

# Designer interview checklist

Graphic design hiring usually includes a portfolio review with the creative lead or art director, a timed design test or small paid assignment, a discussion on process and client handling, and an HR round.

## 10 QUESTIONS TO PRACTISE OUT LOUD

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**1. Walk me through how you would design a logo for a new tea brand.**

What it checks: Whether you follow a real process, from brief and research to concepts and refinement, instead of jumping straight into software.

**2. Tell me about a time a client rejected all your concepts.**

What it checks: Whether you stay professional, find the root cause of the rejection and recover without either giving up or getting defensive.

**3. What salary do you expect for this graphic designer role?**

What it checks: Whether you have a realistic expectation for your level and can talk about pay confidently, without underselling or refusing to give a number.

**4. What is the difference between RGB and CMYK, and how do you prepare a file for print?**

What it checks: Basic production knowledge that prevents expensive printing mistakes, such as dull colours, cut-off text or blurry images.

**5. Tell me about a time you had several projects due on the same day.**

What it checks: How you prioritise, communicate early and keep quality up when workload peaks, which happens often in agencies and in-house teams.

**6. Do you take freelance projects, and would you continue them if you join us?**

What it checks: Whether there could be a conflict of interest or divided attention, and whether you are honest and clear about any side work.

**7. What is the difference between vector and raster graphics? When do you use each?**

What it checks: Whether you choose the right file type and tool for the job, which affects quality at different sizes and how easily files can be edited.

**8. Tell me about a printing mistake you caught or made.**

What it checks: Ownership, attention to detail and whether you built checks into your process afterwards so the same mistake does not recur.

**9. Why do you want to join our studio?**

What it checks: Whether you know the studio's work and style, and whether your reasons show a genuine fit rather than a generic answer.

**10. How do you choose typefaces and pair fonts?**

What it checks: Your typographic judgement, including readability, personality, contrast between fonts and practical issues like licensing and language support.

## TIPS FOR THIS INTERVIEW

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- Curate your portfolio to 8 to 12 strong projects, and show process for at least three: brief, sketches, rejected options and final applications.

- Be ready to explain every design decision in words, such as why this typeface, this colour and this layout, not just show the final image.
- Revise print production basics: CMYK, bleed, resolution, Pantone, paper finishes and how to prepare a print-ready PDF.
- Expect a timed design test in Illustrator, Photoshop or InDesign, and practise producing clean work quickly with organised layers and files.

## THE DAY BEFORE

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- ☐ Confirm the time, venue or video link and the interviewer's name
- ☐ Plan your route and leave time for traffic, or test your camera, microphone and internet
- ☐ Keep copies of your resume, ID proof, certificates and photographs in a folder
- ☐ Iron your clothes and charge your phone and laptop
- ☐ Do one final run-through of your introduction, then stop and rest

## ON THE DAY

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- ☐ Arrive 15 minutes early, or log in 5–10 minutes early for a video call
- ☐ Greet everyone politely, including the receptionist or coordinator
- ☐ Listen to the full question, pause, then answer in a clear structure
- ☐ Take brief notes of names and key points
- ☐ Ask your prepared questions and confirm the next steps before you leave