

Sam Stringer-Hye

Associate Design Director · Razorfish

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Design leader with 14 years across brand, editorial, and product. I lead engagements from client conversations through discovery, design systems, and developer handoff. I led six designers through the rebuild of Amica.com, which relaunched in October 2026. I started in editorial and brand at Mashable and NowThis, and I still work hands-on in Figma and code. I manage designers and founded Razorfish's Designers & AI Craft Group.

Experience

Associate Design Director

Razorfish · Remote, Philadelphia, PA · Oct 2021 – Present

- Led six designers through the rebuild of Amica.com's 615-page design system into five WCAG 2.1 AA libraries. Amica relaunched on it October 2, 2026.
- Built a Claude Code pipeline that audited 314,000 Figma nodes and restored 3,044 broken references with zero visual regressions, without pausing the team's sprints.
- Built the design system and set brand direction for Whataburger's app redesign through user testing. Designed an ordering flow that cuts 14 taps to 6, launching in 2027.
- Led design for Samsung's Bespoke Design Studio, where add-to-cart beat standard product pages by 6x+ for fridges and 10x+ for kitchens. The tool drove nine figures in incremental revenue.
- Built the design system for CVS.com's shop redesign, and the layout system and motion language for the MyFrontier app.
- Founded Razorfish's Designers & AI Craft Group, and mentor designers through the Publicis mentorship program.

Senior Designer

Razorfish · New York, NY · Jun 2018 – Oct 2021

- Set the visual direction for Samsung.com's global navigation across 12+ markets, and designed page layouts and system components.
- Designed prototypes and motion for Samsung SmartThings, Barclays, and Pilot Flying J.

Motion & Product Designer

Independent · New York, NY · Aug 2016 – Jun 2018

- Designed new-business pitch work for Walmart and McDonald's, and an interactive prototype for Google's editorial platform.

Art Director

Mashable · New York, NY · Mar 2014 – Aug 2016

- Led art direction for Mashable's Snapchat Discover launch, defining its visual identity for a new audience.
- Led a team of animators, illustrators, editors, and producers across six channels.

Motion Designer

NowThis News · New York, NY · Aug 2012 – Mar 2014

- Redesigned the NowThis brand identity and built the motion templates behind its daily social video.

Skills

Practice: Design systems, brand identity, UX strategy, content and authoring models, user research, prototyping, motion

Tools: Figma, After Effects, Illustrator, Photoshop, ProtoPie, Framer

Code and AI: Claude Code, Cursor, React, Tailwind, Astro, GSAP

Education

BFA, Film Editing · Watkins College of Art, Design & Film · Nashville, TN · 2012