HENRY SELDEN

GTM DESIGNER

henryhenryhenryhenryhenry.com hkselden@gmail.com 203 360 4841 Brooklyn, New York

Education

Denison University, BA, Studio Art and Communications, focus in Graphic Design, 2022

Recognition

Framer Certified Pro

Framer feature partner, developing internal features with the Framer team

Early access to Framer betas for feature testing

Results

$2M+ in leads from tryplayground.com

$1M+ in leads from earlychildhoodwebinars.com

2,200+ pages designed and built

35+ ads live on Meta

Skills

Web
Framer, Figma, Claude Code, Lovable, n8n, Cloudflare

Motion and graphic design
Rive, Illustrator, Photoshop, InDesign, Flora

Growth and analytics
GA4, Semrush, Framer Analytics, Clarity, HubSpot, Salesforce

Design
Web design, brand systems, design tokens, motion design, UI/UX, ad creative, pitch decks, SEO and AEO, A/B testing, conversion optimization

Links

linkedin.com/in/henryselden

Experience

Playground | New York, NY
GTM Designer | January 2026 – Present
GTM Designer, Contract | August 2025 – January 2026
UX/UI Intern | June 2025 – January 2026
Primary designer from Series A to acquisition. Rebuilt tryplayground.com (916 pages) and earlychildhoodwebinars.com (1,356 pages) in Framer on a primitive and semantic token system I developed; the sites have sent $2M+ and $1M+ in leads. Lead design for go-to-market campaigns, including motion and UGC ads, emails, webinars, events, pitch decks, and sales materials, and manage scope, timelines, and handoff to sales. Built Claude Code, n8n, and HubSpot workflows so the team ships on-brand pages and assets, run SEO, AEO, and A/B testing, and manage about 62 school websites (about $80K ARR) on one CMS framework.

Independent | Freelance Web Designer and Developer
New York, NY | December 2024 – Present
Brand identities and Framer sites for small businesses, including Software Spelunkers and Midwest Cowboy: research, wireframes, design systems, and build.

Fades USA | Co-Founder, CEO
New York, NY | December 2023 – Present
Designed every brand and product asset, from CADs and packaging to marketing content, and built the Shopify and Klaviyo store.

Stephanie Shorr Consulting | Development and Production Consultant
New York, NY | February 2024 – July 2024
Design-focused development for Sinclair, La Porte, K-Swiss, Midnight Rodeo, and GLDNPNT: tech packs, CADs, calendars, and vendor communication.

Centric Brands | Development and Production Manager
New York, NY | October 2022 – March 2024
Avirex and Robert Graham. Reviewed design output across seasonal collections and 1,000+ SKUs, ran collaborations with Kith, Tommy Hilfiger, and Hidden NY, and built Power BI and Python reporting tools that cut turnaround by more than half.

3.1 Phillip Lim | Product Development Intern
New York, NY | August 2022 – October 2022
Built seasonal line sheets and supported the SS23 Vogue shoot.

Lazy Dog Clothing | Founder
Fairfield, CT | April 2020 – August 2022
Designed, produced, and sold a loungewear line through organic social, reaching $50K+ in ecommerce sales.