Interview Skills

AVC 248 · Design Self-Promotion · Week 11

“Preparation is what calm confidence is made of.”

Research the company first

Walking in informed signals respect and real interest. It also gives you smarter answers and sharper questions to ask back.



Know who they are

Their work, clients, culture, and recent projects. Connect what you find to why you want to be there.



THIS IS A PERFECT AI PROMPT

Ask your career agent to summarize the company, its recent work, and likely interview questions. Good research is exactly what a strong prompt is built for.

HOW TO ANSWER

The STAR method

When they ask about your experience, do not ramble. Walk them through one clear story in four steps.



Situation

Set the scene. What was the project and the context?



Task

Your job in it. What were you responsible for solving?



Action

What you actually did. Be specific about your choices.



Result

The outcome, ideally measurable. What changed?

WHAT THEY ASK

Common question types

Most interview questions fall into a few buckets. Recognize the type and you already know how to shape your answer.



About you

Strengths, goals, why this role. Tie every answer back to their needs.



Behavioral

Tell me about a time. This is where STAR earns its keep.



Technical

Your tools and process. Show how you think, not just what you know.



Portfolio

Walk us through this piece. Know your own work cold.

PRACTICE FIRST

The mock interview and the AI Mock Interview

You would not present a design you had never rehearsed. Treat the interview the same way: practice until it feels natural.

MOCK INTERVIEW

Rehearse out loud

Answer real questions to a real person. Saying it aloud surfaces the gaps that thinking it never does.

BIG INTERVIEW

Practice on your own time

Record yourself, review the playback, and refine. Watch your pacing, filler words, and eye contact until they tighten up.

HOW YOU SHOW UP

Interview etiquette and professionalism

They are deciding whether they want to work with you, not just whether you can do the job. Every small signal counts.



Show up right

Dress for their culture, arrive early, and bring your portfolio ready to present.



Be present

Listen, make eye contact, and let your genuine interest show. Warmth is memorable.



Follow up

Send a thank-you note within a day. Reference something specific you discussed.



Stay gracious

Thank everyone, even if it is not a fit. The field is small.

YOUR TURN

Smart questions to ask them

When they say do you have any questions, always say yes. Good questions show you are evaluating the fit too, and that you came prepared.

ASK ABOUT THE WORK

What does success look like?

Ask about the team, the projects, and how they measure good work. It shows you are picturing yourself contributing.

ASK ABOUT GROWTH

How do designers grow here?

Mentorship, feedback, and where the role can lead. You are choosing them as much as they are choosing you.

ON CAMERA

Virtual interview tips

Remote interviews are now standard. A few small setup choices make you look polished and let the conversation flow.



Test everything

Check your camera, mic, and connection ahead of time. Have a backup plan if the link drops.



Frame yourself well

Good light on your face, a clean background, and the camera at eye level. Look at the lens, not the screen.



Treat it for real

Quiet room, no distractions, and dressed as if in person. Virtual is still an interview.

Prepared, present, and unmistakably you.

“You have done the work. Now go show it.”