Start with questions in Section one

Question section 1:
1. Tell me about yourself (Where you don't have to use PAR)
2. What is your UX design process
3. What is your UX superpower
4. What is your biggest weakness
5. Why do you want to work at this company.. (Should use PAR even for this question)

Answer every question using PAR. (Read it in here if you want to know more)
No answer should go over 2m30 sec (General rule of thumb)

I typed a quick explanation for you 👍

P: Problem. This is the context, anything you need to set the stage. Aim for 30sec
A: Action, meat the answer, be specific, use examples, put things in context
R: Result/Reflection. What was the outcome, any metrics? Anything you learned?

Instead of preparing question-by-question, you should prepare 3 - 4 examples or stories you can talk about, with a PAR framework.

Not sure where to start? **Here are the general types 4 stories, you should prepare:**
1. A story about shipping a product in a tight deadline. (Talk about working with PM or the project stakeholder, and how they were enforcing the deadline. Talk about how as the UX designer you were able to effectively communicate to ship the project in time while also maintaining a high-quality UX experience)

2. A story about solving an ambiguous challenge with limited guidance (Talk about a school/passion project/work project, where you had to use research to really understand the user needs, create persona's journey maps, and deliver a great ux experience. You can talk about making data-driven designs and user-driven designs here. Talk about the ultimate impact of the project)

3. A story about working with cross-functional teams (How do you work with devs, how do you implement their feedback, do you understand the workflow in the industry, how is your soft skills and collaboration skills, include parts of the story where you work with a challenging

stakeholder or receive negative feedback. How do you overcome those?)

4. A story that shows your impact or growth mindset (As a junior designer, how do you lead the team, how do you work and support your manager, how do you apply your learnings in future projects, have you shipped anything? What have you shipped or created?)

Use the PAR for all sorts of behavioral questions, not just tell me a time questions, here is an example on using a story for a "technical question" below:

What is the difference for UX vs UI?

P: A product is like a gift, UI is only the outside of the gift, the packaging, the color, and the ribbons. Important yes, but it wouldn't exist without the experience of opening the gift. Opening the gift would be the UX, how do you open the box, what the box feels like, how heavy it is, how it makes you feel. Both are important, but UX would always come first in my opinion.

A: An example I think really reflects this is at work I …..use an example from your work that shows the gift metaphor…

R: So that's why when I focused on the UX and really put our user's experience first, the design ended up being so much more successful and our CTA really ended up showing that when our PM stated a 3% increase. (Can also be a none data-driven result)

Now that you prepare 3-4 stories, you should see if they are good stories by seeing if they can answer the questions below. Remember each story should be able to answer multiple questions.

Question section 2:

     Why did you choose to pursue UX design (Tell me about yourself)
1. What is your favorite(most successful) project?
2. Why are you interested in this role?
3. What is the value of UX design? (similar to UX vs UI)
4. Where you do go for UX inspiration? (Use examples just like PAR)
5. Walk me through your design process.

Now that you prepare 3-4 stories, these questions are generally what students find hte hardest so pay attention and make sure you understand some of these key concepts when crafting, improving, or "talking up" on your experience if your work experience is limited.

What is a PM and how does a PM work with me as a UX designer:

In short PM cares about two things, scope and timeline. (Scope means the project is feasible, timeline means the project is shipped on time) Therefor as a UX designer, you want to be someone who actively works with the PM to keep the user needs and solutions of your design in scope and you check in often to make sure things are on track.

What is a Dev and how does a Dev work with me as a UX designer:

(Generally, Devs want to create the MVP only) which means the bare minimum of a project. This means devs could push back on a lot of your designs. This is why as a designer you want to have a unique stance of having "strong ideas held loosely" meaning if you are opening to changing your designs to whatever is best for the product and its users, however, if you think something is worth defending you will work with the PM to make sure its in scope and use data to justify your thinking.

What are other senior UX designers wanting to work with me as a junior UX designer:

When working with other designers you want to be able to support them by offering and receiving critiques, reviews, and working with them together on sprints, and strategy work. You are capable of taking ownership, yet you are always open to feedback when needed.

Applying what you learned above and your stories into answering Questions from section 3:

Collaboration, soft skill-focused, these types are the hardest generally.

Tell me a time. Frame it in an example.

6. How do you collaborate with other designers
    a. How do you handle a disagreement
    b. How do you handle a change in requirement

  c. How do you handle negative feedback/criticism
7. How do you work with cross-functional teammates:
  a. PM, Engineers etc
  b. How do you hand off your work
  c. How do you pick up existing work, how do you clarify it
  d. How do you reach out to people when you feel confused?

Here is a real example of how I prepared a story for a mid - senior lvl interview form Leon, if you are interviewing for an internship/junior role, it is okay if your example does not have this much work-heavy detail:

P: (problem, where what when why how, make it clear what you are doing, and what is the problem.) Making a good design system is very different in my opinion from making a good product. Product, often MVP's we want to really focus on just short-term impacts, with some considerations of long-term scalability, but the emphasis is of course always on the current iteration unless we are talking about a Northstar.

- Design systems however by nature are meant for larger impact and shouldn't be created with a tunnel vision.

A:

- An example of this is as I took over the Expedia Maps product from a UX perspective. Our design system and component support for maps were extremely lacking.
- Of course, I tried my best to work within their ecosystem first
- but to keep a more scalable long-term vision in mind, I went out of my way to set up meetings with the principal designer who owned all design systems and components at Expedia. I showed her how we can create more powerful design systems for Expedia Maps.
- She was hesitant at first because maps are a very unique thing visually, and not a lot of designs leverage the same patterns or components.
- But I showed her through my documentation that, creating a dedicated expedia maps design system will not only will speed up the implementation process between map designers and map engineers but since Expedia also owned many other brands such as VRBO and hotels.com, with a unified design system we could impact all these brands and there was a high business value to it.

R:

- Through our combined effort, we were able to convince our org leaders to put this in focus.
- The positive impacts of my vision on the maps design system were almost instant since so many other products of Expedia had map components to it
- And a lot of people that I did not originally even knew, wanted to use it.

- For example last quarter a cruise maps PM was able to successfully implement a design for their cruise maps using the components I have created for the Expedia maps Design system with limited assistance from me.
- Not only was he able to mock and get feedback with my components easily, but once finalized, engineers were able to build it out quickly using the corresponding UI tool kit.
- That is why having the ability to think not just big but think broad is so important when it comes to making design systems.

- Use the below template to start and add details of your story like mine (I recommend you tweak into bullet points with the PAR format)

  Shipping a Product in a Tight Deadline
- During my internship last summer, I worked on a project where we had a very tight deadline to ship the product. The project manager and stakeholders were enforcing the deadline, and it was critical that we ship the product on time. As the UX designer on the team, I knew that the quality of the UX experience was essential to the success of the product. I worked closely with the development team and the project manager to understand the scope of the project and prioritize the essential features. We focused on the core functionality and cut out any non-essential features that would have extended the timeline. Through effective communication and collaboration, we were able to ship the product on time while also maintaining a high-quality UX experience.
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- Solving an Ambiguous Challenge with Limited Guidance
- During my passion project in school, I was faced with an ambiguous challenge with limited guidance. I had to use research to understand the user needs, create personas, journey maps, and deliver a great UX experience. I approached the challenge with a user-driven design methodology, and my data-driven design decisions led me to create a product that exceeded expectations. I tested multiple iterations with users and made changes based on their feedback, ultimately resulting in a solution that met the user's needs. The project had a significant impact, and it helped me grow as a designer by showing me the importance of research and data-driven decisions.
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- Working with Cross-functional Teams
- During a project at work, I had to work with cross-functional teams, including developers and project stakeholders. The experience helped me understand the workflow in the industry and improve my collaboration skills. Working with developers, I learned to understand their feedback and use it to improve the UX design. I also worked closely with the project stakeholders to understand their goals and vision for the project. One of the stakeholders was particularly challenging to work with, but I was able to use my soft skills to communicate effectively and understand their concerns. Ultimately, our collaboration resulted in a successful project, and I learned the importance of effective communication and collaboration.

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- Impact or Growth Mindset
- As a junior designer, I lead the team on a project where I was responsible for creating the UX design. While working on the project, I supported my manager by keeping them informed of my progress and seeking their guidance when necessary. I applied my learnings from previous projects to create a solution that exceeded expectations, and I was able to improve my design skills along the way. The project was a success, and it gave me the confidence to take on more significant challenges in the future. I learned that taking on leadership roles and applying a growth mindset can lead to personal and professional growth, and I look forward to continuing to learn and improve in my career as a UX designer.