

Amy Compeau

Product Designer

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Square Senior Product Designer

Jan 2022-Present | New York, NY

As Senior Designer at Square, I drive growth initiatives for Square Appointments. I collaborate with Research and Product Marketing teams to develop top-of-funnel strategies for user acquisition. Working closely with Product Management and Engineering, I optimize signup and setup flows, as well as improve feature discoverability. I also maintain communication with cross-functional partners across the broader Square ecosystem, ensuring consistency and alignment.

Pinterest Product Designer

Nov 2017-Jan 2022 | San Francisco, CA

During my 2-year tenure on the growth team, I played a key role in identifying, scoping, and designing initiatives to enhance the unauthorized user experience on Pinterest. I focused on optimizing user signup and login processes, and driving user engagement. Additionally, for another 2 years on the monetization and ads teams, I proactively identified and scoped opportunities to enhance the advertiser experience on Pinterest. This involved iterating on existing ads products and developing new features that empower advertisers to achieve their goals effectively on the platform.

Whitespace Product Design Fellow

Jan 2017-Oct 2017 | San Francisco, CA

Participated in a product design fellowship program in which designers are placed into top Silicon Valley startups while honing skills through rigorous weekly group critiques and workshops.

Kinsa Health Marketing & Content Designer

Apr 2016-Dec 2016 | San Francisco, CA

Produced original copy and visuals for diverse collateral, encompassing print materials, company website, blog, app content, emails, packaging, and social media.

Chronicle Books Marketing Design Fellow

Jul 2015-Jan 2016 | San Francisco, CA

Assisted in the development of a broad range of marketing materials for Chronicle products.

California College of the Arts

2009-2013 | San Francisco, CA

BFA, Graphic Design

Michigan State University

2000-2005 | East Lansing, MI

BA, Education

Skills

Ideation & workflows
Wireframing
Interaction & visual design
Prototyping
Storyboarding
User research
Project scoping & opportunity sizing
Project management & tracking
Quant & qual driven decision making

Tools

Figma
Coda
Adobe Creative Suite
UserTesting

Certificates

Reforge: Growth Series
Reforge: Experimentation