Words that are too kind

Recommendations for Amelia Peacock
Additional recommendations available upon request

"Amelia is a living example of a 10x Product Designer. In addition to strategic research projects, easy to follow user flows, and dev-ready wireframes, Amelia's true talent lies in her ability to ask hard questions while making you feel like the smartest person in the room. These conversations are the ones that always lead to the most impactful outcomes. In the 3 years I had the privilege of working with Amelia I watched her make a whole lot of something from nothing, more than once. I've been awed by her ability to command a room with grace and curiosity. She can coax ideas from the most introverted developers, push for clarity across divisional leaders, and compile complex user research into insightful and actionable readouts. Amelia is no stranger to balancing many spinning plates – she masterfully manages scoping and ideation for one project, while launching another 0-to-1 product, consulting on technical spec, and still seamlessly drives execution on existing tools. If you're looking for an exceptional full stack Product Designer to level up your team, look no further than Amelia."

Aviva Stone
Product Director
https://www.linkedin.com/in/avivastone

"Amelia's ability to navigate ambiguous problem spaces and transform them into clear strategic plans based on user insights is truly remarkable. I witnessed this firsthand when she tackled the challenge of identifying growth & efficiency opportunities within our product portfolio. She meticulously identified the key assumptions driving our initial direction, then designed and executed a rigorous research plan that uncovered unexpected user needs. Her findings resulted in a clear path forward, and her ability to communicate them with clarity and enthusiasm inspired immediate confidence in the team. Amelia's combination of exceptional research skills, strong leadership, and infectious passion for user-centered design makes her an invaluable asset to any team."

Rocco Cavalluzzi
Product Manager
https://www.linkedin.com/in/roccocavalluzzi

"Amelia does all things extremely well: she's an excellent researcher (open-ended discovery and validation/usability), a detail-oriented and collaborative interface designer, a great collaborator with her product and engineering counterparts, and does an exceptional job presenting her work and building buy-in. She worked in a very data-centric and idiosyncratic part of the product division, and expertly balanced technical considerations with user needs and business goals. I'm lucky to have worked alongside her!"
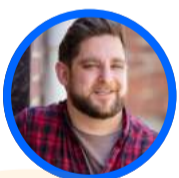
Brooke Sachs
Product Design Lead
https://www.linkedin.com/in/basachs

"Real talk, Amelia is sharp AF. She's a natural leader. She not only spearheaded the creation of Capterra's first design system but also marshaled executive and team buy-in across design, product, & engineering. Her tenacity is matched only by her uncanny ability to ask the hard and deep questions that cut right to the heart of the matter. Super easy to work with, she fosters a growth mindset in those around her."

Will King
UX Researcher
https://www.linkedin.com/in/will-mf-king

"Amelia is, put simply, an incredible product designer. She uses customer research data as inputs to design powerful experiences for users. It was a pleasure bringing her mock ups to life over the past 2 years. On top of her design skills, she is a delightful person who knows how to work with a team to achieve a goal."

Anson Felder
Senior Software Engineer
https://www.linkedin.com/in/anson-felder-63073518/

"If you have an open product design role, you need to hire Amelia asap. She is a force in product design and product management, a strong leader and thought partner, and all-around a pleasure to work with."

Katie Sokolosky
Head of UX
https://www.linkedin.com/in/ksokolosky/

"Amelia is an absolute top-of-the-game designer and UX expert. She has one of those holistic approaches that are really only found in those few who focus on overall product success as opposed to minor flow optimization."

Derrick Stout
Product Manager
https://www.linkedin.com/in/derrickstout/