

Sam Hayek

Brand & Product Designer

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

□ **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

Marketing design and community management for leading Web3 music startups during rapid growth phase.

- 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
- WvrpSound (2022) — Marketing design and community management for Authentic Artists subsidiary

□ **Designer** Pro2tect

2021

Brand identity and creative direction for an ocean conservation nonprofit.

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

□ Designer Enhnvc Labs

2020

Brand identity and packaging design for a supplement startup, from concept through production.

- Designed branding and product labels for full lineup: protein, nootropics, sleep, immune, and coffee
- Collaborated on e-commerce site design; products shipped to market

□ Founder Growtheory

2015 - 2017

Founded a community focused on consciousness and creativity, establishing the foundation for a career in design.

- Built brand identity, content strategy, website, and apparel line
- Grew Instagram community to 3,500 organic followers

PROJECTS

Baseline Grid Generator

baselinegrids.netlify.app github.com/samhayek-code/baseline

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

samhayek.com

samhayek.com github.com/samhayek-code/samhayek-site

Personal portfolio built with Next.js and Sanity CMS. Designed and shipped using Claude Code.

SKILLS

Design

Brand Identity, Design Systems, Art Direction, UX/UI, Prototyping, Visual Design

Code

HTML, CSS, JavaScript, React, Next.js

Tools

Figma, Framer, Adobe Creative Suite, Procreate, Spline, Claude Code

Growth

Community Management, Content Strategy, Copywriting, Social Media