

Score every candidate against the same questions and criteria

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · VISUAL DESIGNER

1	What experience do you have as a Visual Designer?	1 2 3 4 5	
2	How would you describe your design style?	1 2 3 4 5	
3	Could you provide some examples of visuals using data to inform the outcome?	1 2 3 4 5	
4	What tools and software are most familiar for designing visuals such as presentations, illustrations, web pages, etc.?	1 2 3 4 5	
5	What type of guidance do you need from a project manager or client before starting a design project?	1 2 3 4 5	
6	How do you ensure a consistent look and feel across your work?	1 2 3 4 5	
7	Are there any trends in visual design that you are particularly passionate about?	1 2 3 4 5	
8	Describe the process for developing visuals – from idea to handover.	1 2 3 4 5	
9	How do you keep up to date with new trends in visual design?	1 2 3 4 5	
10	What challenges have you encountered while working as a Visual Designer?	1 2 3 4 5	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	
Communication Team building and communication skills.	1 2 3 4 5	
Organizational Fit Would this hire steer the organization the right way?	1 2 3 4 5	
Directional Fit A step forward, or backward, in their career?	1 2 3 4 5	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.