

Sam Hayek

Brand and product designer with 10 years of experience building identities, shipping products, and growing communities for startups.

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I translate founder vision into scalable design systems — and increasingly ship my own code.

EXPERIENCE

Brand & Marketing Lead · Fathom Plumbing Solutions

Jan 2026 – Present

Leading end-to-end brand transformation for a commercial plumbing company, from strategy through execution across all touchpoints.

- Developing comprehensive brand identity system with governance guidelines for consistency at scale
- Designing conversion-focused website with lead capture architecture, booking flows, and analytics integration
- Creating complete collateral package: business cards, vehicle wraps, signage, apparel, and sales materials
- Building social media launch kit with video content, branded graphics, and platform strategy

Designer · Freelance

Nov 2023 – Dec 2025

Delivered brand identities, websites, and product design for early-stage companies across Web3, health, and consumer sectors.

- Parallel — Full brand identity and product design for AI video editing tool
- GasHawk — Website design (gashawk.io) for Ethereum gas optimization platform
- ChargedParticles — Designed websites and product interfaces for Web3 Packs and Phoenix Guild
- Fanfly — Complete UX/UI design and branding for Web3 music livestreaming mobile app
- Project Legacy — Brand identity, landing page, custom icon system, and sales materials
- Additional clients — Winery packaging design, operations consulting website

Founder · Headphone Homies

Mar 2022 – Sep 2023

Built the brand and led creative direction for a Web3 music collective from concept through launch.

- Created complete brand system and designed mint site using React and Polygon blockchain
- Grew community to 20K followers on X and 3K members on Discord
- Secured partnerships with Polygon, Decent, Magic Eden, and Unchained Music
- Hosted weekly X Spaces with up to 300 live listeners; generated \$3K in NFT sales

Designer & Community Lead · Web3 Music Platforms

2021 – 2022

- Audius (2021) — Created social content and managed community as platform grew from 3M to 6M monthly users and announced TikTok partnership
- Sound.xyz (2022) — Supported community growth for a16z-backed music NFT platform during closed beta

Designer · Pro2tect

2021

- Delivered full brand system including logo, website, merchandise designs, and social content

Designer · Enhnvce Labs

2020

- Designed branding and product labels for full lineup: protein, nootropics, sleep, immune, and coffee

Founder · Growtheory

2015 – 2017

- Built brand identity, content strategy, website, and apparel line

PROJECTS

OASIS github.com/samhayek-code/OASIS

macOS utility that automatically organizes Downloads into a clean daily/weekly/monthly hierarchy with file categorization.

Baseline Grid Generator baselinegrids.netlify.app

Design tool for generating customizable grid overlays with multiple canvas presets, line styles, and PNG/SVG export.

samhayek.com samhayek.com

Personal portfolio built with Next.js and Sanity CMS.

SKILLS

Design	Brand Identity, Design Systems, Art Direction, UX/UI, Prototyping, Visual Design
Tools	Figma, Framer, Adobe, Jitter, Paper, Flora, Procreate, Spline
Code	HTML, CSS, JavaScript, React, Next.js
Growth	Community Management, Content Strategy, Copywriting, Social Media