

Current logo



We believe in the power of the individual to make great things.

We exist to help people with creative ideas stand out and succeed. We create a modern platform that enables millions to build a brand, share their stories, and transact with their customers in an impactful and beautiful online presence.

Our Values

01 Be the Customer

Developing deep empathy for our customer's needs, challenges, and dreams is critical to ensuring we do that well. We want to provide the same standard of tools and services to our customers that we would want for ourselves.

02 Design Is Not A Luxury

We believe that great design should be available to everyone, and we are relentless in our pursuit of great design in everything we do.

03 Build the Ideal

We seek to shape the future of our industry by conceiving of and building game changing products. To do this, we take bets on big ideas, while also recognizing that pursuit of perfection is a process that requires constant iteration.

04 Learn Fast, Act Fast

We believe that pursuing the fastest path to learning and having a healthy bias to action are keys to our success. We seek to do both whenever possible.

05 Protect Creativity

Ideas can come from anyone or anywhere, but they are fragile and require space to develop and grow. We believe the creative process is critical to our success, and we seek to protect it as we develop new directions for our product and company.

06 Simplify

