Web User Experience Strategist Interview Questions

1. Describe an experience in which you successfully conducted financial modeling for an online marketing program or Web site revenue forecasting.

2. What methods do you use to keep abreast of government regulations and emerging Web technology? Share an experience.

3. Share an experience in which you resolved a difficult product availability problem.

4. Describe an effective online customer service process you implemented. How did you ensure positive and consistent user experiences?

5. What factors do you consider when evaluating hardware and/or software for implementing online marketing campaigns?

6. Share an experience in which you identified a successful method for interfacing Web application technologies with enterprise resource planning or other system software.

7. Share an experience in which your market research analysis helped your company define product requirements.

8. Tell me about a negotiation of a contract you made which you were happy with. How about one you were unhappy with?

9. Describe an effective online transactional or security policy which you developed.

10. Share an experience in which you proposed an online or multiple-sales-channel campaign to a marketing executive with good results.