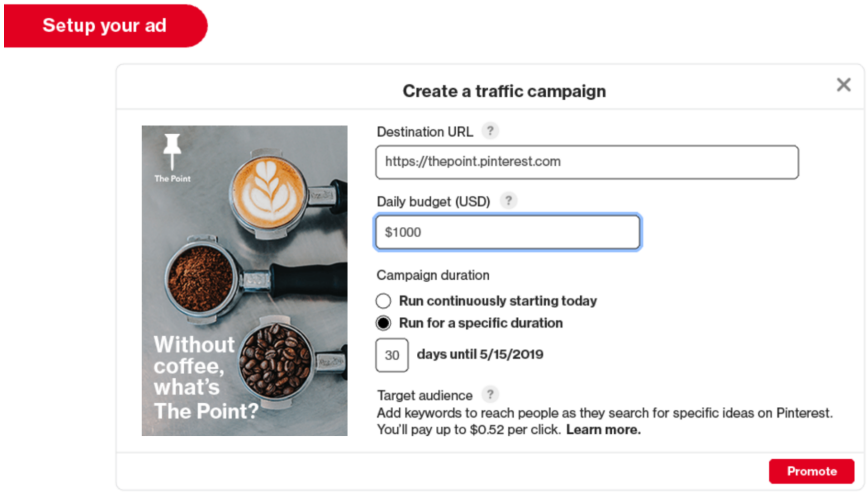
END-TO-END PRODUCT DESIGN / UX & VISUAL DESIGN

Pinterest | Ads Manager

Making sophisticated advertising functionality more intuitive, accessible, and visually cohesive.



THE CHALLENGE

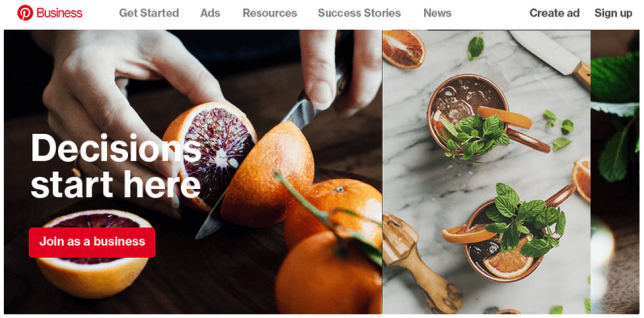
Turning complexity into clarity.

At Pinterest, I worked on the end-to-end design of Ads Manager, helping translate complex advertising functionality into a more intuitive and accessible user experience. The challenge was balancing sophisticated advertising capabilities with usability while addressing both advertiser needs and business objectives.

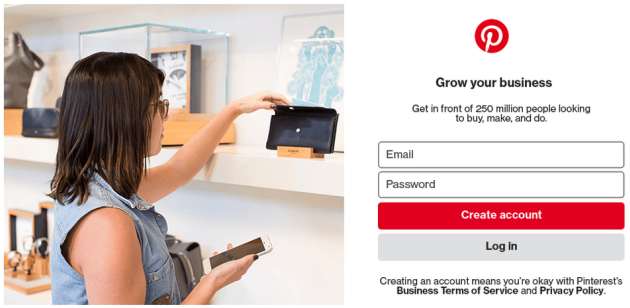
Product Design • UX/UI • Visual Direction • Prototyping • Cross-functional Collaboration

From discovery to business setup

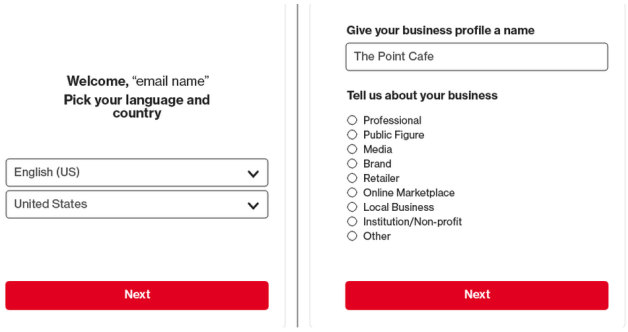
The supplied visuals trace the business entry point, account creation, profile setup and configuration.



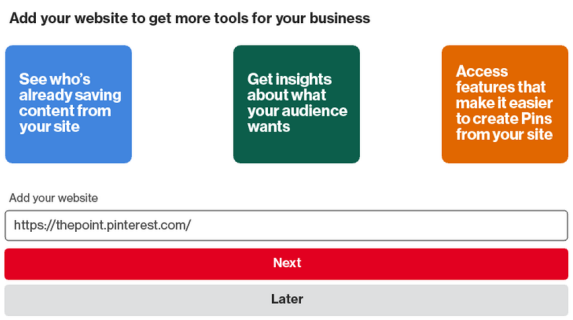
Business landing page



Business account creation



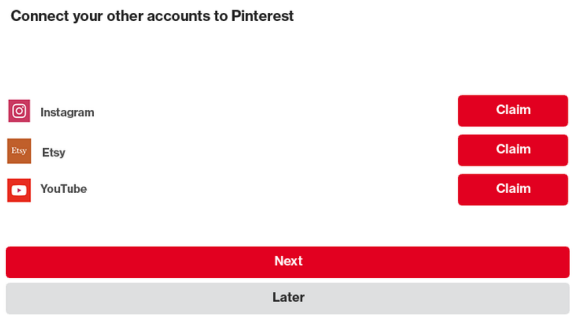
Business profile setup



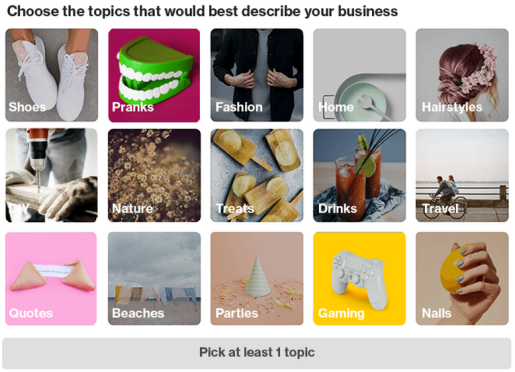
Website connection

From discovery to business setup

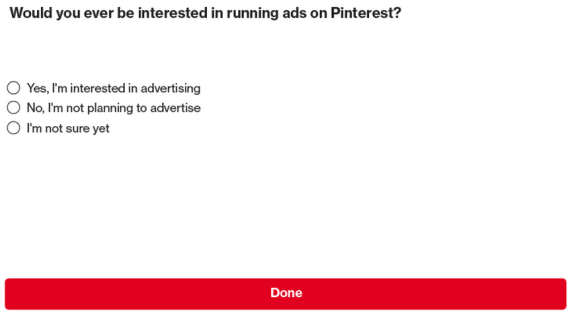
The supplied visuals trace the business entry point, account creation, profile setup and configuration.



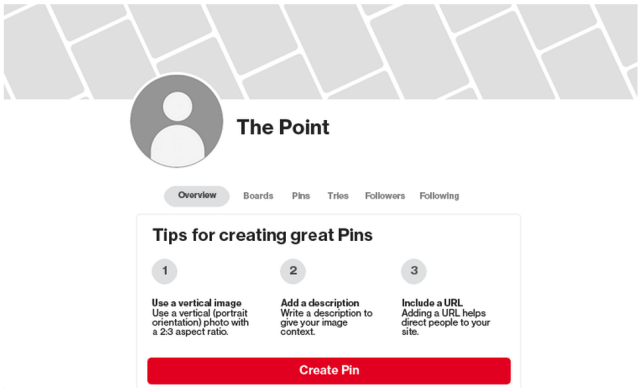
Connected accounts



Business topic selection



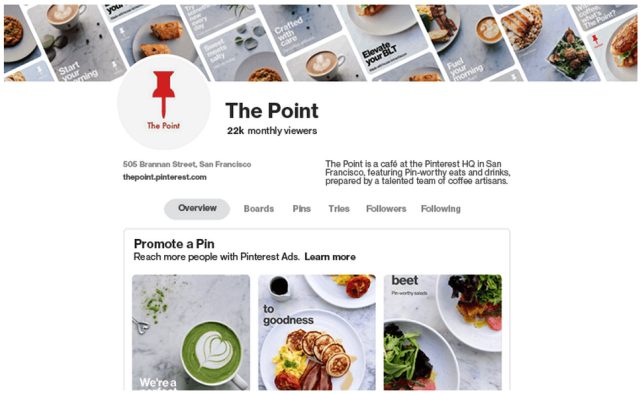
Advertising interest



Initial business profile

From discovery to business setup

The supplied visuals trace the business entry point, account creation, profile setup and configuration.



Completed business profile

Making advertising approachable

Examples show promoting a Pin, configuring a traffic campaign and locating conversion tools.

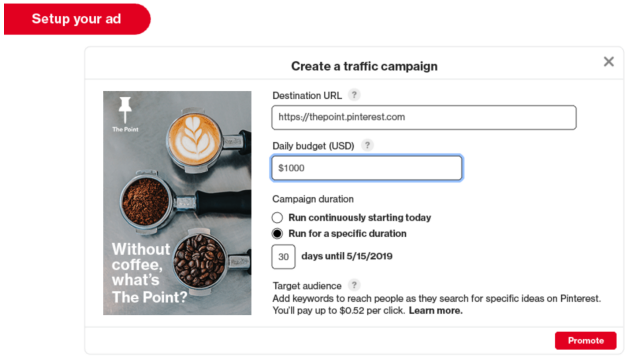
If you're looking to drive more traffic to your website, you can easily promote a Pin right from your business profile.

When you're logged into your business profile, navigate to one of the pins you want to promote.

Hover over the Pin and you'll see a button to select that reads, "Promote."



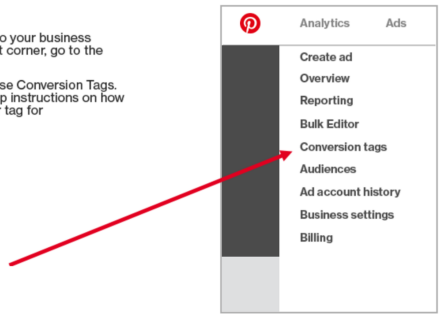
Promoting a Pin



Traffic campaign setup

When you are logged into your business account, in the upper left corner, go to the "Ads" dropdown.

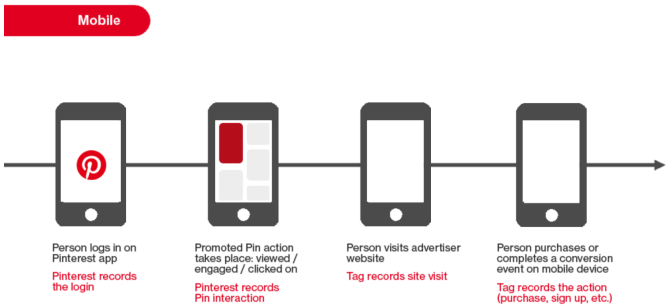
From here you can choose Conversion Tags. There will be step by step instructions on how to create and setup your tag for implementation.



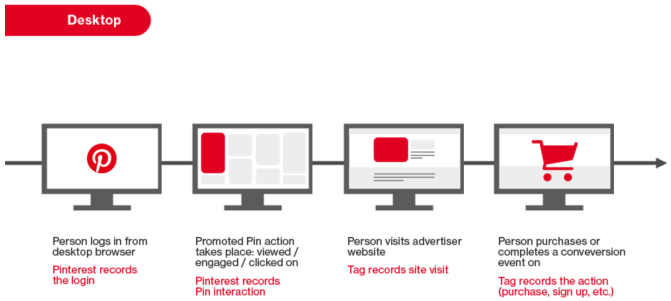
Conversion tag navigation

Connecting advertising to the customer journey

Mobile and desktop diagrams illustrate the path from a promoted Pin to a conversion.



Mobile conversion journey



Desktop conversion journey