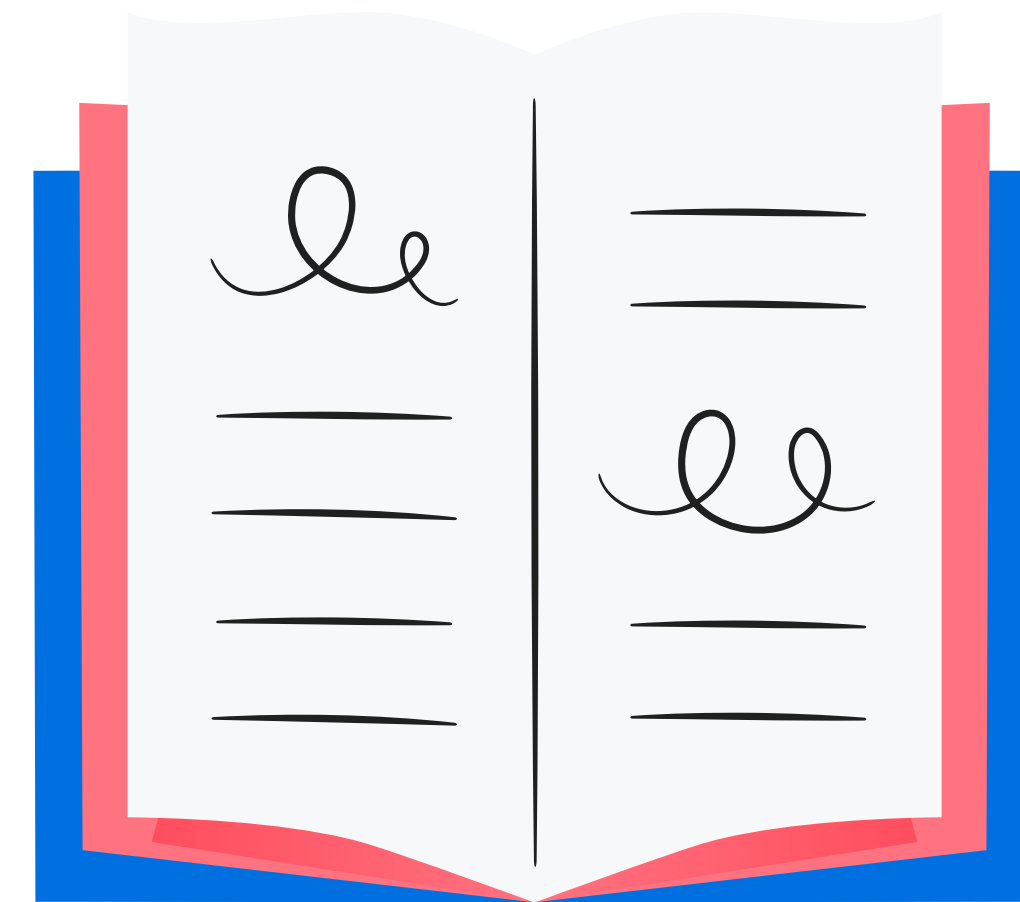asana

Product Designer

Interview prep
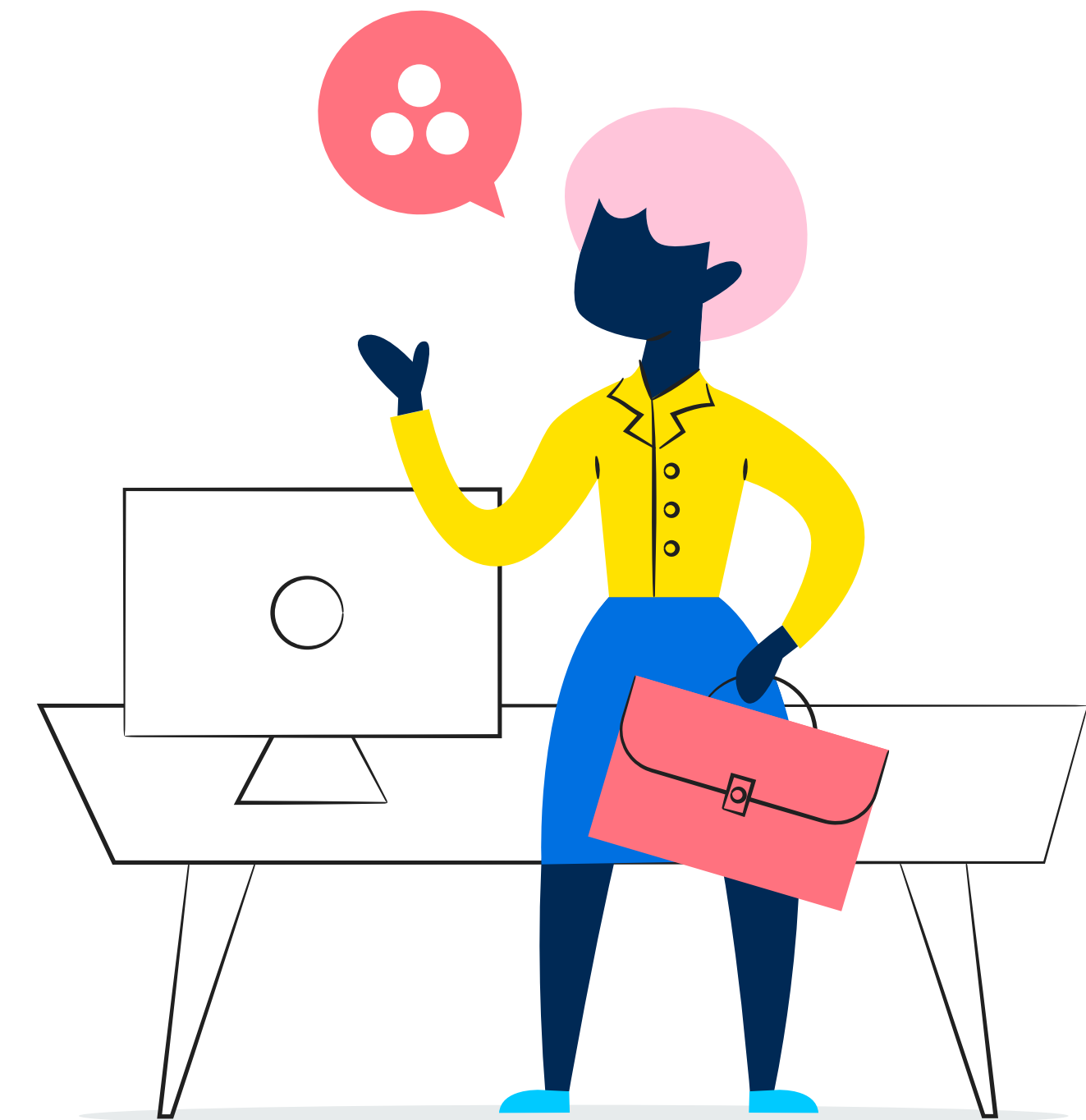
Contents

- Introduction

- Our interview process

- How you'll be evaluated

- Asana Design competencies

- Extra reading

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Introduction

Nice to meet you!

We're excited to meet you and learn how you'll help us design the future of work at Asana. Use this document as a guide to help prepare for your interview day at Asana.

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What is Product Design at Asana?

It is often misunderstood that designers are the ones that take care of how something looks. What we're ultimately responsible for is designing how something works—the flow of how someone moves in and around your software, the interaction details, and how the product feels.

Product Design at Asana has a big opportunity to make an impact on how teams of people work together. You'll be tackling complex flows and turning them into simple, intuitive, and effortless designs for the millions of people who depend on Asana to get their work done. Achieving this goal requires lots of collaboration with designers, user researchers, product managers, and engineers during your design process.
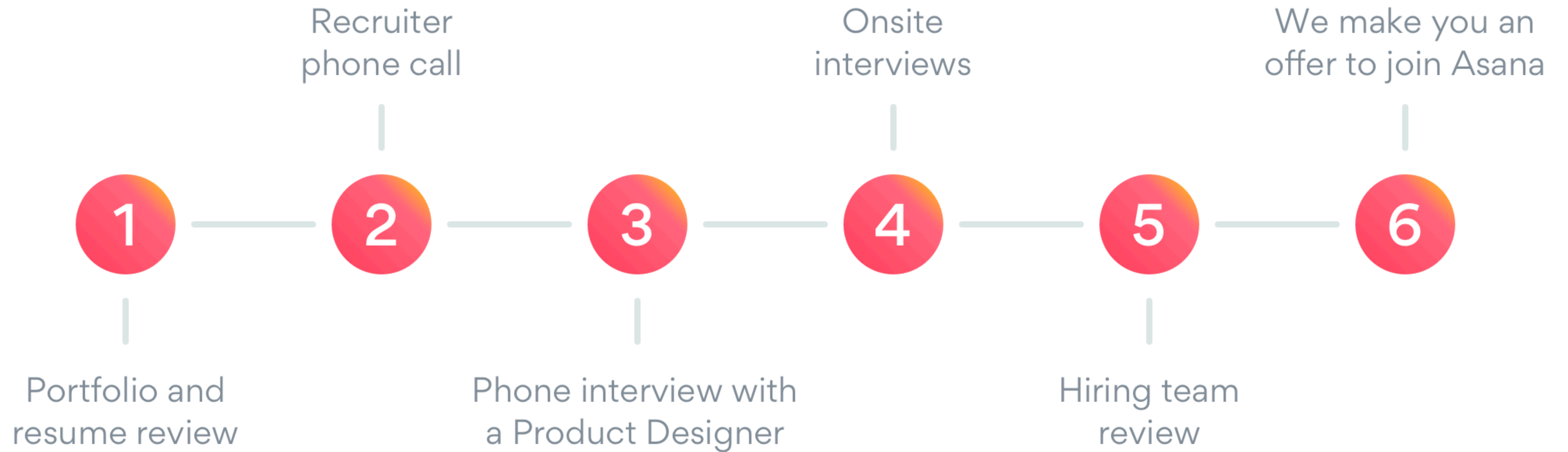
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Our interview process

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Our interview process

Our interview process is designed for us to get to know a designer who wants to join our team, and evaluate whether they will be an impactful member of the design team. We strive for a repeatable process when interviewing designers so that everyone has the same opportunity to be successful.

The timeframe for the interview process can vary depending on your availability but we usually are able to move quickly. Candidates will typically go from the beginning stages to hearing back about an offer from us in around 2 weeks.

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Overview of the stages

Recruiter
phone call

Onsite
interviews

We make you an
offer to join Asana

(1) — (2) — (3) — (4) — (5) — (6)

Portfolio and
resume review

Phone interview with
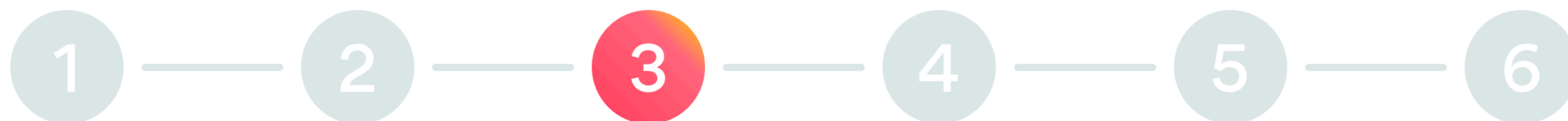a Product Designer

Hiring team
review

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Portfolio and resume review

The best portfolios we review typically show 3-5 projects that include examples of your design process, and examples that show your depth of product design skills and experience. It's much better to focus on quality over quantity so we can see how great you are as quickly as possible.

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Recruiter phone call

If you're successful through the portfolio and resume evaluation, we'll set up a 30 minute call with a design recruiter to discuss your career journey, your goals, and current opportunities we have at Asana. They'll give you an overview of the interview process (this document), relocation and visa considerations, and give you time to ask any questions you may have about the process, Asana, and our design team.

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Phone interview with a Product Designer

One of our designers will call you for a 50-60 minute phone interview. They'll want to get to know you and talk about your design background, your experience, your design process, and some projects you've worked on. Please have a computer with internet access handy for your phone interview.

You should be prepared to lead a presentation with deep dives on 1-2 projects from your portfolio. This is the bulk of the interview and usually takes up about 30 minutes. The designer will leave the last 10-15 minutes of the interview for you to ask any questions you have about our team, our processes, what it's like to work at Asana, etc.

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Onsite interviews

If you're successful during your phone interview, you'll be invited to come onsite for an interview day. The day consists of a portfolio presentation with the hiring team, and 2-3 one-on-one interviews with various members of the team, including your potential manager.

You will have 60 minutes for the portfolio presentation, but you should have about 45 minutes of content so we have enough time to ask questions along the way. Interviewers will want to get a better understanding of your core knowledge of product design, your process, any collaboration you have done, your creativity, and your problem solving skills.

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Onsite interviews (continued)

The one-on-one interviews are 45 minutes each, and are designed to evaluate an area of design that is required to be successful at Asana. Two of these interviews are impromptu design exercises that typically involve whiteboarding and talking through your thought process as you solve a fictitious problem, given a set of constraints.

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1 — 2 — 3 — 4 — 5 — 6

Hiring team review

After your onsite interview day, we collect feedback from the interview panel, your phone interview, portfolio, and resume to be reviewed by the Design Leadership Team.

If the Design Leadership Team recommends moving forward, we will discuss compensation, and the recruiter will begin putting together an official offer for you and asking you for references.

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We make you an offer to join Asana

Assuming all goes well with your references, your recruiter will share the details of your offer: compensation, relocation, immigration, and more. Once the offer is approved by our founders, your recruiter will extend an offer for you to sign! Congratulations!

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How you'll be evaluated

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How you'll be evaluated

Interviewers are interested in your answers but they'll also be looking at how you approach questions.

Asana is a casual workplace but you should treat the onsite interview as a professional interview. You don't need to dress up, but arrive prepared and be mindful of coming across as too informal.

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What to expect

- Interviews will ask you questions during the presentation to better understand how you think and how you make design decisions

- During the exercises make sure you talk us through your problem solving process

- Practice your presentation before hand. The best candidates have prepared clear and concise presentations, and manage their time well

- Make sure any links or prototypes are open and ready to go before you start

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# Asana Design competencies

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Asana Design competencies

We assess across competencies to best capture what's required to make the best products and be the best people. We tell the story of a designer's development through the progression in these competencies.

These competencies are intentionally broad, and shouldn't be seen as a checklist of things to do, and perhaps most importantly, development in these competencies occurs through consistent demonstration of progress.

Our 5 competencies are: empathy and analysis, influence, craft, velocity, and team building.

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Empathy and analysis

You can't make effective design without understanding the problems you're trying to solve. Designers at Asana need to use their skills in empathy and analysis to understand the problems they are solving and validate that their solutions are effective. They will employ quantitative and qualitative insights (often in partnership with data science and research) to better understand problems and solutions.
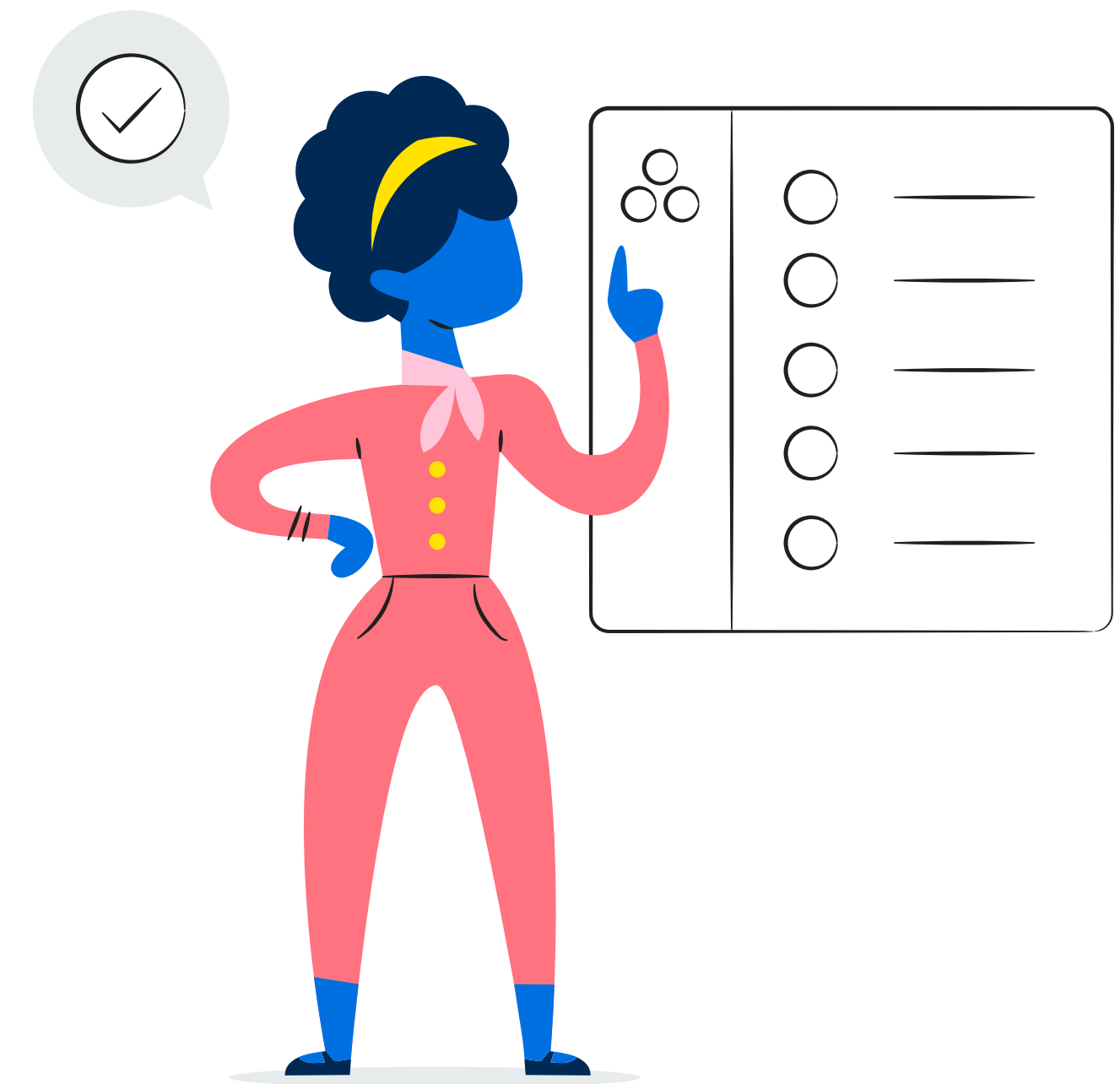
Influence

Presenting design rationale is a huge part of any design project at Asana. Stakeholders need to understand the thought and rigor involved in the solution. Explaining the 'why' of a solution to stakeholders and team members is as important as the solution itself. Designers will participate in feedback and approval cycles to work through trade-offs in their work.

Craft

Design is much more than just the finalized pixel-perfect deliverable. Design is all the iterations, variations, and sketches attempted and thrown out along the way. Because of this, designers at Asana are very often generalists, which means their skills span across a variety of specialties (traditionally defined as visual, interaction, UX, etc). These can involve anything from hand-drawn sketches to beautiful, high-fidelity mockups. Great designers have a mastery of many different tools, and understand the right time and place to employ them.
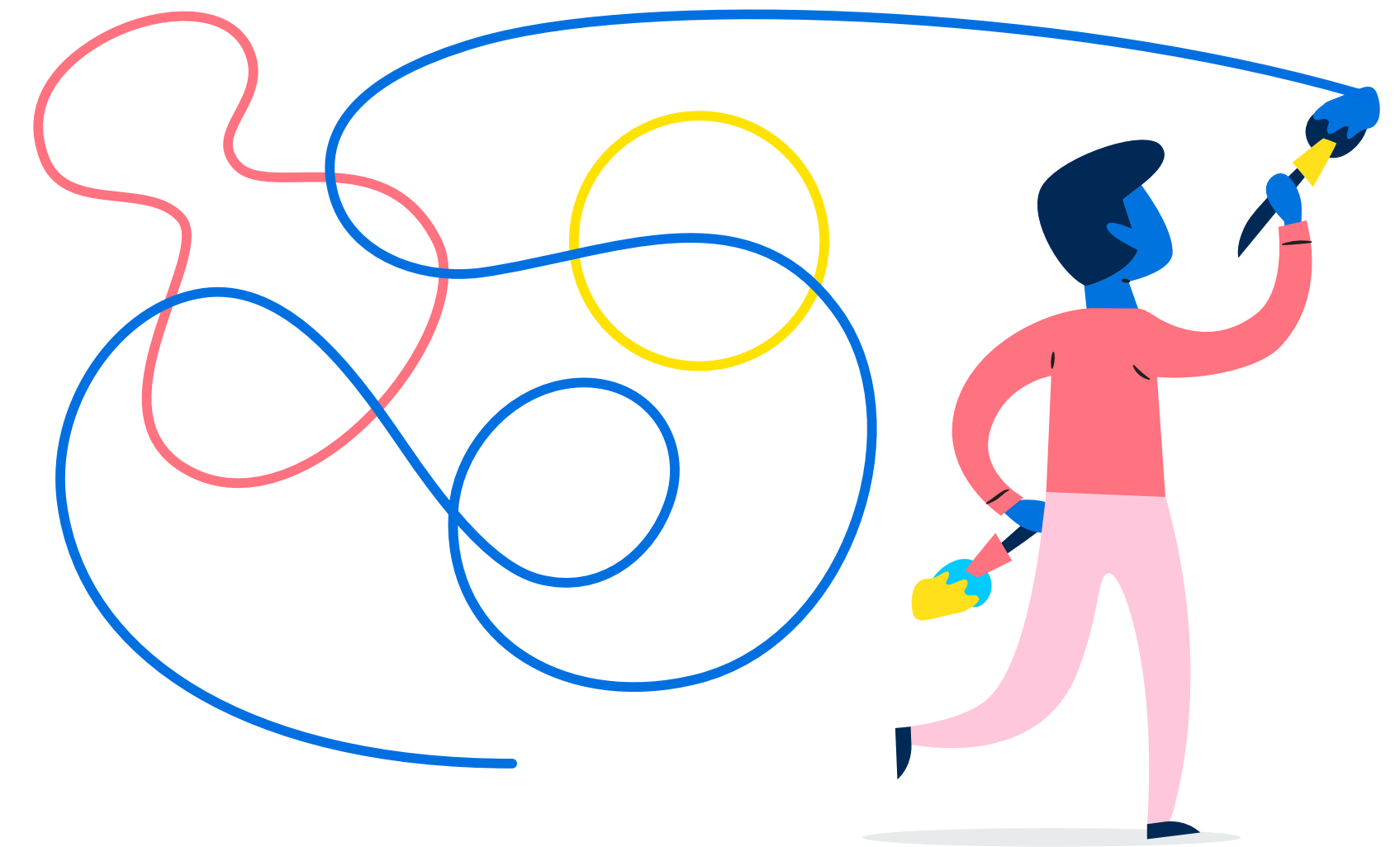
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Velocity

Designers at Asana need to understand how their work fits in with the process we use to develop solutions, and use it to drive projects forward. They will work pragmatically to find solutions to problems given the constraints of a project while not compromising quality; i.e. "Be quick, but don't hurry." They understand how to use their craft in order to get to answers quickly so they can drive projects forward (think: paper prototypes to explain a concept to customers, or animation prototypes to explain a concept to engineers).
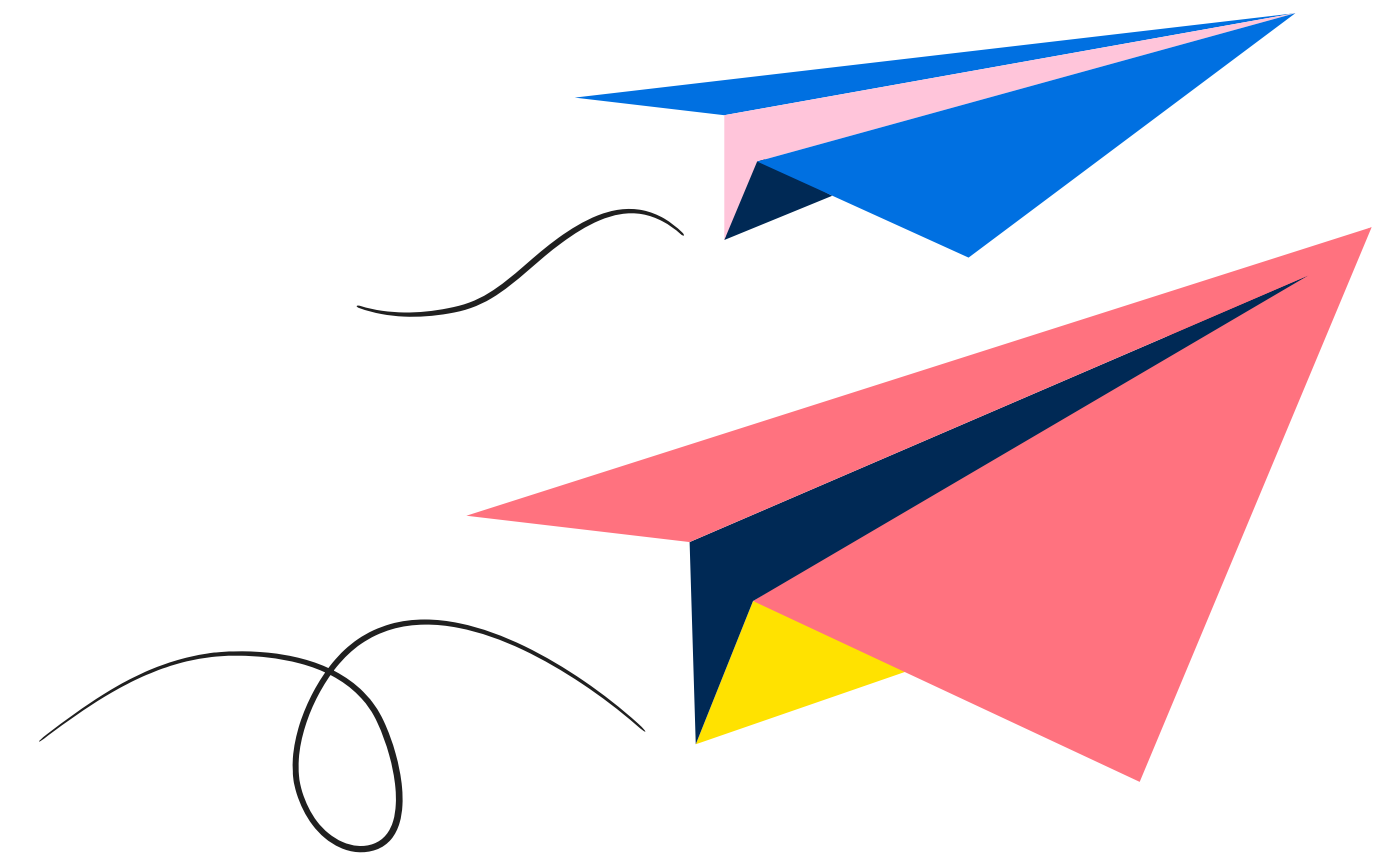
Team building

Our best work is the result of a curious, collaborative, and inspiring design culture—this culture is shaped by the people we hire, and every designer actively working to better the team.

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Extra reading

Questions you may have

We are often asked questions about our culture, practices, and values here at Asana. The following page has a series of links and articles that hopefully give you a better idea of who we are as a company, and how we're going about designing the future of work.

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Links and extra reading

- <u>Asana Design</u>: Our official team page!

- <u>Diversity and Inclusion</u>: As a company, we strive to be the change we want to see in the workplace. And the workplace we want to see in this world is radically inclusive.

- Read our <u>Asana Design</u> publication on Medium

- <u>How Asana built the best culture in tech</u>: We're known for having one of the best cultures in the Bay Area

- <u>Our vision for the future of work</u>: Watch our co-founder, Justin Rosenstein, share part of our vision for the future of work

- <u>Asana cultural commitments</u> (core values)

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Best of luck!

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