



## Sam Gates

www.samjgates.com · samjarvisgates@gmail.com · +45 91 77 43 16

I'm a **product designer** who loves to code. Currently building the future of music marketing at Linkfire in Copenhagen.

### Experience

#### Linkfire / Product Designer

May 2020 - Present · Copenhagen, DK

- Successfully leading the design of Linkfire's core offering for major music labels, independent artists, and +2 billion music fans globally.
- Building a design system and visual theming strategy in Figma and Vue.js to improve design consistency and speed up feature deployment.
- Adding user insights into our product strategy by involving product in interviews with music labels and by increasing communication with the customer support teams.
- Using tools like Metabase and FullStory to measure feature success and identify areas of improvement. With these, I have increased the email capture rate, reduced certain customer support tickets, and improved feature functionality.
- Working with the business teams in New York and Los Angeles to enable partnerships with companies like Twitch and Snap.

#### Freelance / Product Designer

May 2019 - May 2020 · Copenhagen, DK

- Worked with three early-stage startups and one large non-profit.
- Learned key lessons about managing different kinds of stakeholders and getting up to speed quickly on new projects.

#### Hulu / Product Designer

Jun 2017 - Apr 2019 · Los Angeles, CA

- Designed the Live TV guide for Android, iOS and Web, solving a major user pain point, increasing live minutes watched, and ultimately helping the Live TV service grow subscribers by 18% in the quarter after release.
- Improved the video playback experience on Android and iOS, addressing a major complaint in app reviews and increasing the overall app rating.
- Played a major role building prototypes in code, testing users, and ensuring alignment with the design system.

#### Hulu / UX Design Intern

Jun 2016 - Sep 2016 · Los Angeles, CA

#### Cartera Commerce / UX Design Intern

Jun 2015 - Sep 2015 · Boston, MA

### Education

#### Tufts University /

Bachelor of Science  
Engineering Psychology /  
Minor Computer Science  
May 2017 · Boston, MA

### Design & Process Tools

- Figma, Sketch
- Photoshop, Illustrator
- Framer
- InVision
- Principle
- Jira, Confluence
- Miro, Mural
- FullStory
- Abstract

### Front-End Tools

- HTML
- CSS
- Sass
- JavaScript
- jQuery
- Vue
- React

### Languages

- English, Native
- Danish, Proficient
- Italian, Limited

### Interests

- Sailing
- Hiking
- Travel
- Videography
- Cooking
- Languages