

Sam Henri Gold

Product Design and Marketing Communications

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203.970.5129

Westport, CT 06880

SKILLS

- Design thinking
- Graphic design
- Interface & web design
- Motion graphics
- Presentation skills
- Project management
- Visual and marketing communication
- User testing
- Adobe Illustrator
- After Effects
- Cinema 4D
- Final Cut Pro
- Git
- Hootsuite
- Keynote
- Mailchimp
- Apple Motion
- Numbers & Excel
- Origami Studio
- Pages
- Photoshop
- Sketch

EXPERIENCE

Designer, Lickability – May 2020–Present

- Interned for high school credit, evolved into a summer contract.
- Designed and marketed Buildwatch, a time-tracking utility for Xcode users.
- Twelve weeks from initial conceptualization to launch.

product marketing

design thinking

rapid prototyping

copywriting

web design

icon design

zeplin

sketch

Indie Sticker Pack, Team Nighthawk – May 2020–August 2020

- Designed, sold, and distributed a sticker pack to benefit the World Health Organization and the Equal Justice Initiative.
- 100+ independent iOS developers participated in the effort.
- Sold 1,500 units and raised \$10,000 in proceeds in one week.
- [‘Indie Sticker Pack’ offers stickers from your favorite apps to support COVID-19 relief and Equal Justice Initiative - 9to5Mac](#)

project management

interpersonal communication

shipping logistics

numbers

adobe illustrator

html

webflow

mailchimp

Marketing and Founding Partner, Team Nighthawk – June 2019–Present

- Collaborated with my business partner to design an experience that makes social media a little more palatable. We created Nighthawk, a more personal Twitter app.
- Sold 2,000 units in the first six months, hit the top 3 on ProductHunt.
- A fixture in the App Store’s “Apps We Love Now” feature rotation.
- [Nighthawk for Twitter review - Macworld](#)

design thinking

interpersonal communication

branding

user testing

icon design

ux writing

web design

sketch

origami studio

Marketing Intern, Compass — June 2019—August 2019

- Facilitated migrating a real estate agent from Stribling and Associates to Compass' strong visual identity on digital and print media.

content strategy

campaign management

keynote

numbers

sendgrid

hootsuite

mailchimp

facebook campaigns

EDUCATION

Parsons School of Design — 2024

BBA, Strategic Design and Management

Staples High School — 2020 (Honors)

- Restructured the media class to build a team to produce ten pieces of original content per week.
- Gutted and rebuilt the school's banal morning show into an innovative student-content driven streaming service.
 - Now Streaming: 70 North | 06880
- Extracurricular activities included teaching assistant at a workshop for middle schoolers to hone their craft in digital media production and involvement with the Teen Awareness Group.

REFERENCES

Matthew Bischoff, Co-creator and Partner at Lickability.

Dan Woog, Writer and Queer Rights Activist.

Edward Cardimona, Creative Strategist and Global Creative Director at Nike.

Nathan Lawrence, iOS engineer and storyteller.

Stacy Seiler, Art Editor at IRK Magazine and Parsons Design Professor.

Mike Bowen, Founder of ShirtApp and Illroots, a high-traffic rap music content publisher.