

Gabe Will
Product Designer

Overview

Hi! My name is Gabe. I'm a product designer with over 10 years of experience creating software for consumers and small businesses. I love learning about other people and designing products that make their lives easier.

I live and work in sunny Oakland, California, where I'm currently designing tools at Square for business owners and team members to work together more effectively.

Contact

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Education

University of South Carolina
BFA in Graphic Design, 2013

Skills

UX design, visual design, prototyping, research, facilitation, HTML/CSS

Experience

Square, Design Lead (2020 – present)

Designing experiences to help sellers run their businesses more successfully with Square Staff.

Led design across products for web, native, and Square's point of sale devices. Work ranged from running design sprints to creating detailed mockups and prototypes.

Performed qualitative and quantitative research using inputs like customer interviews, usability testing, and data dashboards.

Managed two direct reports and mentored designers across Square.

Mailchimp, Senior Product Designer
(2017 – 2019)

Designed CRM tools that help small businesses segment their contacts more intelligently, created high-performing ecommerce experiences, and helped create and drive adoption for Mailchimp's design system.

52inc, Product Designer (2012 – 2017)

Led design on over twenty products for clients ranging from bootstrapped startups to household names. Created end-to-end experiences for iOS and Android apps, starting with research and ending with prototypes tested with customers.