



SEAN SPERTE

8217 122nd Ave NE
Kirkland, WA 98033

📞 206-890-0099

✉ seansperte.com

🌐 seansperte.com

🐦 @sperte

🌐 linkedin.com/in/sperte

I'm a **design generalist** and **leader** with 20+ years experience in products, media, and marketing.

I'm adept at working with **design tools** and software, and am an experienced **front-end coder**.

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

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

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

I am an **ambassador** and bridge, passionate about **diversity and inclusion**.

Product Marketing & Design Manager

CURRENT ROLE

Remitly

2017 → Now

Hired to help establish customer-centric conversion processes and team; increased new customer conversion rate by ~7% QoQ. Led Marketing Design team; built out global Brand and Style Guide; established +90% visual consistency of marketing collateral. Now a part of New Initiatives team.

Co-founder & Chief Product Officer

Tagboard

2011 → 2017

Helped raised \$4M+ in investment capital and build sustainable business with millions in annual revenue. Designed, built, and delivered first product prototype and company brand with 1.7B monthly (digital and OOH) impressions. Recruited and led 18-person product team to build and deliver three distinct product offerings to 2000+ business customers. Co-drafted a first action allowance patent, externally valued at six digits. Helped define and develop company culture, resulting in higher-than-industry-average talent retainment and employee engagement... so why did I leave the company I helped build? Read more: bit.ly/spertewhatsnext

Principle Designer

Sky Balloon Studio [side project]

2009 → 2017

Solely responsible for all product design and go-to-market strategy for small 3-person app development studio, with 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.

Lead Designer & Web Director

The City Church

2000 → 2011

Responsible for three separate, award-winning web properties; fully executed six major website redesigns over 10 years. Responsible for creation and ongoing maintenance of media profiles, channels, content, and delivery (social, email, podcast, PowerPoint, and streaming video). Led volunteer teams to design, deliver, and support cross-functional media for both evergreen and campaign-based initiatives.