

UI/UX Designer interview checklist

Most UI/UX hiring starts with a portfolio screen, followed by a portfolio presentation or case study round, a design exercise (live whiteboard or take-home), a round with product and engineering leads, and an HR discussion.

10 QUESTIONS TO PRACTISE OUT LOUD

1. Walk us through your design process using one project from your portfolio.

What it checks: Whether you work from a real problem through research, iteration and testing to measurable outcomes, and can explain your specific role in a team project.

2. Tell me about a time a stakeholder insisted on a design you disagreed with.

What it checks: Whether you can advocate for users with evidence while respecting business needs, and handle disagreement without becoming defensive.

3. What are your salary expectations for this UI/UX role?

What it checks: Whether your expectation matches your portfolio depth and the level of the role, and whether you can discuss the full package calmly.

4. How would you do user research when there is almost no budget or time?

What it checks: Whether you can still ground decisions in evidence with lean methods, instead of skipping research or insisting on a large study first.

5. Tell me about a time research proved your design assumption wrong.

What it checks: Whether you genuinely let evidence change your work, which is the core of user-centred design, rather than using research only to confirm ideas.

6. Why do you want to work in an in-house product team rather than at an agency?

What it checks: Whether you understand the difference in how design work happens in each setting, and whether your reasons match what this role will involve.

7. What is the difference between a wireframe, a mockup and a prototype?

What it checks: Whether you know the purpose of each fidelity level and when to use it, which affects how fast and cheaply you can iterate.

8. A developer says your design cannot be built within the sprint. What do you do?

What it checks: Whether you collaborate on scope, find the version that keeps user value, and plan improvements, rather than either giving up the design or forcing it.

9. Are you comfortable doing a take-home design assignment as part of this process?

What it checks: Your willingness to show your work, and whether you can set sensible boundaries and ask clear questions about scope and time.

10. How do you run a usability test, and what do you do with the results?

What it checks: Whether you can plan realistic tasks, observe without leading, and turn findings into prioritised design changes rather than a long list of opinions.

TIPS FOR THIS INTERVIEW

- Pick two or three case studies and structure each as problem, research, options, testing, final design and outcome, with your own role stated clearly.

- Show messy work in your portfolio: sketches, rejected options and research notes. Interviewers want to see decisions, not only polished final screens.
- Practise a timed design exercise out loud: clarify the user and goal, list assumptions, sketch flows, then pick one screen to detail.
- Revise accessibility basics with numbers, such as WCAG contrast ratios and touch target sizes, because they come up often and are easy to get right.

THE DAY BEFORE

- ☐ 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

- ☐ 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