



SEAN SPERTE

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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.

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

2017 → now: Remitly

Creative Director

- Led global, cross-channel creative campaign initiatives
- Established +90% visual consistency of marketing collateral
- Built out global Brand and Style Guide
- Achieved equity in compensation for team

Senior Product Marketing Manager

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

2011 → 2017: Tagboard

Co-founder; Chief Product Officer

- Helped raise \$4M+ in investment capital
- Helped build a sustainable business with millions in annual revenue
- Served as a Board member; weighed in on and voted on strategic decisions
- Designed and defined company brand with over 1.7B monthly impressions
- Designed, built, and delivered first product prototype
- 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? bit.ly/spertewhatsnext

2009 → 2017: Sky Balloon

Co-founder; Principle Designer

- Worked with engineering counterparts on over a dozen iOS apps
- Was solely responsible for product, UX, and UI design
- Was solely responsible for go-to-market strategy and execution, leading to apps being 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

- Was responsible for three separate, award-winning web properties
- Fully executed six major website redesigns over 10 years
- Was responsible for creation and ongoing maintenance of media profiles, channels, content, and delivery (social, email, podcast, and streaming video)
- Was responsible for creation and support of branding for dozens ministries, departments, and programs
- Was responsible for creation and presentation of visuals for weekend services
- Was 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

More info and samples of previous work: seansperte.com