

Web Designer interview questions

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What to expect

Web Designer interviews usually mix a review of your portfolio with questions about how you actually work: your process from brief to build, how you handle client feedback, and how comfortable you are with the tools and technical constraints of responsive design. Expect a fair amount of time spent on specific past projects rather than abstract design theory.

- **Process:** Questions about how you move from brief to wireframe to finished design, and how you organise files and handoffs to developers.
- **Behavioural:** Past-experience questions about handling client feedback, deadlines or disagreements with developers or stakeholders.
- **Scenario:** Hypothetical situations testing judgement, such as conflicting stakeholder feedback or a design that breaks on mobile late in a project.
- **Technical:** Questions checking hands-on familiarity with tools like Figma, Adobe XD or Webflow, and understanding of responsive and accessible design.
- **Client-facing:** Questions about gathering requirements, presenting concepts and managing expectations with non-designers.

Most interviews open with general questions about your background and portfolio, move into a walkthrough of one or two specific projects (often with the interviewer asking you to share your screen or talk through printed mockups), then shift into scenario and technical questions, and usually close with questions about how you work with developers and clients day to day.

1. Can you walk me through your design process from receiving a brief to handing off a finished design to developers?

Why they ask

This checks whether you have a repeatable, professional process rather than jumping straight to visuals, and whether you think about developer handoff early.

How to structure your answer

Walk through it in order: brief and research, wireframes, visual design, prototyping, feedback rounds, developer handoff. Note the decision points where you'd check in with stakeholders.

Example answer

"I start by clarifying the brief and doing a quick audit of the client's existing brand assets and any competitor sites they like. From there I sketch low-fidelity wireframes in Figma to lock in the page structure and user flow before touching colour or type. Once wireframes are approved, I move into high-fidelity mockups, building out a small design system so components stay consistent. I prototype key interactions so clients can click through rather than just look at static screens, then run one or two feedback rounds before handing developers a structured Figma file with spacing, states and assets clearly labelled."

2. Tell me about a time a client's feedback conflicted with what you thought was the right design decision.

Why they ask

Tests how you balance creative judgement against client expectations, and whether you can hold a position professionally without being difficult to work with.

How to structure your answer

STAR: describe the situation and task, the action you took to address the conflict, and the result, including what you'd do differently if anything.

Example answer

"A client wanted a busy homepage with every service listed above the fold, which I felt would hurt usability on mobile. I put together two versions, the client's preferred layout and a simplified alternative, and ran a quick informal test with a few people outside the project asking them to find a specific service. The simplified version was noticeably faster to navigate, and I showed the client that data rather than just my opinion. They went with the simplified layout, and bounce rate on that page dropped after launch."

3. A developer tells you two days before launch that one of your key layouts breaks on smaller mobile screens. What do you do?

Why they ask

A scenario question testing judgement under time pressure and how you prioritise fixes without derailing a launch.

How to structure your answer

Talk through immediate triage: assess severity, identify a minimum viable fix versus an ideal fix, communicate with the team, and confirm testing before sign-off.

Example answer

"First I'd get the exact breakpoint and device where it's failing so I understand the scope. If it's a spacing or wrapping issue I'd look for the quickest fix that keeps the design intent, even if it's not the polished version I originally wanted. I'd flag the change to the developer and project lead straight away rather than trying to fix it quietly, then check the fix across a few common device sizes before we sign off on launch. Anything more ambitious I'd note for a post-launch update rather than risk the deadline."

4. How do you approach designing a layout that needs to work across desktop, tablet and mobile?

Why they ask

A technical question checking genuine understanding of responsive design, not just familiarity with the term.

How to structure your answer

Explain your reasoning step by step: starting point (mobile-first or desktop-first), how you handle breakpoints, and how you test the result.

Example answer

"I usually start with the content hierarchy rather than a specific screen size, working out what has to be visible immediately versus what can move lower down or into a menu on smaller screens. I design key breakpoints, typically mobile, tablet and desktop, and use Figma's auto layout to see how components behave in between rather than just at fixed widths. Before handoff I check the design against real device previews, not just resizing the browser, since touch targets and font legibility often reveal problems that don't show up on a desktop monitor."

5. How do you run usability testing, and what have you changed as a result of it?

Why they ask

Checks whether user research is a genuine part of your process or just something you list on a resume.

How to structure your answer

Describe method briefly, then give a specific example of a finding and the resulting design change.

Example answer

"For most projects I run small, informal usability sessions with five or six people who match the target audience, asking them to complete specific tasks like finding a contact page or completing a form. On one project the testing showed users consistently missing a call-to-action button because it sat below the fold on tablet. I moved it higher in the layout and increased the contrast against the background, and the next round of testing showed people finding it without prompting."

6. How do you handle a project where the client's expectations don't match the budget or timeline?

Why they ask

A client-facing question testing communication skills and realistic project management, common given how much of this role involves direct client contact.

How to structure your answer

STAR, focusing on how you communicated constraints and reset expectations without damaging the relationship.

Example answer

"On a smaller project a client wanted a fully custom animated homepage but had booked time for a standard build. I explained clearly what was achievable within the current scope and put together a simple visual comparison showing what the animated version would involve in extra design and development hours. They chose to phase it, launching the standard version first and scheduling the animated elements as a follow-up project once budget allowed, which meant we hit the original launch date without cutting corners on quality."