SETH THYGESEN

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Executive Producer & Principal Product Lead

SUMMARY

Product and production leader with 15+ years experience launching and running kids and family apps and games, reaching 20M+ users.

Launched *Begin Learning* flagship app, developed a 6-season LiveOps campaign for *codeSpark* for +80% retention, grew *7 Dragons* to 1M+ users in its first year.

SKILLS

Product Strategy | Creative Direction | LiveOps Campaign Development | Agile/Scrum | Unity | MongoDb/SQL/Mixpanel | A/B Testing | Budget and P&L | Voice Casting and Direction

PROFESSIONAL EXPERIENCE

PULKKA CREATIVE (Santa Clarita, CA) | Mar 2026 - Present (Contract)
Multimedia design and development production house founded by XR-game design leader, Aaron Pulkka, with projects in apps, games, interactive experiences, television, and comics.

Executive Producer, Production & Vendor Operations
In-house consultant triaging cross-media project portfolio with goal of streamlining production processes.

- Solicited bids, negotiated, finalized, and enforced third-party vendor MSAs and SOWs across production, technical design, equipment, and staging.
- Supervised and directed daily on-site production, technical, and creative crews, managing resource allocation and schedule dependencies.
- Owned comprehensive operational, hardware equipment, and personnel budgets, driving rigorous financial tracking, variance analysis, and resource planning.
- Spearheaded inventory lifecycle management and equipment reselling, identifying surplus assets and negotiating resale agreements to optimize capital recovery and streamline warehouse footprint.

BEGIN LEARNING (New York, NY) | Mar 2021 - Dec 2025
Creator of premium educational solutions for teachers and parents in reading, math, art, social-emotional learning, and coding with Learn with Sesame Street, HOMER, codeSpark, and Begin Learning apps.

Executive Producer, Digital Apps | Jan 2024 - Dec 2025
Senior Producer, Digital Apps | Mar 2021 - Jan 2024
Owned community and LiveOps for educational portfolio serving 20M+ users, launched original apps and games, collaborated on budget, and directed creative strategy for child-facing social media.

- Launched flagship *Begin Learning* app from scratch: 4.3-star rating, with *Little Passports* and Sesame Workshop content built in. Acquired customers showed 35%+ lifetime value.
- Spearheaded effort to streamline user journey and app bundling by consolidating legacy apps into preschool and school-age lines in partnership with Director of Engineering.
- Worked with Chief Product Officer and General Manager to end licensed Fisher-Price app after analysis demonstrated multi-million dollar losses, eliminating future $250K+ quarterly liabilities.
- Grew the *Fooville Legends* coding and SEL story series to 120+ stories and 8M+ views on regular 6-week cadence resulting in +25% monthly active users and +75% year-over-year user creations.

- Shepherded launch of codeSpark Pre-K, lowering the starting age from 5 to 3. A National Science Foundation-backed RAND study demonstrated significant improvements in computational thinking and math development. Won 2024 Silver Collision Award for *Paper Shaper*.
- Directed strategy and production for pre-K and school age YouTube channels. Monetized *Begin Learning for Kids* on YouTube Kids (1.2M+ views on personally produced content). Directed SAG-AFTRA voiceover and audio across *Footorials*, *HOMER*, and *Little Passports*.

CODESPARK (Pasadena, CA) | Mar 2017 - May 2021
Award-winning creator of learn-to-code platform, codeSpark Academy with The Foos, serving 10M+ children and 750K+ classrooms. Acquired in 2021 by Begin Learning

Technical Operations Producer (Senior Product Manager) | Apr 2020 - May 2021
Quality Assurance & Operations Analyst | Mar 2017- Apr 2020 (Contract)
Owned sprint velocity, original animation production, LiveOps, and release readiness for award-winning kids' coding and game-creation platform.

- Created server-driven narrative events and contests to weather IDFA-deprecation acquisition funnel collapse and lifted engaged retention by +80%, securing the user base for an 8-figure acquisition by Begin Learning.
- Authored custom SQL and MongoDB queries linking user-generated creations to retention; pitched and co-designed *Profile Create-A-Foo* to cast player avatars as default protagonists for +8% retention.
- Shipped a top-down, *Zelda*-style UGC mode (combat, codeable items, COPPA moderation) and recontextualized Splash Clash with arena sports lore comics and audio (+16% participation).
- Co-created and produced Footorials (200K+ YouTube views, millions of in-app views) to demystify coding for families, and directed/voiced 20+ characters across the platform.

OUTSPARK (San Francisco, CA) | Jul 2009 - Aug 2011
Games publisher specializing in localizing free-to-play games from Eastern developers for Western audiences, acquired in 2013 by Gamigo.

Assistant Product Manager & Game Master, *7 Dragons* (PC F2P MMO)

- Scaled 7 Dragons from 0 to 1,000,000+ users in Year 1 by rewriting a broken localization into a cohesive Western story bible and engineering repeatable, biweekly, narrative LiveOps events.
- Coordinated daily builds and live events with developers and Game Masters in China and South Korea, and cast/directed union and non-union voiceover for *7 Dragons*, *Dark Blood Online*, and *Luvinia Online*.

ADDITIONAL EXPERIENCE

- **SOMNIGRAM LTD.**: Co-Founder & Executive Partner (Jul 2012 - Present): Created and produced the sci-fi TV pilot *V.E.E.R.* (100+ cast/crew across a 10-day multi-location shoot, casting breakout talent Arthur Keng) and directed end-to-end production pipelines, vendor contracts, SAG-AFTRA voice/performance sessions, and P&L budgets ($1K-$100K+) for interactive and commercial media.
- **LINDEN LAB (SECOND LIFE)**: Customer Account Operations & Fraud Specialist (Nov 2014 - Apr 2020): Recovered largest volume of fraudulently charged-back revenue in company history.

EDUCATION, AWARDS & CERTIFICATIONS

- Bachelor of Arts (BA) Filmmaking (Special Major); Minor: Mathematics - California State University, East Bay
- Certifications:
    - Google - AI Professional Certificate (Jun 2026)
    - Google - Project Management Certificate (Jun 2026)
    - UC Davis - SQL for Data Science (Nov 2026)
- Awards: 2024 Silver Collision Award Winner - Paper Shaper (codeSpark Pre-K)