experience and outstanding results.

View All Answers

Question - 25:

Tell me why would you bother marking up elements as ARTICLE, FIGURE, ASIDE?

Ans:

HTML5 provides many new element types so the more complex content may be properly marked up. This helps machines (such as search engines, parsers, screen readers, etc.) read a web page and understand its content structure.
* ARTICLE defines a piece of self-contained content with a heading of its own, which can exist outside the context of its web page. Useful for a news piece, an article, a product.
* FIGURE designates an image as a figure related to the content such as a schematic, blueprint or chart. With FIGCAPTION, a visual description of the image can be added too.
* ASIDE indicates information related to the main content on the page but is not a part of the actual content. An example usage would be a list of related articles on the same topic as the main article.

View All Answers

Question - 26:

Tell me what kind of design projects interest you?

Ans:

Liking your job has never been a requirement of employment, but good employers know that happy workers do better work-especially if they like the work they're doing. Every designer has his or her own specialty, something they like to do above all else. If what you like to do just happens to be the same job you're applying for, then you're in good shape.
Liking your job has never been a requirement of employment, but good employers know that happy workers do better work-especially if they like the work they're

doing.

If you're afraid that your interests and the job you're applying for aren't the best match for one another, then try to find the best answer that is not only honest, but makes you the best candidate for the job. You could mention that you would like to work your way up into a position that would let you work on your favorite types of projects, if that's a possibility.

Or you could always aim for an answer that is a little broader. You could say that you like projects that allow you to work with a team, or that you like working on challenging projects that everybody else has given up on.

In the end, you want to answer as truthfully as possible, because it gives future employers a sense of what you're good at and where you might fit the best. You never know, you could go in for an interview for one job and leave with a different job you didn't even know was available.

View All Answers

Question - 27:

Explain what are your graphic design career goals?

Ans:

This is an interview minefield that can be tricky to cross, especially if your career goals don't necessarily include staying with a company for an extended period of time. You want to be honest, but you don't want to come off as someone who is simply using this job as a stepping stone to something bigger. Employers realize that their employees aren't always going to stay with the company for the entirety of their career, but they also want to work with people who are committed.

You want to be honest, but you don't want to come off as someone who is simply using this job as a stepping stone to something bigger.

Express your career goals as a designer in a way that makes you seem favorable to the employer. For example, saying that you want to eventually leave to work with bigger brands and hopefully gain larger recognition might sound like a good goal to strive for, but saying as much could hurt your chances of getting the job.

Instead you might say something like "One day, I want to create a logo that is as recognizable as the McDonald's golden arches." You're telling the employer that you have lofty goals, but you're framing them in a way where the employer might be able to benefit from them. In the employer's mind, it might be their logo that you make into a nationally recognized icon.

It's important that you have goals. Saying that your career goal is to do the exact job you're interviewing for is just going to make you look desperate and directionless. The company you're interviewing with wants to expand and grow, and they want to work with designers who also want to expand and grow.

View All Answers

Question - 28:

Tell me what software will you use to build my website? And will you train me how to make updates on my own?

Ans:

If you're relying on content marketing to grow your business and your search engine ranking, it's crucial that your website is built with an easy-to-use content management system so that you can have control over your site content. Happily, the days of having to go through your web designer for any changes to your website text and images are over.

WordPress is currently the most commonly used content management system (CMS) on the web. It gives web designers the freedom to create beautiful websites while making it easy for site owners to manage their own content.

View All Answers

Question - 29:

Explain what do you feel are the keys to success when working remotely with a client?

Ans:

Everyone has a different approach to getting work done, particularly when you aren't working face-to-face. Are your priorities in sync?
* Things to listen for: Communication style. Does their response reflect an understanding of remote work? For example, collaboration, good communication, and accountability can be critical in any freelancer-client relationship. How do they manage these challenges?
* Follow-up question: "What tools do you use to manage your work?" There are many different tools available and you'll want to rely on your freelancer to determine and provide the tools needed to get your work done efficiently

View All Answers

Question - 30:

Tell me what are the advantages and caveats of using a CSS framework such as Bootstrap or Foundation?
What's the proper way to include frameworks in your workflow?

Ans:

* Advantages: Frameworks allow for fast prototyping of layouts, elements and pages, and promote reusability of consistent elements across the whole project. This often eliminates the need of dead end deliverables such as Photoshop mockups or other high-fidelity static sketches. In contrast, the HTML prototypes powered by a framework later evolve into the actual production templates code used by the new site. Another advantage is the myriad of development tools that come with the better frameworks: LESS/SASS preprocessors, variables for key values in the design, builder tools like Grunt/Gulp, ready to use JS scripts for commonly used interactions (modals, carousels and collapsing boxes, among others). Finally, frameworks come with good practices and commonly used pieces of standardized, well documented code built-in, and a large community to turn to when issues arise.
* Disadvantages: Although frameworks provide tons of built-in features and eliminate the need to write repetitive code, they also tend to generalize common elements and often lead to samey-looking designs. Another caveat is that when using a framework for a complex or unconventional design or a layout with a more complex grid, there's more effort involved in "fighting" the frameworks compared to simply writing the code from scratch. Sometimes, frameworks come with too much stuff that never gets used, or redundant styles that get overridden if not used correctly, leading to slower load times compared to a clean code written from scratch.

To properly utilise a CSS framework, developers should not include the compiled CSS of the framework and then write their own overrides. To take full advantage of the framework, the built-in development tools should be used: variables to be set, LESS/SASS mix-ins to be utilised, and the unused components to be excluded. Another frequent mistake is the heavy reliance on framework markup for layout and styling, which makes the separation of content and style harder and leads to design changes requiring editing HTML instead of CSS.

View All Answers

Question - 31:

Tell us how long does it take for you to deliver the final product?

Ans:

Time is money, and the more time you take on a project, the more money it will cost your employers in the long run. However, this can be a problematic question to answer, because you also need to look out for your own interests. Many designers make the mistake of underselling how long it actually takes them to finish a project,

which can create a whole heap of problems down the road.

After all, if you say it takes you one hour to do a project that actually takes three, your employer is going to hold you to that statement and you'll find yourself overwhelmed with deadlines you just can't meet. It's almost better in this instance to overestimate how much time you take, just to give yourself a buffer in case you're hit with a particularly difficult assignment. However, that can also be a dangerous game to play, because it may make you look less attractive than other candidates who can work faster than you.

...if you say it takes you one hour to do a project that actually takes three, your employer is going to hold you to that statement and you'll find yourself overwhelmed with deadlines you just can't meet.

What's important here is to give the interviewer a sense of how you manage your time. If it takes you longer than others to get a job done, then you need to be able to show why that extra time makes for a better final product. Break down your workflow into blocks of time so they know exactly how you work and what you use your time for.

This way, if your estimation seems too high, the employer has more information to go on and it just might help your chances. For example, if you spend a lot of your work time coming up with ideas, it might not be an issue at your new job if some of those ideas will be provided for you by a creative director.

Plus, you may find that the employer has no idea how long the project should take and are legitimately asking you because they need to know what to expect. They may be just trying to figure out how to work you into their workflow based on their own timetable.

View All Answers

Question - 32:

Tell us when talking about responsive web design, what are the differences between the Mobile First and the Desktop First approaches?
Where does each excel and what are some of the issues it leads to?

Ans:

* * Mobile First is a methodology for creating responsive CSS code where the styles for mobile devices are written first, without media queries, and for each screen size step up, a new media query is added extending, modifying and overriding the existing styles of the previous (smaller) step.
* Advantages - Easiest to optimise load times on smaller devices as no extra assets and styles apply (the assets linked in the following media queries don't get loaded). Very effective for simpler designs where larger screen styles are an upgraded version of the smaller ones, for example, when decoration or new elements are added for richer experience on larger screens.
* Disadvantages - This technique is not as effective if the mobile and the desktop versions of the layout have significant differences, or for complex layouts and for most web apps. In such cases, the Mobile First code gets more complex than necessary with too many overrides.
* * Desktop First is the classic way of writing CSS; the desktop version of the styles is either not in media queries or starts with a minimum width requirement, and for each screen size smaller than the initial one, a new media query is added starting from the largest to the smallest. With each consequent media query, elements are hidden, rearranged or re-styled.
* Advantages - As opposed to the Mobile First approach, Desktop First excels at designs that significantly differ between screen sizes, such as when elements are removed as the screen gets smaller. This is also the only way to add responsive capabilities to an existing older website without rewriting its code.
* Disadvantages - If not implemented correctly, it could lead to unused or overridden code and assets being loaded on smaller devices thus making the website heavier on smartphones. This leads to unnecessary overriding of styles and writing extra code for simpler designs where Mobile First could be implemented more easily.

For websites where the mobile and desktop versions are slightly different, it's generally a better practice to serve separate stylesheets based on screen size, or to isolate the two layouts in non-overlapping media queries, each strongly specific to its target devices.

View All Answers

Question - 33:

Explain a few easy ways to optimize a website. Where would you start?

Ans:

There are many ways to improve the performance of a website and developers may have ideas specific to the nature of each project. A few of the more common and easy to implement optimizations are:
* Minimize CSS and JS code to save a few hundred kilobytes of each page load.
* Have all assets compressed in the most appropriate format and at optimal settings (a good balance between quality loss and speed gain in important).
* Enable server side caching mechanisms (Memcached, Redis, gzip compression, APC, etc.).
* Serve responsive images according to device screen size and pixel density and only load the appropriate ones for the user's case.
* Write clean and concise HTML, don't include compiled frameworks, stop loading unused scripts or CSS modules.

View All Answers

Question - 34:

Tell us what are some of your greatest accomplishments?

Ans:

If you have accolades, awards, academic achievements or other lofty accomplishments in your past, then this question is likely going to be easy for you to answer. This is your chance to blow them away with all the great stuff you've been able to accomplish in the design field so far.

However, many people may have difficulties answering this question for a number of different reasons. Maybe you don't feel as if you've accomplished much of anything, maybe you're actively working towards something big but haven't quite made it yet, or maybe your big life accomplishment has nothing to do with graphic design.

Remember why employers ask this question in the first place-they want to work with people who have ambition, because ambitious people tend to put in the work to accomplish their goals. Employers also want to understand what inspires you; what do you consider an accomplishment in the first place?

...they want to work with people who have ambition, because ambitious people tend to put in the work to accomplish their goals.

Your job in this scenario is to show them why your greatest accomplishments make you the best candidate for the job, even if they don't seem that great or have much to do with graphic design at first glance.

Tell a story about how you achieved this accomplishment and what obstacles you had to overcome to do so. Also, be sure to let the interviewer know why this accomplishment means so much to you. This way, no matter what your achievement might be, the interviewer knows more about what motivates you and how you utilize that motivation to get stuff done.

View All Answers

Question - 35:

Follow Up (After a Project) Freelance Web Designer Interview Questions:

Ans:

* How do you think the project went?

* Do you have any suggestions?
* Do you anticipate having any other projects based on this one?
* Will this project need to be updated or revised at some point?
* If the project needs updating, do you consider the updating or revisions to be a separate project?
* Are there any other projects that I can do for you?
* How often do you need the services of a (writer/web designer/programmer/consultant)? (Choose one.)
* Can I use this project as an example on my portfolio? (If the project has gone well.)
* Would you be willing to give a testimonial on my work for my web page? (If the client is pleased.)

View All Answers

Question - 36:

Project Specific Freelance Web Designer Interview Questions:

Ans:

* What is the purpose of this project?
* What sort of background do you expect a freelancer working on this project to have?
* How technical is this project?
* Describe how you envision the finished project?
* How many (words/pages/screens) are needed? (Modify this question for your own specific field.)
* What are the specific project instructions?
* Do your customers have any special requirements or needs to be met by this project?
* Can you show me an example something like what you have in mind?
* Who will be my contact for this project?
* How available are you (or the contact) to answer questions during the course of the project?
* If necessary, will I have access to (your website/company-specific information/etc.)? (Choose one.)
* Is it necessary to have any special (equipment/software) to complete this project? (Choose one.)
* Do you envision any potential problems with this project?

View All Answers

Question - 37:

Company Background Based Freelance Web Designer Interview Questions:

Ans:

* What kind of business is your company in?
* How long has your company been in business?
* What is the size of your company?
* What is the company's reputation?
* What is your typical customer like?
* Who are your competitors?
* What is your address?
* What is your phone number?
* What is your e-mail address?
* What is the best way to contact you?

View All Answers

Question - 38:

Work Agreement Based Freelance Web Designer Interview Questions:

Ans:

* What is the budget for this project?
* Who will own the intellectual rights to the finished project?
* What is the deadline for this project?
* How will you be making your payment?
* When will you pay?

View All Answers

Question - 39:

About Work Philosophy Based Freelance Web Designer Interview Questions:

Ans:

* What is most important to you, quality or speed?
* How often do you want updates on my progress?
* Do you hire freelancers very often?
* Is your preferred work process structured, or unstructured?
* If necessary, would it be okay if I used subcontractors or outsourced parts of the project?

View All Answers

Question - 40:

Sample Freelance Web Designer Job Interview Questions:

Ans:

* What graphic design software are you most comfortable working with?
* What graphic design software do you know best? Which one could you improve?
* What do you think are the most important qualities in a graphic designer?
* How comfortable are you being told what to design?
* How well do you take criticism?

* You are asked to design a new logo for our company. What would it look like?
* Do you sketch your designs first before converting them to digital format?
* How many designs do you usually sketch before choosing one?
* Do you have a tablet at home? What is it and why do you like it?
* How long would it take you to plan, design, and complete a 300times400 banner?
* How familiar are you designing graphics for [online marketing, newspapers, etc.]?
* You may be given strict parameters for your designs. Will that stifle your creativity?
* You are told to create a design without any instructions. What do you do?
* How do you plan your designs before you start drafting them?
* Tell me about some of the designs you have created, and their success.

View All Answers

Question - 41:

Tell us In your opinion, what are the qualities of a good graphic designer?

Ans:

Here's your first chance to sell yourself a little, but don't overdo it. Think about the qualities that make a graphic designer great, and then expound on them a little. For example, you could say something like:
"There's no substitute for design intuition, of course, but understanding design technology as it changes is absolutely vital. For that reason, I make it a priority to stay up to date with software like Adobe CS and keep my eye out for changing market trends."

View All Answers

Question - 42:

Tell me when do you use JPEG compression and when would you prefer PNG instead and Why?

Ans:

Different image compression formats have different purposes with different compression methods.
* JPEG compression reduces the image size by finding areas of a similar color; the higher the compression level, the more aggressively it looks for such areas leading to a loss of visual information and the generation of artefacts at the edges of the compressed areas. This compression is effective for photos, drawings, gradients, most illustrations and other colorful, rich images. JPEG doesn't work as well for screenshots, simple UI elements, flat icons, schematics, and it is especially bad for text.
* PNG compression works by reducing the number of used colors. Depending on the level of compression this could lead to slight loss of color shades. PNG is great for logos, icons, signs, images containing text, for simple illustrations, UI elements and screenshots. Unlike JPEG, it also allows images to have transparent areas. PNG files are usually larger than JPEGs and don't provide good compression for photos and complex, colorful images and gradients.

View All Answers

Question - 43:

Tell us what is white space and how does it affect content on the web? What are some of the principles of "gestalt"?

Ans:

White space in graphic design is any area left intentionally blank. It doesn't have to be white. Both in web design and other media white space can be efficiently used to visually separate or group elements, to draw attention to a specific element, to reinforce the content layout or grid. Sometimes, white space is also used purely aesthetically to create visually interesting compositions.
Gestalt principles are part of the theory of visual perception. They deal with the mind's ability to "see" things that are not explicitly visible, by subconsciously combining shapes, finding similarities, completing compositions of physically disconnected elements. A few of the principles commonly used in design are:
* Similarity - the human mind perceives elements with similar features (either in color, shape, size or combination of the three) as related, meaningfully connected or grouped together. This is especially useful in navigation systems design and application toolbars;
* Proximity - similarly to the similarity principle, elements which are placed close to each other are considered grouped, related, or parts of a whole. This is a building principle of layout design. It's especially important when designing pages with large amounts of varied content (like the home page of a news website or application)
* Closure - when faced with a familiar looking object which is incomplete in its visualisation (parts of the image are missing) the mind automatically "completes the picture" or fills in the blanks and effectively sees the image as if it was fully displayed. This is a principle often used in logo design. Using the closure principle can make an element more interesting to look at (as the user's mind "works" to complete the element) which makes the design more memorable;
* Figure-ground relation is the tendency to mentally separate "objects" from "backgrounds" based on combination of color, shape and past experience. When properly used in graphic design, this principle directs the user's attention to important elements of the composition;
* Common fate - elements moving synchronously in tandem are often conceived as grouped or as parts of a single object. Common fate can be useful in interaction design;
* Continuity - the mind's ability to see connections and follow one path or another based on similarities and to follow lines past their end points. This principle can be used in logo design to generate interest. It can also be used when building layouts or compositions to make them look as a single tidy object, rather than a bunch of cluttered elements.

View All Answers

Question - 44:

Tell us which software do you prefer to work with and why?

Ans:

Again, this is where research comes in handy. If you're applying to a design job as a 3D modeler with a company that uses 3DStudio Max you want to be able to say that you use that same program, not that you only use Maya because you think 3DS is inferior. You can frame it like this:
"I think it's important to know multiple modeling systems, because each has it's benefits and drawbacks. I understand that your studio uses 3DStudio Max; I'm very familiar with 3DS, so I should be able to hit the ground running here."

View All Answers

Question - 45:

Tell me would you consider yourself a team player?

Ans:

No matter if you're an in-house designer or working freelance from home, you are a part of something greater and you belong to a team of people all working towards the same goal. When employers ask this question, they're not looking for a simple "yes" or "no." They're looking for some sort of indication as to where you fit in the

team.

Are you the type of person who naturally ends up leading the team? Are you happy to just play whatever role is necessary on the team to get the job done? Are you the type of person who can always be counted on to put in the extra work to do last-minute tasks that pop up? These are the type of things that employers want to know.

If you're a bit of a lone wolf, it's okay to run without a pack, but you're going to have to make some sort of concessions to your future employers. If you work best alone, find some other way that you can contribute to the team. Suggest that you're happy to participate in planning and development meetings, or that you'll check in on a regular basis with your team through e-mail.

If you're a bit of a lone wolf, it's okay to run without a pack, but you're going to have to make some sort of concessions to your future employers.

Employers just want to make sure that everything will keep running smoothly if they hire you, and that you'll be able to get along and work effectively beside the people who already work there.

View All Answers

Question - 46:

Tell us what makes a good color scheme and can you name a few examples of complementary, analogous and monochromatic color schemes?

Ans:

Some color combinations are more visually appealing than others, and there's a reason for that: The human mind looks for harmonies, order and systems, and color schemes that adhere to such systems look more "pleasing". There are several ways to combine colors effectively.

Here are a few:

* Monochromatic - using a few different hues of the same tint, such as combining pale green with deep, dark green and using bright green for accents. It's good for foreground color and background color combinations.

* Analogous - using colors that stand close to each other on the color wheel (and the rainbow), such as orange and yellow, blue and green, or red and purple. Usually, it works for elements placed next to each other, but not as effectively as combinations for foreground and background.

* Complementary - using colors which stand on opposing sides of the color wheel such as orange and purple, blue and yellow, or green and red. These colors generally have good contrast and if they also differ in lightness, they can be used as pairs for foreground and background colors. The designer should remember that certain complementary combinations don't look good (red on green and vice versa are irritating to look at and are rarely used in combination) while others have stunning contrast.

View All Answers

Question - 47:

Tell me how to combine fonts? Which types of fonts work nicely together? How many different types is OK to use on a website?

Ans:

Some fonts work together nicely and look good on the same page. To combine two fonts properly we need to look for similarities and differences between them (serifs, historic background, x-height, thickness, aperture, stroke contrast).

As a good general rule of thumb, two fonts work well together if they are either similar except for one important thing (analogous fonts), or if they're very different but have one thing in common to connect them (complementary fonts). It thing that is always good for the two fonts to have equal x-heights (the height of a lowercase "x" compared to the uppercase "X" of the same font-size) in common.

Combining fonts that look too similar should be avoided (like combining Helvetica with Lucida Grande or Arial with Verdana).

A few rules to create good combinations:

* Combine a serif with a sans-serif font, both of which have very similar x-height, stroke contrast (the difference between the thinnest and thickest parts of a character's lines) and aperture (how open or closed the characters are);

* Use contrasting thickness options of a single font; a light/thin version of a font is very different than its bold/black versions and the two versions work very nicely in combination;

* Some fonts are designed as families and work well with one another. Examples are Adobe's Myriad and Minion pair or Museo with Museo Sans and Adelle with Adelle Sans.

* When selecting fonts, it's important to keep in mind the context each will be used in. The headings or display font could be more lavish, exquisite and detailed, while the main copy should be a simpler font that is readable in smaller sizes.

* For most designs, one or two font families will suffice with a possible third used sparingly for very specific purposes.

View All Answers

Question - 48:

Explain what kind of design projects are you interested in?

Ans:

A question like this is why it's so important to do your research. You don't want to apply for a job doing layout design for educational materials and moon over how much you love motion graphics for social marketing campaigns. A sample answer might sound a little like:

"I'm always trying to develop better practices for streamlined User Interface layout graphics. I'm really excited at the work this company has done for XYZ website, and I hope I'll get a chance to contribute to a similar project."

View All Answers

Question - 49:

Tell me how do you deal with images for Retina, 4K, UHD and other high-resolution display types? How do you produce and interpret raster mockups made for high resolution displays (including most smartphones)? What's the most important thing to remember?

Ans:

With the abundance of devices equipped with high pixel density displays, it's important to provide high resolution of some images on a website, and especially important for those with simple shapes and fine lines, such as logos, figures, schematics and product photos.

* When an image is used in HTML as an IMG tag, techniques such as PictureFill may be used until the new PICTURE tag is widely adopted by popular browsers. This way, different versions and sizes of images can be served based on the user's device size and pixel density.

* When used as a background image in CSS, media queries can be used to target different devices so the most suitable size of an image is served to each user.

* When creating or slicing Photoshop (or other) mockups made for smartphones or high pixel density devices, it's crucial to remember that the mockup is twice as large as it would be on the device. A device's 1200-pixel screen width is generally treated as 600-pixel wide. This means a 32-pixel high text in the mockup should be coded as 16-pixel height when writing the CSS file, and a 300-pixel wide image has a width of 150 pixels on the web page (of that device's screen). Effectively one should treat every two-by-two pixel square of the Photoshop mockup as a single pixel on the device.

View All Answers

Question - 50:

Tell me what is white space and how does it affect content on the web? What are some of the principles of "gestalt"?

Ans:

White space in graphic design is any area left intentionally blank. It doesn't have to be white. Both in web design and other media white space can be efficiently used to visually separate or group elements, to draw attention to a specific element, to reinforce the content layout or grid. Sometimes, white space is also used purely aesthetically to create visually interesting compositions.

Gestalt principles are part of the theory of visual perception. They deal with the mind's ability to "see" things that are not explicitly visible, by subconsciously combining shapes, finding similarities, completing compositions of physically disconnected elements. A few of the principles commonly used in design are:

* Similarity - the human mind perceives elements with similar features (either in color, shape, size or combination of the three) as related, meaningfully connected or grouped together. This is especially useful in navigation systems design and application toolbars;

* Proximity - similarly to the similarity principle, elements which are placed close to each other are considered grouped, related, or parts of a whole. This is a building principle of layout design. It's especially important when designing pages with large amounts of varied content (like the home page of a news website or application)

* Closure - when faced with a familiar looking object which is incomplete in its visualisation (parts of the image are missing) the mind automatically "completes the picture" or fills in the blanks and effectively sees the image as if it was fully displayed. This is a principle often used in logo design. Using the closure principle can make an element more interesting to look at (as the user's mind "works" to complete the element) which makes the design more memorable;

* Figure-ground relation is the tendency to mentally separate "objects" from "backgrounds" based on combination of color, shape and past experience. When properly used in graphic design, this principle directs the user's attention to important elements of the composition;

* Common fate - elements moving synchronously in tandem are often conceived as grouped or as parts of a single object. Common fate can be useful in interaction design;

* Continuity - the mind's ability to see connections and follow one path or another based on similarities and to follow lines past their end points. This principle can be used in logo design to generate interest. It can also be used when building layouts or compositions to make them look as a single tidy object, rather than a bunch of cluttered elements.

View All Answers

Question - 51:

Tell me how good are you about sticking to your deadlines?

Ans:

Employers are looking for designers who can not only deliver results, but do so in a timely manner. Failing to meet your deadlines can cost your employer money or make them lose face to their customers, clients and business associates. If you are good about keeping up on your deadlines, you'll be good to go when it comes time to answer this question.

If sticking to your deadlines is something that you have a hard time with, then you need to at least show the interviewer that you respect deadlines and that you do whatever it takes to get your job done. Give examples of times when you weren't able to complete a task on deadline, and explain why you fell behind and how you rectified the situation. Did you ask for an extension ahead of time? Did you bring in another designer to help you with the work?

Keep in mind, there's no reason to punish yourself if you've missed the odd deadline here or there in the past. Potential employers want to know how you're going to handle their deadlines, so you can always turn a negative experience into something positive.

...there's no reason to punish yourself if you've missed the odd deadline here or there in the past.

Say you've missed deadlines in the past because of last minute editorial changes. You might answer the question by saying you're good at keeping deadlines so long as you have everything you need to do the job ahead of time. This way, you can answer the question positively and truthfully while also giving the employer some insight as to how you work best.

View All Answers

Question - 52:

Can we see your portfolio or samples of your works?

Ans:

An experienced professional should be able to share samples of their work or tell you about projects they've worked on. Use your best judgement about this based on how they've represented themselves: Some types of work aren't always public or easily shared, for example, and someone with years of experience may not have a big portfolio if they've recently made the move to self employment.

* Things to listen for: Quality. Does their work represent the skill level and attention to detail you're looking for?

* Follow-up question: "What was your approach to this project?" This question will help give you more insight into how they collaborated with others, addressed the client's needs, met challenges, or exceeded expectations.

View All Answers

Question - 53:

Tell me how do you handle criticism?

Ans:

Let's be honest-artists and designers sometimes have a tendency to turn into divas when faced with criticism or editorial guidelines. It can be frustrating to work in a creative field and have outside factors hinder your creative expressions. But for a professional graphic designer, criticism is a part of the job; employers want to know that you'll be able to suck it up and make changes to your design when necessary.

Let's be honest-artists and designers sometimes have a tendency to turn into divas when faced with criticism or editorial guidelines.

What's important here is to impart upon the interviewer that you can take direction, that you're open to the ideas of others, and that you understand how to work within a hierarchy. However, the interviewer might try to throw in different follow-up questions or add modifiers to test how you work when treated unfairly or when given bad criticism.

Answer in a way that's truthful, but that shows you can still be part of the team, even if you tend to be a little too argumentative and passionate about your work when faced with unjust criticism. Make sure the employer knows that you are open to critique and willing to listen.

View All Answers

Question - 54:

Tell me when do you use the following HTML5 tags:
STRONG, EM, SMALL?

Ans:

Although these tags create specific visual treatment (STRONG makes the text bold, EM makes it italicised and SMALL makes it smaller), this is not their purpose and they should not be used simply to style a piece of content in a specific way.

Each of the three has semantic purpose and should only be used to mark text as follows:
* EM - Emphasized text. This is text that should be emphasized thus changing the meaning of its context.
* STRONG - Strong importance. Can be used in titles, headings or paragraphs to emphasize the word or phrase that bears the most importance in the sentence. It can also be used to stress the importance, or seriousness, of a word or phrase.
* SMALL - Small print. Used for disclaimers, clarifications and general de-emphasizing of the marked text.
* To style text as bold, italic or in smaller font, generic tags can be used and the styles applied with CSS code instead of abusing semantic HTML5 elements.

View All Answers

Question - 55:

Do you have any questions for me, feel free to ask?

Ans:

With all the pressure and anxiety of being under the microscope during a job interview, people often tend to forget that you're just as much interviewing them as much as they are interviewing you. You should always come prepared with questions to ask at the end of the interview. Not only does this make you seem engaged and show your interest in the position, but it also gives you a chance to make sure this job is the right fit for you.
...people often tend to forget that you're just as much interviewing them as much as they are interviewing you.
Try to avoid bringing up questions about pay rates or vacation days unless you're in a position where you absolutely have to. Most employers don't like to discuss pay until a follow-up interview, so try to wait out these questions if you can.
Questions about the company, the people you'd be working with, and what the job itself entails are all good places to start. However, you'll want to find questions that make you seem engaged, not just going through the motions. Instead of just asking what their company is all about, inquire about the future of the company: where it's heading, what projects are coming up, and what the future means for the position you're applying for.
This is usually the last question asked at the interview, so you don't want to take up too much of the interviewer's time. Stick to about three to five questions if at all possible. It's a good idea to have these questions written down and to keep some paper and a pen with you during the interview, so that you can write down any questions that might come to you while you're talking.

View All Answers

Question - 56:

Tell us are you able to meet this timeline as Freelance Web Designer?

Ans:

If you have a tight timeline, you need to know right away whether the freelancer has a conflict. Most freelancers often manage multiple projects; this doesn't mean they aren't the right fit for your project, but it does mean that they need to be able to balance your project against the needs of their other clients.
* Things to listen for: Project management skills. Are they confident about their ability to meet your milestones? What's their approach to juggling multiple projects?
* Follow-up question: "Is this timeline realistic?" An experienced freelancer should know whether you've allocated enough time, missed key steps, or aren't leaving enough "buffer" for challenges that are likely to arise.

View All Answers

Question - 57:

Tell us when you embed self-hosted video on a web site, what format would you use?

Ans:

When you use video on a website using the HTML5 video element (as opposed to embedding from YouTube, Vimeo or other video-hosting services) it's the website's responsibility to serve each browser that video in a format that the browser can play.
As of recently, major browsers, OS and devices support the MP4 video format (using MPEG4 or h.264 compression). To assure compatibility with Firefox clients and certain Android devices that can't play an MP4 video, it's good to have copies of the video in OGV and WebM formats. When multiple copies are available, all files should be listed as source elements of the VIDEO tag.

View All Answers

Question - 58:

What do you know our work and company?

Ans:

A job interview might give you the chance to step into the spotlight, but that doesn't mean you're going to be the only one in it. Employers love to hear you talk about their company and the work that they do just as much as you like to hear people say nice things about your design work.
Employers love to hear you talk about their company and the work that they do just as much as you like to hear people say nice things about your design work.
This is also a bit of a test to see if you've done your homework, so try to be prepared to answer this ahead of time. Again, if you don't know anything about the company and can't find out any info, this is a good chance to hear more about them.
Give your honest opinion, but avoid being too negative-after all, if you didn't like the company or the work that they do, why would you want to interview for the job in the first place? Constructive criticism is okay, but again, you want to frame it around why you're the best person for the job.
It's okay to impart that there is something missing within their organization-perhaps it's a void that only you can fill! But you don't want to come across as someone who is ready to start tearing everything down and doing it all your way.
Regardless of what you know or how you feel, you should have some nice things to say-even if it's just your initial impressions when you came in for the interview.

View All Answers

Question - 59:

Can you please explain why did you leave your last job?

Ans:

This is not your own personal forum for airing out all of the grievances you had with your last employer, and doing so is not going to help you get the job. Instead, you want to remain professional and honest without coming across as someone who makes a lot of unnecessary problems. Put a positive spin on your reasoning as much as you can.
For example, money is a common reason why people leave their jobs, and it's not unreasonable to seek out new employment opportunities in order to increase your income level. However, telling a potential employer that you left over money is going to signal to them that you might do the same thing to them one day, or that it'll be expensive to keep you. Instead, you can say that you felt there was no longer any room to grow at your last company, or that you were looking for new opportunities to advance your career.
In some cases, you'll be interviewing for a job without having actually left the last one. That's okay, but expect to answer a lot of questions about what you do at your

current job, why you're thinking of leaving it and how long it'll take you to be able to start your new job.

If you work freelance, you may be asked questions about your current clients and whether working for them will create time conflicts or prevent you from hitting your deadlines.

If you were fired or let go from your last job, this might be an extremely stressful and difficult question for you to answer. Don't be too nervous if you were fired-after all, everybody loves a good comeback story. Just make sure to spin this answer into something positive that helps demonstrate your growth as a designer.

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For example, if you were let go from your last position because you weren't a good fit for your employer, it means you're ready to find a company which is better suited to your talents. If it was a personal problem, then outline the steps you've taken to correct that behavior and demonstrate your eagerness to get back in the game.

Above all else, stay positive and don't go into more detail than you need to in order to explain the situation. Don't point fingers or use this as an opportunity to badmouth your last boss. Just present the facts, show that you've grown from the experience, and move on to the next question. If the interviewer wants to know more, he or she will ask you follow-up questions.

View All Answers

Question - 60:

Tell us what are your strengths?

Ans:

This is your chance to show off-but don't overdo it. Of course you want to showcase your best accomplishments as a designer, as well as the positive qualities that you can bring to the workplace. But that's where many people lose their focus-they forget about what's important to the company they're interviewing with. Frame your strengths in a way that they are relevant to your potential employer. Whenever possible, try to tailor your responses so that they match closely with what the company is looking for. For example, instead of just saying that you know InDesign, you might mention that you have plenty of experience designing multi-page materials if you're interviewing with a company that puts out a lot of brochures.

Avoid using clichés, like saying you're a "hard worker" or a "team player." These are empty words unless you have examples to back up your claims-which you should. You want to sound impressive to potential employers, but you also have to present yourself in a way that makes you stand out over all the other candidates, who are likely just as "hard-working" and "team-playing" as you are.

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