Luke Sherwin
Cofounder and Chief Creative Officer

Luke is the steward of Casper's creative identity. Luke identified an opportunity to illustrate sleep — an industry that had previously lacking in creativity — in a more recognizable lifestyle context.

Luke grew up in England and moved to the U.S. to attend Brown University, where he received his B.A. He founded one of the school's largest student run businesses and honed his entrepreneurial vocabulary on the debate team. Before Casper, Luke worked in brand strategy and development roles in the art, digital publishing, and tech worlds in London and New York City.