



Senior Product Designer – Design System Interview Brief

Stage 1: Design Strategy Portfolio Presentation

Duration: 60 minutes

Format: Microsoft Teams

Panel: Digital CX Design Director + Design Lead

Interview Brief for Candidate:

We'd like you to prepare a 20-minute presentation covering your experience and approach across our 4 Design Strategy Pillars.

Please structure your presentation around these areas:

1. PEOPLE - Collaborating and contributing to design excellence

- How you've contributed to growing a design culture through collaboration, feedback and mentoring.
- Examples of how you've onboarded design peers to design systems, ensuring shared understanding and efficient reuse.

2. PROCESS - Focus on methods, standards, and application

- How you've contributed to design systems, create new components and patterns, and maintained and applied tokens.
- Examples of running workshops or design sprints to tackle complex problems.
- How you've monitored and measured system adoption to improve efficiency and quality.

3. POSITION - Focus on strategic influence and organisational embedding

- How you've promoted and championed the use of design systems across your team.
- How you've represented the user voice by embedding inclusive design and accessibility foundations into every pattern and component.
- Your approach to collaborating with senior stakeholders and other disciplines.

4. PRODUCT - Focus on customer insight impact, world class product quality & vision

- Examples of how you've improved components or patterns quality, usability, and accessibility.



- How you've applied AI or automation tools to quickly explore design variations, improve documentation, and speed up workflows

Presentation Guidelines:

- 20 minutes presentation + 30 minutes Q&A
- Use real examples from your experience
- Focus on customer outcomes and measurable business impact
- Be prepared to discuss challenges and how you overcame them