



UX Designer Interview Questions

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Top UX Designer Interview Questions

UX design is a booming field. If you've been planning to take up a job as a UX designer, you should spend some time preparing for your interview. Interviews can be intimidating. Hence, we've prepared a list of the most common UX designer interview questions and answers to help you crack that interview.

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Did You Know?

- Did you know that UIUX experts know that our eyes follow **f-shaped patterns** while reading blogs or websites. That's why they strategically place key information in that shape.
- As AR and VR become more accessible and widely used, there will be a **growing demand for designers** who can create compelling and user-friendly experiences in these immersive environments.
- Imagine interacting with your devices through voice, gestures, and even brainwaves. Multimodal interfaces are breaking free from traditional screens, offering more natural and intuitive user experiences. This trend significantly increases the demand for UI/UX professionals
- The right colors can evoke emotions and influence user behavior. For example, blue is linked to trust, while green suggests peace and growth.

- Colors have their significance like blue color is for trust and green is for peace and growth. UI/UX pros use these psychological concepts to make their work look more effective.

UX Designer Interview Questions For Freshers

1. How would you define UX design?

Your interviewer already knows what UX design is. What they expect from you is to explain UX design in your words. Interviewers prefer not to receive a generic textbook definition of a concept or topic. It always helps to do some research.

One of the most effective ways to answer this question is through real-life examples. You can talk about how co-founder Joe Gebbia attributes Airbnb to becoming a \$10 billion company to UX design. You can also talk about Jeff Bezos' decision to allocate 100 times more budget to customer experience than advertising in the initial days of Amazon.

Whatever you say, the key point to remember is that UX design makes websites, apps, and other products easy to use and customer friendly.

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2. How is UX design different from UI design?

The terms UI and UX are used interchangeably most of the time. What interviewers are interested in is whether you have a clear understanding of what UX design entails and what it does not encompass.

A lot of companies have a combined UI/UX design team. You have to communicate the difference between the two distinct roles. While the UI team ensures that the

product looks good, the UX team makes sure that the product works effectively and efficiently.

You can also use this opportunity to talk about your previous work experience with UI teams, collaborations, and different roles.

3. What is meant by design thinking?

This is where the interviewer is trying to understand your approach to design. You should explain your approach to design and take them through your design process. Tell them about your strategy for good design and how you develop your design concepts.

Talk about the different stages involved in the process of design thinking.

- Empathize – The first step is to empathically understand the problem that needs solving. Here, you would consult experts and observe people’s experiences to fully empathize with them.
- Define – In the second step, you combine the information you collected in the first step. Then you analyze it to define the main problem.
- Ideate – In this step, you start coming up with ideas while keeping the user’s needs in mind.
- Prototype – In the fourth step, the design team comes up with scaled-down versions of the product or the features to see if the solutions work.
- Test – In the final step, you test the product and its features, utilizing the best solutions identified in the previous stage.

4. What makes a good UX designer?

Remember not to stick to any textbook definitions. Instead, infuse your own unique perspective and personal style into your response. With this answer, you should emphasize the skills that make up a good UX designer.

- A good UX designer should be able to use empathy to understand what the user needs and try to come up with the best solution.
- They should be capable of handling feedback. They should constantly ask for it.
- They would work really hard to improve the product and themselves in the process.

5. What are the important skills for a UX designer?

The most important skills for a UX designer are as follows:

- Prototyping, user flows, wireframing, and mockups
UX designers should envision what the product will look like. According to the stage of the product development process, they'll need to create wireframes, high- or low-fidelity prototypes, user flows, or mockups.
- Visual design and design software
UX designers need to use visual design software to create the visual design elements of a product. They need to be proficient in using tools such as typography, color theory, icons, etc.
- Collaboration
UX designers have to collaborate with other teams regularly. They need to know how to work as part of a team.
- Communication and presentation
While collaborating, UX designers have to communicate. Good communication skills are important for them to get better insights from customers. Good presentation skills are important to communicate ideas with stakeholders.

6. Why did you choose UX design?

It goes without saying that you chose UX design because it excites you, and you're passionate about it. Refrain from saying things like, "It seemed easy," or, "It pays well". That's not what the interviewer wants to hear. You can answer this question

by focusing on the qualities that make you a good UX designer. You could talk about the following soft skills, for example:

- Problem-solving – You're good at solving problems and you love finding creative ways to solve challenges.
- Empathetic – You're empathetic by nature and love understanding customer behavior.
- Curious – You enjoy learning new things and being updated with new technological trends.

Apart from this, you can also talk about how well you manage your time. You can also talk about some hard skills that are required by UX designers.

- Visual elements – You can explain how you've always had an affinity toward visual design.
- Storyboarding – You can also tell them about your passion for storyboarding.
- Wireframing – You could also talk about how wireframing comes naturally to you and that you enjoy it.

Mastering UI/UX design tools are really important to be a successful UX/UI designer. Have a look at our blog on [top UI/UX design tools](#) to master!

7. Show the interviewer your portfolio

This is one of the most asked questions in a UX designer interview. The interviewer doesn't just want to see your portfolio, they want you to walk them through it. This helps them understand your creative process. You should tell the interviewer why you designed things the way you did. Explain the target market, the problem, and why did you choose the solution that you did.

8. Explain your design process.

The interviewer is interested in knowing about your thought process. They want to know your approach to the problem and also why you use that particular approach.

An important aspect to mention here would be research – how you conducted user interviews by yourself or via a team of UX researchers.

Take them through the design process – tell them what you chose to do and why. Don't forget to talk about usability testing – how you got your design validated.

9. What's your favorite project that you've worked on?

You would have included your favorite project in your UI UX portfolio. When you're taking the interviewer through your portfolio, make sure you talk about your favorites and why you liked them.

Remember to explain why this project was different from others. Was it a personal project or maybe a passion project? Was it your favorite because it challenged you and made you approach the problem in an innovative way?

The interviewer is just trying to understand what excites you so they can further understand your way of thinking.

10. Tell me about a time when a project didn't go as planned. How did you fix it?

This question is your chance of talking about your problem-solving skills. The interviewer will also be interested in knowing that you can stay calm under pressure. You must have faced a challenging project in the past. This is the time when you use it as an example to prove your skills.

Remember to not point fingers and explain the problem without making it sound like there was any negligence on your part. It also helps to mention what you learned from the experience.

UI UX Designer Interview Questions for Intermediate

11. What is your design inspiration?

When an interviewer asks you this question, they want to know that there's something that motivates you and that you are excited to keep learning.

You can talk about your favorite design blogs, magazines, etc. The following is a list of blogs you can follow:

- UX Booth
- Boxes and Arrows
- Smashing Magazine
- 52 Weeks of UX

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12. How do you decide which features to add to your design?

This is a contextual question, so it is best to use real examples to explain why you would choose or reject it. Take them through the entire process. Tell them how you would address the business goals and user requirements:

- Target market
- Target market's goals
- The problem

13. What research methods do you use?

You can tell the interviewer about the type of research you use. If budget constraints limit your options, you can mention your utilization of online surveys. However, you can express your preference for conducting more in-person interviews if given the opportunity. By sharing this information, you convey your adaptability to resource limitations while expressing a desire for more immersive research approaches.

The key point is to let them know that you know about the research process. Tell them about the methods you use and the methods you wish to use.

Do you want to know how much a UI/UX designer earns? Check out our blog on [UI/UX designer salary!](#)

14. What are your biggest strengths?

The best way to do this is to talk about your strengths keeping the company's requirements in mind. You can prepare for your next interview by going through the job description carefully.

Let's look at this job description template for a UX designer on Glassdoor for example:

Responsibilities for UX Designer

- Conduct testing of sample applications, websites and software to Assess user experience and ease of design
- Use recent studies and findings to establish the best overall design elements to include in UX design experiences
- Build storyboards to conceptualize designs to accurately convey project plans to clients and senior management
- Create surveys for research through various media platforms to gather feedback on user's ease of use and satisfaction interfacing on company websites and products
- Design the aesthetics to be implemented within a website or product, from the layout menus and drop-down options to colors and fonts allowing for interface edits as needed
- Analyze customer responses and website data to examine high traffic web pages and determine why certain webpages perform better
- Enhance user experience by creating seamless navigation through various digital programs and interfaces within the company
- Combine interface design concepts with digital design and establish milestones to encourage cooperation and teamwork

According to this template, the company wants someone who can “assess user experience and ease of design”. They also want someone who will “build storyboards to conceptualize designs”, and someone who will “encourage cooperation and teamwork”. Keeping these in mind, you could say your biggest strengths are:

- Empathy: You can understand the needs of the users to help make the easiest design for them possible.
- Creativity: You can conceptualize design ideas and put them together on storyboards for the entire team to understand.
- Collaboration: You work well in teams and you know different people can bring different perspectives to the table.

15. What is your biggest weakness?

Let’s work with another job description template for this question.

Responsibilities

- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.
- Facilitate the client's product vision by researching, conceiving, sketching, prototyping and user-testing experiences for digital products.
- Design and deliver wireframes, user stories, user journeys, and mockups optimized for a wide range of devices and interfaces.
- Identify design problems and devise elegant solutions.
- Make strategic design and user-experience decisions related to core, and new, functions and features.
- Take a user-centered design approach and rapidly test and iterate your designs.
- Collaborate with other team members and stakeholders.
- Ask smart questions, take risks and champion new ideas.

According to the template, the company wants someone who will “ask smart questions”. They also want someone who can “identify design problems”. Keeping

these in mind, you can sell your weaknesses as something that would still benefit the company.

- Tell them you are a curious person who wants to know everything and how that could sometimes be nagging.
- You can also tell them that you tend to be a little too critical of things at times and that helps identify problems that most others would miss.

16. How do you handle negative feedback?

Don't give a one-word answer and say "well". Explain how you're open to all sorts of feedback and it helps you become a better person. You can talk about some feedback that you received and how you handled it.

You could mention how a previous boss was very quick with negative feedback but you took it as constructive criticism. Talk about how taking feedback from within the company is much better than waiting for it to come from actual customers. Talk about working together as a team and that you believe that if there's something you could do better you'd like to discuss it.

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17. Have you ever disagreed with your team's recommendation? What did you do?

The best answers are data-driven. You need to remember that. Tell the interviewer that you like using data and proven results to make any recommendations or business decisions.

You could talk about the time you disagreed with your team's recommendation because of the user research you conducted. Your research had shown you that the customers weren't responding positively to the team's recommendation. Suggest conducting another round of usability testing so you can utilize A/B testing.

Remember that disagreements should be solved with objective data rather than subjective opinions.

Want to know about the UI/UX designer's roles and responsibilities? Check out our blog on a [UI/UX designer job description!](#)

18. What excites you about this position?

All employers want to know that you're excited about the position you've applied for. You can be excited about the company and the position – but these are two different things.

Reference your career goals while answering the question. Tell them how this position will help you get better or teach you new skills. Also, tell them about the other skills and experience you have that make you an ideal candidate for this role.

19. Where do you see yourself in five years?

We get that planning long-term could be difficult. You don't need to have an exact five-year plan but you should at least have some idea of it.

If this is a career path that interests you, we'd hope you'd stay. You can tell them what this career path looks like for you. Is there a field of UX that you want to master? If that's the case, you can explain how this position is going to help you get there. Or do you want to become a principal UX designer? That won't really be achieved in five years but you can explain what you could do in the next five years to get closer to that goal.

You should also make it clear that you'd want to be in the company.

20. What are some of the biggest challenges you've faced as a UX designer?

This is one of the common UX designer interview questions asked. While answering this question, always use examples. Use something from your portfolio to demonstrate the challenges you have faced as a UX designer. Talk about a project that made you work on something challenging and how it helped you develop a new skill.

They want to know how you solve problems. They also want to know how you handle pressure. Talk about how you handle the circumstances.

21. What design methods do you use?

The interviewer is keen to assess your knowledge with multiple design methodologies and your proficiency in applying them. You have the opportunity to elaborate on the techniques you have utilized in previous experiences and articulate the reasons behind your comfort with each. The following list of design techniques is provided for your reference:

- Value proposition: This is the most important one as it tells you the important things about the product – what it is, who it is for and how it will be used.
- Product strategy: The product strategy helps UX designers understand the particular target audience, and focus on the product, and the consumer attributes.
- User interview: Conducting user interviews helps get important qualitative information from the users.

UX Designer Interview Questions for Experienced

22. How do you deal with research and usability testing?

This presents another chance for you to share your past experiences. Discuss how the research you conducted, either individually or as part of a team, played a crucial role in achieving successful product outcomes. Additionally, you can elaborate on a specific instance where conducting usability testing provided invaluable insights.

Use this opportunity to outline your approach to research and usability testing, and illustrate how you have effectively managed such processes in previous instances.

23. Tell us about a design example that solved a business problem.

You could answer this question by referencing your [UI/UX design Portfolio](#) and telling them about a design that you worked on that solved a big business problem. You could also talk about a real-life example of some brand that benefitted from improved design.

Make sure to go into all aspects of the design and explain the problem well enough before you go into explaining how it helped. Statistics always help.

24. Describe universal design.

When considering this question, it is most effective to adopt an empathetic perspective. Universal design aims to create solutions that are accessible, usable, and comprehensible to individuals of all abilities, disabilities, ages, and sizes. A design that is truly universal should have the capacity to fulfill the requirements of anyone who wishes to utilize it.

You can go into detail and explain the two approaches to universal design:

- User-Aware Design: includes as many people as possible by pushing mainstream product designs.
- Customizable Design: makes sure the design can adapt to the needs of specific users.

25. How would you make a product accessible to differently-abled users?

You can start by talking about universal design and what it is. Explain why you like them – what features make them customer-friendly, and do they inspire you?

- Adapt to different platforms: It's important to optimize the website or app so it can work well on various devices.
- Prioritize scalability: Your product needs to be durable. If it crashes during a high influx of activity, you will lose customers.
- Take user feedback: Your product will be universally accessible if it incorporates the needs of the users you are catering to.

26. What are your favorite apps or websites and why?

Mention your favorite apps and website. Explain why you like them – what feature makes them customer-friendly, and do they inspire you?

You can use the following for example:

- Google – Google is the perfect example of a good functional UX design. Just one search area is a great customer-friendly element.
- Netflix – Netflix is pretty easy to operate and it uses an algorithm to recommend stuff based on the user's viewing history. This helps in delivering a personalized, easily understandable interface for the user.
- Duolingo – The app makes learning fun. The entire interface is gamified so users get the feel of playing a game instead of learning.

27. Describe some design leaders that you follow?

If you want to learn more about UX design, it's a good idea to follow influential UX designers. Here are a few to get you started:

- Luke Wroblewski: Luke Wroblewski is a Product Director at Google. He's known for his expertise in digital product design and has worked on designs and software used by billions of people.
- Farai Madzima: Farai Madzima is the UX Lead at Shopify and organizes the Pixel Up! Conference. He has created innovative banking products used in Africa.
- Whitney Hess: Whitney Hess is the CEO of Heart Work and hosts the podcast "Designing Yourself." She's a respected figure in the UX design industry.
- Graeme Fulton: Graeme Fulton manages the Tea Room at Prototypr.io, a website that provides the latest design tools. He's a valuable resource for staying updated on cool design tools.

28. Who are your design heroes?

You can mention names from the previous answer or talk about some personal design heroes that you've worked with earlier, or someone who inspired you.

29. What are some UX-related publications that you read?

- UX Magazine
- UXer Talks
- Smashing Magazine
- Awwwards
- Design Shack

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30. Do you have a product idea that you would want to build in the future?

You can use this opportunity to describe your dream project. Talk about the product and make sure you go in-depth about its UX design. Tell them who the target audience will be and how you personalize the experience for them.

31. How would you improve the UX of our product?

It is important that you be thorough with their product before you go in for the interview. With this UX designer interview question, they are trying to figure out whether you've done your homework. Try to answer this with as much honesty as possible without sounding arrogant. Give them a humble review of their product and suggest changes that you could bring.

32. How do you conduct the UX evaluation of a product?

As a UX designer, you need to know how to conduct a UX evaluation for a product. You could have your favorite methods or techniques that you prefer. You can mention them here.

Some UX evaluation methods are given below:

- Aesthetics Scale – This method identifies the aesthetic quality of websites. It defines the two dimensions of user perception – classical aesthetics and expressive aesthetics.
- Audio Narrative – In this method, users narrate their experiences in the form of a story. This story is recorded.
- Controlled Observation – People are called to a controlled environment where they test the colors or audio of the system. The data is collected in the form of facial expression videos, etc.
- Emotion Cards – Users are asked to test web or mobile applications where they are provided with cards. These cards would either have a preset emotion on them or it's just a blank field. Users fill them in when they use the product.
- Living Lab Method – In this method, research is conducted on the behavior of users in their natural living environments. This helps in understanding the process of making technologies that respect life's complexities.
- Product Personality Assignment – Users go through some product designs and answer a questionnaire assigning different personalities to each design. They also have to explain the reason behind their decision.

33. What are the analytical tools and KPIs that you based your previous evaluations on?

You can talk about various UI/UX design tools and KPIs you used when conducting a UX evaluation earlier.

Some analytical tools you could talk about are given below:

- Crazy Egg – It's one of the simplest heatmap tools.
- Good Data – It's a BI solution that is cloud-based. It can combine multiple data sources to provide helpful reports.
- Kissmetrics – It is useful in creating reports and funnels based on customer behavior.

Some KPIs to consider are as follows:

- Task Success Rate – The task success rate helps you measure the number of correctly executed tasks.
- Time-on-Task – This describes the time that a user spends on completing a task.
- User Error Rate – This is the number of times a user makes a wrong entry.

34. What are the key differences between designing for desktop and mobile?

The interviewer wants to make sure you're aware of the design differences between desktop and mobile. You can discuss the following differences:

- Screen size – There is an obvious difference between the screen sizes for desktop and mobile. That affects the layout design. Desktop apps can support fixed navigation bars while mobile apps have to be limited to pull-out menus.
- Interaction – While desktops can take full advantage of the cursor's interactivity, mobile apps don't have that feature. Users have to use gestures like swiping, shaking, or poking in mobile apps.
- Organizing content – In desktop apps, we can use the multi-column format offering way too many options in layouts and positioning. Mobile apps have to resort to scrolling.

- Functionality – Desktops are preferred for longer, more involved tasks while mobiles are preferred for quicker tasks.

Are you preparing for a job interview? Check out our blog on [UI developer interview questions!](#)

35. What tools do you use for prototyping?

There are quite a few prototyping tools available for UX designers. You can talk about the ones you are most comfortable with. Some of them are as follows:

- Figma – [Figma](#) helps UX designers with better collaboration and accessibility.
- InVision Studio – With InVision Studio, UX designers can quickly put together functional prototypes and share them with the team.
- Adobe XD – [Adobe XD](#) provides users with a vector-based system to put together prototypes.

UI/UX Salary Trends

Job Role	India	US
Average Salary:	₹301,157 per year (approx. \$3,700)	\$77,313 per year
Intermediate-Level:	₹732,531 per year (approx. \$9,000)	\$108,221 per year
Senior-Level:Average Salary:	₹918,809 per year (approx. \$11,400)	\$119,949 per year

UI/UX Job Trends

With high demand and limited talent, salaries for skilled UI/UX professionals are expected to continue rising. Although the UI/UX field is dynamic and requires continuous learning and exploration.

Global Trend: Over **159,000 new UI/UX jobs** are expected to be created in the US, a 3x faster growth than the average job market.

Growth Projections: The global market is expected to reach significant figures, with a **15.01% CAGR** for UI/UX and a **16.24% CAGR** for UX by 2028.

UI/UX Roles & Responsibilities

Job Role	Responsibility
UX Designer	Focuses on user research, information architecture, interaction design, and usability testing.
UI Designer	Focuses on the visual design of the interface, including color palettes, typography, layouts, and imagery.
UX/UI Designer	Possesses skills in both UX and UI and can handle all aspects of the design process.
Product Designer	Combines UI/UX with broader product strategy and business considerations.

Conclusion

After reviewing these interview questions and answers tailored for UX designers, we trust that you have gained a sense of increased confidence for your upcoming interview. Remember to practice before you go for the interview. All the best!

Do you have more queries? Ask away in [Intellipaat's Community Forum!](#)

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