Logo Designer Job Interview Questions And Answers

Interview Questions Answers

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Logo Designer Interview Questions And Answers Guide.

Question - 1:

Tell us what's the difference between rich black and auto black?

Ans:

Rich black is used when you have a large area to cover. Auto black is used for smaller elements such as text and little areas. Rich black is "blacker than black" and uses different RGB combinations to achieve a darker look, whereas auto black is only 100% black.

View All Answers

Question - 2:

Tell us what inspired you to join graphic designing field?

Ans:

I was always fascinated by animated images. My curiosity led me to take interest in animations and led me to opt for a degree in graphic designing. The most beautiful part is I can graphically create almost anything my mind conceives.

View All Answers

Question - 3:

Please explain what processes do you find most difficult in creating a new design?

Ans:

The initial creation phase. It's hard to narrow down ideas to decide on one main design that will successfully represent your brand/design look you're trying to achieve.

View All Answers

Question - 4:

Tell us how much bleed do you normally have on your layouts?

Ans:

Usually it depends on the printer and his press and the project, around one sixteenth to one eight of an inch sometimes one quarter inch.

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Question - 5:

Why should our small firm hire you as Logo Designer?

Ans:

I genuinely love to collaborate, learn, and design. I strive for perfection in everything I do to ensure that each project I create is done to best of my abilities.

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Question - 6:

Explain me the biggest freelance job you've done?

Ans:

Creating my own brand. I built my website, portfolio website, graphics, and following from the ground up, teaching myself as I went. It's always a work in progress and takes a lot of time to maintain but it's so worth it!

View All Answers

Question - 7:

Tell us what types of designing projects are you most interested in?

Ans:

I like designing websites and advertisements as I believe my expertise lies here. However, I am also quite interested in mobile application designing which I would like to explore now.

Question - 8:

Tell us when is eye catching, too much?

Ans:

When It detracts from the message. Your work may aesthetically be incredible, but it has to effectively communicate the message.

Question - 9:

Do you know what is a blueline?

Ans:

The final proof before the actual press run. It includes all the images at actual resolution, but everything is printed out in one color--blue.

Question - 10:

Explain me what do you do when a client wants a reverse ad?

Ans:

Help them achieve their goal. I would suggest things that would make their campaign successful, be it reserve advertising. Ultimately it's the client's decision what direction they want to go. My job is to help them reach their destination successfully. Make sure they're confident in their brand and willing to take the risk.

Question - 11:

Where do you see yourself five years from now as Logo Designer?

Ans:

(Be confident)
After five years, I see myself working for your firm in capacity of senior graphic designer, producing effective visual communications and making history in the field of graphic designing!

Question - 12:

Tell us which process of a project creation do you enjoy the most?

Ans:

Electronic set up of the comp, laying out the pages, and including placeholders, and of course, seeing that comp come out of the printer a sparkling design.

Question - 13:

Please explain us your portfolio. Which pieces are you most proud of, and why?

Ans:

Every designer should be prepared to showcase their best work. Make sure you ask them to explain the problem each piece was meant to solve and how they accomplished that.

Question - 14:

Tell us what is your experience with CSS?

Ans:

I have about 2 years experience so far. I can create layouts, layers, animations, edit colors, edit dimensions and many many other things. There's so many possiblities!

Question - 15:

Tell us what experience do you have in designing for the web?

Ans:

I have developed several web banners and landing pages for my previous employers. Details are enclosed in my portfolio for your view.

Question - 16:

Explain what is your preferred software for creating these designs?

Ans:

A mixture of Photoshop, Illustrator, Dreamweaver, and WordPress.

Question - 17:

Suppose you are designing a new logo for our company. What would it look like?

Ans:

This question gives you an opportunity to observe a designer's thought process first-hand and see how well they understand your company or product.
View All Answers

Question - 18:

Tell me have you ever gotten tired of creating new designs?

Ans:

There have been some times when I needed a break in creating something new to recharge and see a different perspective.
View All Answers

Question - 19:

Tell us who is your favorite super hero?

Ans:

Superman. He's humble, self-sufficient, and never once blamed his upbringings for any failure he may have had in life.
View All Answers

Question - 20:

Tell us which programs are you comfortable working with?

Ans:

(Do some homework, find out what programs does the company commonly use and make sure you mention those if you have expertise in them)
I am well versed in Photoshop, adobe, illustrator, Visio, In design and other layout based software. I like diversity and bring demonstrated ability to work effectively in almost any program. Usually I select the software that will best compliment the idea after studying the given assignment.
View All Answers

Question - 21:

Tell me what is your workload like?

Ans:

There's a big difference between the level of attention you'll get from your freelance designer if you're providing a significant portion of their income versus sending them a small project here and there.
Before committing to a contract, set clear expectations around your requirements. Will you need closer to five or 40 hours of their time each week? Find out how booked up they are with other clients and if it's realistic for them to take on your project given your expectations and their other commitments.
View All Answers

Question - 22:

Why should we hire you as Logo Designer?

Ans:

I offer exactly what you seek and am capable of addressing your graphic designing requirements. I have studied your previous graphic material and I have some brilliant ideas to rejuvenate your graphic marketing communication through implementation of contemporary and modern visual marketing techniques.
View All Answers

Question - 23:

Tell us what method of design do you use most frequently, tables, css, or standards?

Ans:

I typically use css for design. It allows for the most versatile creations and gives you endless creative freedom.
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Question - 24:

Please explain your creative process. What are the major steps?

Ans:

Every designer should have a detailed answer prepared for this. A good designer won't just jump in and start designing. Great designers begin by trying to understand the problem they're being asked to solve. Depending on the project, they might interview users or look through data to determine the best course of action. They should also allow for at least one round of substantive feedback and iteration before they submit their final designs.
View All Answers

Question - 25:

Tell us when working with flash, what is a reasonable timeframe for a leaderboard banner?

Ans:

Around 10 seconds for each frame.
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Question - 26:

Explain me design aesthetic?

Ans:

A critical factor to consider when hiring a graphic designer is whether their work aligns with the overall design aesthetic you envision for your project.

If the designer you're considering has a portfolio full of edgy, hand-illustrated black-and-white cartoon characters, they might not be the best fit to work with a mature brand that wants to appear authoritative. It's a good idea to look through the designer's work to get a sense of whether their aesthetic jibes with your vision before getting too far into the interview process, but be sure to ask this question regardless.

View All Answers

Question - 27:

Explain me your process of taking a project from initial sketch to the final product?

Ans:

Research the customers webpage to understand the feeling of their products. Start brainstorming of ideas. Create various concepts and present them to the costumers. Once one of the concepts are selected, finish the design and send to the client for final approval.

View All Answers

Question - 28:

Best Logo Designer interview tips:

Ans:

* When you arrive in the interview give us your business card. It should be well designed, memorable, simple and hopefully have a great idea. It should be unique and you should be branded.
* Have 8-12 pieces of work in your folio. Put the best pieces at the front and back.
* Have at least six questions ready to ask (if you have less, you'll find they will be answered in the course of the interview).
* Take a pad and pen, take it out at the beginning of the interview. You don't have to take notes, but it looks as if you are organised.
* Talk about your work before you show it, but don't talk too much. This should be one short sentence to engage the interviewer with you. We will be looking at you as you speak. Then show us your work.
* Have samples and mock ups.
* Bring sketches. We are as interested in how you got to the final solution as the solution itself. You can show other concepts.
* Have a copy of your CV (resumé) at the back of the portfolio. Offer it even if we already have it.
* On your CV don't tell people about exam results or part-time jobs that have nothing to do with your chosen career. It pisses us off.
* Don't talk about holiday or money in a first interview.
* Give a firm handshake.
* Tell us you really want the job (believe it or not, hardly anyone does this).
* Ask for our business card(s).
* When you get back home, send an email thanking us for the interview.
* Make sure your branding is consistent on your business card, CV and email signature.

View All Answers

Question - 29:

Operational in-house designer Job Interview Questions:

Ans:

* How has the brand you most recently worked with evolved over time? What part did you play in that?
* How do you sustain long-term interest in designing for one brand?
* How do you adapt a brand for different audiences?
* How much experience do you have with presenting work to key stakeholders?
* How would you learn about our brand during your first week at work?

View All Answers

Question - 30:

Role-specific Logo Designer Job Interview Questions:

Ans:

* As a graphic designer, whose work do you admire? Who are your design heroes?
* How do you stay updated on the latest tools and trends?
* Who would be your ideal brand or client to work on, and why?
* Describe the structure of your current/previous team. Who did you work with on a regular basis? What did they do?
* How do you prepare to present your work to clients or stakeholders?
* What do you do when clients or stakeholders give you negative feedback?
* How do you start a project? How do you know when it is finished?
* What do you do when you hit a creative block? Talk about a design challenge you encountered and how you overcame. it.
* What type of design work do you enjoy the most; print or digital? How do you find transitioning between the two?
* How do you prepare your work for production? (e.g. Prep work for print or for front end development)
* What do you do when you're running out of time on a project?

View All Answers

Question - 31:

Operational agency designer Job Interview Questions:

Ans:

* How would you rate yourself on producing appropriate work for a broad range of clients?
* This is a fast-paced environment. How comfortable are you with short deadlines and new trends?
* Describe your experience with presenting your work to clients.
* Have you ever represented your agency at a client meeting? How did you handle it?

Question - 32:

Sample Logo 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.

Question - 33:

Portfolio based Logo Designer Job Interview Questions:

Ans:

* What was your role on this project?
* How much time did you have to create this piece?
* How did you work with other members of your team?
* Tell us about a favorite piece of work in your portfolio.
* Where did you start on this project? What images, copy, or guidelines were you given to begin?
* Talk about one of your more successful design projects. What kind of results did it achieve, and how do you define a success?

Question - 34:

Basic Logo Designer Job Interview Questions:

Ans:

* Talk about your experience producing high-quality visual designs, from concept to production.
* Discuss what a user-centered design principle means to you.
* Do you feel the work in your portfolio best represents your design ability and depth of thinking?
* Why do you want to be an in-house designer?
* Talk about a time when you had a creative conflict with a client. What happened?
* Have you ever had to "fire" a client? Why?
* What do you think are the warning signs of a potentially difficult client?
* Talk about the interplay between designer control and user experience.
* In what type of environment do you do your best work?
* Discuss your experience with HTML and CSS.
* How do you go about understanding your client's business problems and identifying how to explore solutions through design?
* How do you establish a more holistic perspective for clients to help them understand design strategy as it impacts their business?
* If you are working on a big project for which multiple designers are developing separate creative solutions, how do you ensure that your work is selected by the creative director to be shown to the client?
* How often do unfinished projects linger on your job list and clutter up the job board?
* How often do you take on a project that involves learning a new program, language, or technology?
* Discuss what this statement means to you, "Be led by relevance."
* What are the steps you take in putting together a project proposal?
* Discuss your understanding of the importance of typography.
* How do you handle conflict with a creative director?
* What is the role of research in design solutions?

Question - 35:

Explain do you find CSS to being superior or inferior?

Ans:

Superior - there are endless possibilities with it. You can even animate with it!

Question - 36:

Tell us how do you incorporate feedback into your designs? What's a time you received hard criticism for your work?

Ans:

You want to make sure you're selecting someone who can solve design problems, not create them. Great designers aren't precious about their work, and mature designers appreciate and incorporate constructive feedback.

Question - 37:

Explain us about your experience working remotely. What do you feel is important to make sure the work gets done efficiently?

Ans:

This question should give you some insight into a graphic designer's work style. Mentioning the importance of regular communication, organization, and accountability are good signs.

Question - 38:

Tell us how do you work with collaborators like copywriters, developers, and project managers? Tell me about the final hand-off process?

Ans:

Great graphic designers are team players who ask questions and solicit feedback. A good candidate will feel comfortable collaborating with clients on a project. They should be able to recommend specific file types for review, source files, and deliverable to make the final hand off as smooth as possible.

Question - 39:

Explain us what's an example of a project where you disagreed with the client's feedback and how did you handle it?

Ans:

Good designers should be able to defend and support their work in a professional, respectful way. You want designers who believe enough in their work not to be steamrolled but also who won't be difficult to work with or refuse to adapt.

Question - 40:

Tell me what do you enjoy designing graphics for the most? Example would be, for advertisements, for websites, video games, etc.?

Ans:

Advertisement and websites.

Question - 41:

Tell us have you worked on a project as part of a team? How did it turn out? What parts did you contribute?

Ans:

At my current job I'm in charge heading monthly meetings to track different aspects of our company. I contribute to 5 of the 6 topics in question. I always make sure my research is thorough, my presentations are laid out effectively and I give everybody as detailed a breakdown as I can. I ALWAYS make sure I'm able to meet the deadlines and I'm willing to help others if they aren't able to complete their aspects in time.

Question - 42:

Explain me your design process like?

Ans:

The graphic designer you're considering should be able to articulate a clear path to achieving your desired results. An inability to do so could mean they don't have enough experience to suit your needs.

For example, here's how veteran graphic designer Ian Paget of Logo Geek kicks off a project with a new client: "I start my design process by creating a list of goals that can be used as a tick-list to refer to during the design phase and when selecting the best solution. We cover areas such as the brand's story, values, competition and target audience."

Having a well-defined, agreed upon design process like this is key to the success of the designer-client relationship.

Question - 43:

Tell us what motivated you to apply for this project?

Ans:

This question can reveal a lot about whether the graphic designer you're interviewing is genuinely interested in your company and what they'll be working on. If they aren't, it'll show in the final product -- and that's a losing situation for everyone.

Ask questions that gauge their knowledge of your business and goals, and observe how well their skills and interests align. You want a graphic designer who fundamentally understands what you are building and why it's important. Ideally, they'll already be familiar with your company or will have interacted with you as a customer in the past.

Question - 44:

Tell us how long does a typical project take you to create from sketch to finish?

Ans:

It depends on the complexity of the project. A simple logo design takes about 1 week. An entire brand and website design can take up to a couple of months.

Question - 45:

Tell me when creating graphics, what do you think is the most important aspect, planning, design, or implementation?

Ans:

All of the above. If you're missing any one of those parts of the formula it can mess up the rest of the design. You want to make sure it's consistent in all parts.

View All Answers

Question - 46:

Tell us about a time when you closed a deal with someone that was unsure about going forth, how did you do? What was the project for?

Ans:

I was hired to create a logo and for a bow-turning company. After I completed it I was asked to create a website for them in the future. Months had passed without any word, so I created some sample pages to show the client. They were happy with the result and decided to move forward.

View All Answers

Question - 47:

Suppose someone asks you to design something without any context. What do you do?

Ans:

Nobody likes it, but sometimes designers are asked to create something without a lot of context. A good designer can roll with the punches and find answers to their questions whether there's a detailed creative brief or not.

View All Answers

Question - 48:

Tell us how do you meet tough deadlines? Tell us about a time you completed great work under pressure?

Ans:

Good designers are thoughtful and thorough, but you also want to make sure they know how to prioritize and work well under time constraints.

View All Answers

Question - 49:

Please explain what qualities and skills should a good graphic designer have?

Ans:

This is a great opportunity to see how a designer thinks of their profession. "To create great designs" is not enough. A good designer will be able to articulate how their designs communicate your brand's vision and solve practical problems.

View All Answers

Question - 50:

Tell us how would your other clients describe working with you?

Ans:

When a graphic designer has a page of their portfolio website dedicated to testimonials or keeps an offline copy of positive reviews they've received from past clients, it tells you their customers are happy with their results and willing to publicly vouch for them. If they don't offer to share, just ask.
However, if they're unable to produce a few positive testimonials, that's might be an indication they are unable to sustain good client relationships or produce quality results. Tread lightly.

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Question - 51:

Please explain something about your most challenging design project yet?

Ans:

I have my portfolio here for your reference. I was asked to design an advertisement for baby clothes. It is a touchy subject which required much thought and sensitivity. I was actually quite apprehensive about offending they target audience but thankfully, it received accolades from both the company and the customers.

View All Answers

Question - 52:

Tell us when designing print jobs what file format would you use for photos?

Ans:

PSD TIFF. EPS. JPG or PDF

View All Answers

Question - 53:

Tell us how familiar are you with Adobe's product line?

Ans:

Adobe Photoshop - 80%, Illustrator - 35%, Dreamweaver - 60%, Premier - 40%

View All Answers

Question - 54:

Tell us who is your favorite designer?

Ans:

ABC from GGL. I love her clean, fresh designs that stand out without being too overdone and in your face.

View All Answers

Question - 55:

Tell us what's the difference between the gripped edge and the deckle of paper stock?

Ans:

The gripped edge is the side of the paper which is held by the printing press, the deckle is the edge or side of the paper which is the "outside"

View All Answers

Question - 56:

Tell us have you done freelance work before?

Ans:

Why yes I have done the freelance work on many occasions maybe 150 at least.

View All Answers

Question - 57:

Explain me how do you measure the success of your designs?

Ans:

A good designer should always be looking for feedback and opportunities to iterate. They should care about metrics like conversion rates, click-throughs, and user feedback even if they aren't measured by them.

View All Answers

Question - 58:

Explain what brands do you most admire and how do they influence your work?

Ans:

This is a good opportunity to see whether a designer is abreast of current design trends and a good fit for your specific business needs. They should be able to articulate what makes a brand stand out, graphically speaking, whether that brand is directly related to your business or if it shares similar attributes.

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