

# Sean Sperte

I'm a leader and team builder with a background in design and over 20 years experience in products, media, and marketing.

## 2017–now: Remitly

*Creative Director*

- Built healthy Creative Team culture and processes
- Established +90% visual consistency of marketing collateral within 2 months
- Built global Brand and Style Guide

*Senior Product Marketing Manager*

- Established customer-centric Conversion marketing processes and team
- Increased new customer conversion rate by ~7% in a quarter

## 2011–2017: Tagboard

*Co-founder; Chief Product Officer; Chief of Staff*

- Helped raise over \$4M in investment capital, and generate undisclosed millions in annual revenue
- Designed and defined company brand with over 1.7B monthly impressions
- Designed, built, and delivered first product prototype
- Recruited and led 15-person product team to build and deliver three distinct product offerings to 2000+ customers
- Co-drafted first-action issued patent, externally valued at six digits
- Helped define and develop company culture, resulting in higher-than-industry-average talent retainment and employee engagement
- More info: [bit.ly/spertewhatsnext](http://bit.ly/spertewhatsnext)

## 2009–2017: Sky Balloon

*Co-founder; Principle Designer*

- Worked with engineering counterparts on over a dozen iOS apps
- Solely responsible for product, UX, and UI design
- Solely responsible for go-to-market strategic execution, including marketing and sales
- Apps downloaded by 250,000 users globally; featured by Wired, CNN, Gizmodo, Cnet, MacStories, and others; hit Top 3 Paid in Photography category in US.

## 2000–2011: The City Church

*Media Manager; Web Director; Lead Designer*

- Responsible for three award-winning web properties, including thecity.org
- Fully executed six major website redesigns over the course of 10+ years
- Responsible for creation and maintenance of media profiles and channels — content creation and delivery — such as social, email, podcast, and streaming video
- Responsible for creation and support of branding for dozens ministries, departments, and programs
- Responsible for creation and display of presentation visuals for weekend services
- Responsible for live video distribution to/from multiple satellite campuses
- Led volunteer teams to design, deliver, and support cross-functional media for both evergreen and campaign-based initiatives



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My core competencies include design thinking, people management, strategic leadership, and product management.

I'm naturally good at **design and systems thinking**.

I'm adept at working with **design tools** and software.

I'm an **experienced front-end coder** (including SASS and LESS).

I am a **servant leader**: Protect, Prepare, and Push.

I like to challenge the status quo and apply **creativity and innovation** to everything.

I distill broad and complex concepts into **simple and essential** ideas.

I am passionate about **diversity** and inclusion.