Module 3: Interview Questions

1. When did you know you wanted to be a PW major?
   a. I began undergrad as an English major. Two years in, I realized I did not want to teach or study literature for my career, so I started looking into other writing/communications-related majors. PW was the perfect fit.
2. What was your favorite part of the PW program?
   a. I loved that the classes taught a wide set of skills that prepared me for a number of potential careers.
3. Did you study abroad?
   a. Sadly, no. I wish I had.
4. Which PW track did you choose?
   a. Digital Technical
5. What advice would you give to current PW/XA majors?
   a. Dabble and experiment with code as much as you can. It will pay off and make your coding projects go much quicker. Also, try to particulate in projects that relate to user experience as much as you can during undergrad years.
6. What is your current job?
   a. I'm a User Experience Architect for Hanson, Inc. (a digital agency) in Toledo, OH.
7. Do you like it?
   a. I do so far! I'm only a month and a half in, but it might turn out to be my dream job. ☺
8. What is your best advice in creating a website?
   a. Oh, where to begin. ☺ Do a content inventory first and foremost. Figure out what will go on the site, what types of assets (photos, videos, etc.) it will contain first. Map out the information architecture of the site and think about how you want various pages to function by making wireframes. Once those are nailed down, think about all visual and graphic elements; make design comps to get the look and feel. Then, build the site, load your content and launch! Have fun.
9. How often do you use the 4 design principles (contrast, repetition, alignment, & proximity)?
   a. Frequently. Not always consciously, but they become habit.
10. What is your favorite part about your job?
    a. I have not been there long, but I really enjoy making wireframes and figuring out how a site or app will function.
11. What is your least favorite part about your job?
    a. Some of the deliverables we have to give to clients (scope outlines, SOWs) are boring to write, but necessary.
12. What is the hardest thing about your job?
    a. Being limited by a client's budget.
13. What is the easiest thing about your job?
    a. Knowing I am helping to create an awesome online experience definitely makes it easier.
14. Do you work in an office, or at home?

      a.   In an office, but recently when I was snowed in I was able to work from home seamlessly. Some of my coworkers alternate days at home and in the office.

15. How much time do you spend "at work"?
      a.   Currently, it's 40 hours a week, but I expect that to increase a hair (maybe to 45 a week) when I am deeper into some projects.

      I interviewed Hollyce Balentine, a PW major who graduated in 2012. She works as a User Experience architect for Hanson Inc., a digital agency. Based on the questions that I asked her, and her responses it is clear that she does everything from writing and design, to the actual constructing of a website. Overall, it seems that Hollyce has a job that is very well balanced from everything from creativity and technicality, to the hours she works. As an XA major, I learned a lot from Hollyce, and will definitely take her advice on building a website☺.