

BEFORE THE INTERVIEW

Interviews Are About More Than Answers

Employers are evaluating:

- ✓ communication
- ✓ confidence
- ✓ professionalism
- ✓ problem-solving
- ✓ collaboration
- ✓ creativity
- ✓ adaptability
- ✓ initiative

In creative industries, employers also want to understand:

- how you work with others,
- how you handle feedback,
- and how you contribute to a creative process or team.

Preparation helps you communicate your value clearly and confidently.

RESEARCH THE ORGANIZATION

Strong preparation demonstrates genuine interest and initiative. Before every interview, use the company website, LinkedIn, social media, industry publications, and the job description to research:

- the organization's mission and values,
- recent projects or initiatives,
- the position responsibilities,
- and how your skills connect to the role.

USE AI STRATEGICALLY

AI tools like ChatGPT can help you prepare more effectively.

Try prompts like:

- “Generate interview questions for this job description.”
- “What skills should I emphasize for this role?”
- “Help me practice behavioral interview questions.”
- “What are good questions to ask this employer?”
- “Help me improve this interview answer.”

You can also upload a job description and ask AI tools to identify:

- key skills,
- likely interview topics,
- and employer expectations.

****Important**

Use AI to practice and organize your thoughts—not to memorize scripted answers.

PRACTICE BEFORE THE INTERVIEW

Interviewing is a skill that improves with practice.

Ways to Practice

- ✓ Mock interviews
- ✓ Peer practice
- ✓ Recording yourself
- ✓ AI interview practice
- ✓ Reviewing common questions

Big Interview

BYU students have access to [Big Interview](#), an online interview practice platform where you:

- practice interview questions,
- record video responses,
- receive AI-powered feedback,
- and build confidence before interviews.

FIRST IMPRESSIONS MATTER

Interviews begin before formal questions start.

Employers notice:

- professionalism,
- confidence,
- communication style,
- and interpersonal skills immediately.

Tips for Strong First Impressions

- ✓ Arrive prepared and on time
- ✓ Smile naturally
- ✓ Maintain eye contact
- ✓ Be friendly and engaged
- ✓ Listen actively
- ✓ Show curiosity and enthusiasm

DURING THE INTERVIEW

The “Big 4” Questions

Many interviews are strongly influenced by the first few minutes of conversation. Prepare thoughtful answers for these common questions:

- 1. Tell me about yourself.**
- 2. Why this job?**
- 3. Why this organization?**
- 4. Why this industry?**

Tell Me About Yourself (TMA)

This is one of the most common interview questions and often shapes the rest of the conversation. A strong response is typically under two minutes.

DO:

- ✓ Briefly introduce your background
- ✓ Highlight relevant experiences and strengths
- ✓ Connect your interests to the role
- ✓ Keep your answer organized and concise

DON'T:

- ✗ Repeat your resume line-by-line
- ✗ Tell your entire life story
- ✗ Sound overly rehearsed

COMMUNICATING YOUR VALUE

Interviews are opportunities to show employers: what strengths you bring, what experiences shaped you, and how you can contribute to their team. Use specific examples to demonstrate:

- ✓ accomplishments
- ✓ leadership experiences
- ✓ creative projects
- ✓ technical skills
- ✓ teamwork and collaboration
- ✓ meaningful impact you created

ANSWERING BEHAVIORAL QUESTIONS

Behavioral questions help employers understand how you respond in real situations.

Common Prompts

- “Tell me about a time...”
- “Describe a situation when...”
- “Give an example of...”

Behavioral questions are best answered using the STAR Method.

Situation: What was the challenge or context?

Task: What responsibility or goal did you have?

Action: What specific steps did you take?

Result: What happened because of your actions? What did you learn?

Prepare 5–7 stories ahead of time that can adapt to multiple questions. Consider examples from classes,

internships, productions, student organizations, freelance work, volunteer experiences, and part-time jobs.

VIRTUAL & CREATIVE INDUSTRY INTERVIEWING

Video Interview Tips

Virtual interviews are now common across many industries.

Prepare Your Environment

- ✓ Choose a quiet location
- ✓ Use a clean, professional background
- ✓ Test lighting beforehand
- ✓ Silence notifications and distractions

Camera & Audio

- ✓ Position your camera at eye level
- ✓ Test your microphone and internet connection
- ✓ Use headphones if needed

Professional Presence

- ✓ Dress professionally
- ✓ Sit upright and stay engaged
- ✓ Look at the camera periodically
- ✓ Avoid multitasking

NON-VERBAL COMMUNICATION MATTERS

Employers often remember how candidates made them feel—not just what they said. Most communication happens through tone, posture, facial expressions, body language, and attentiveness. Be aware of:

- ✓ eye contact
- ✓ energy level
- ✓ posture
- ✓ facial expressions
- ✓ nervous habits or fidgeting

DISCUSSING PORTFOLIOS & CREATIVE WORK

In creative industries, employers care about both your final product and your process. Be prepared to discuss your creative process, collaboration, revisions and feedback, technical decisions, challenges, and lessons learned.

Portfolio Tips

- ✓ Organize files and tabs before the interview
- ✓ Label projects clearly
- ✓ Practice screen sharing beforehand
- ✓ Prepare concise explanations of your work
- ✓ Focus on your role and contributions

INTERVIEW MISTAKES TO AVOID

- ✗ Arriving unprepared
- ✗ Not researching the organization
- ✗ Giving overly long answers
- ✗ Memorizing scripted responses
- ✗ Speaking negatively about others
- ✗ Poor virtual interview setup
- ✗ Lack of enthusiasm
- ✗ Disorganized portfolio presentation
- ✗ Interrupting the interviewer
- ✗ Forgetting to ask questions

CLOSING STRONG

Questions for the Interviewer

The end of the interview is your opportunity to demonstrate preparation, curiosity, and professionalism.

Strong Questions to Ask

- What does success look like in this role?
- What qualities make someone successful on your team?
- What types of projects would I work on first?
- How does your team collaborate and communicate?
- What opportunities exist for mentorship or professional growth?
- What do you enjoy most about working here?
- How would you describe the organization's culture?

Before Leaving the Interview, Ask:

- ✓ What are the next steps in the hiring process?
- ✓ What is the timeline for filling this position?
- ✓ How and when will I be contacted?
- ✓ May I follow up if I have additional questions?
- ✓ Do you have any remaining questions or concerns about my qualifications?

FOLLOW-UP & THANK-YOU MESSAGES

Send a thank-you email within 12–24 hours after the interview. A strong thank-you message should:

- ✓ thank the interviewer for their time
- ✓ reference part of the conversation
- ✓ reaffirm your interest
- ✓ express appreciation professionally

You may also connect with the interviewer on LinkedIn if appropriate.

FINAL TIPS

- ✓ Practice out loud
- ✓ Prepare stories and examples in advance
- ✓ Focus on clear communication
- ✓ Be authentic and professional
- ✓ Show enthusiasm and curiosity
- ✓ Remember that interviewing is a skill that improves with practice

You do not need to be perfect—you need to be prepared.

ADDITIONAL RESOURCES

Call 801-422-3000 to schedule a mock interview:

- With your [Career Director](#)
- With a [Peer Mentor](#) at the Career Studio