



G. CALEB SEXTON

Design/Innovation Research/Strategy

contact@hiimcaleb.me

www.hiimcaleb.me

205.534.7748

CAREER OVERVIEW

A seasoned Design and Strategy manager with over a decade of experience in driving user experience and service design outcomes across diverse sectors, including Federal, DoD, and commercial spaces. My expertise spans operational leadership, strategic planning, and the mentorship of design talent, contributing to significant business growth and the development of cutting-edge digital solutions. With a hands-on approach to design leadership and a focus on building operational excellence, I've successfully managed multidisciplinary teams to deliver projects that enhance user engagement and drive digital transformation.

PROFESSIONAL EXPERIENCE

Throughline, Inc, Austin, TX, Jan. 2021 - Present

Manager, Design & Digital Strategy

As the leader of Design and Digital Strategy at Throughline, I empower teams to better integrate Product Management, User Experience, and Service Design across Federal, DoD, and Commercial sectors. I'm focused on amplifying human-centered design and research, enhancing design leadership, and helping organizations lead change through a people-first lens. My role includes direct management, mentoring, and strategic guidance for a diverse team of 20 professionals across three portfolios.

Major Accomplishments:

- **Strategic Development:** Established the Digital Strategy competency, significantly enhancing the firm's strategic offerings through UX design, product management, and technical delivery support.
- **Business Growth:** Instrumental in business development, contributing to \$5M in growth through strategic expansions, client retention, and securing new accounts over 3 years.
- **Design Leadership:** Spearheaded UX design and strategy for the Air Force's Talent Management Digital Transformation, impacting over 550,000 users across active duty, reserve, guard, and Space Force, highlighting significant scale and user engagement.
- **Mentorship & Training:** Developed comprehensive training programs in Product Management and Strategy, elevating team capabilities in Product Discovery.
- **Product Management:** Led product management and creative direction for NimbleStory, focusing on customer experience enhancements and platform innovation.

EDUCATION

The Savannah College of Art and Design, Savannah, GA

MFA, Design Management

May 2014

The University of Alabama,

Tuscaloosa, AL

BA, Digital Media

Dec. 2011

CORE COMPETENCIES

*Design Strategy & Leadership
Team & Organizational Development
Product Design & IA
Product Management & Strategy
Customer Experience Strategy
Service & CX Design
Ethnography & Qualitative Research
Prototyping & Implementation
Strategic Scenario Planning
Workshop Facilitation*



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Sonatype, Austin, TX, Jun. 2019 - Jan. 2021

User Experience Product Manager

- Product manager over user experience across the Nexus Lifecycle platform, significantly enhancing product strategy and market fit, leading to improved customer experiences.
- Directed the Research & Remediate program, successfully modernizing NPM package scanning and assessment, impacting over 900 customers.
- Orchestrated cross-functional collaboration in customer research, design, and engineering, prioritizing technical delivery and crafting compelling customer journeys.
- Oversaw two engineering teams, one focused on Nexus Lifecycle, and the second delivered Sonatype's first React component library, enabling a unified user experience across Nexus-branded products.

HomeAway/Vrbo (Expedia Group), Austin, TX, Jul. 2018 - May 2019

Information Architect

- Introduced design strategy for internal enterprise tools, enhancing the service delivery of the Customer Experience and Partner Success organizations and contributing to a \$350M value increase for Vrbo Partners.
- Won first place for Disaster Relief solutions in the 2019 Expedia Group global hack-a-thon, developing a proactive disaster response network for those in crisis environments..
- Formulated and executed a behavioral design and content strategy, enhancing internal tool usability and customer engagement through Voice and Chatbot solutions.

**Throughline, Inc. (Formerly Maga Design Group, Inc.),
Washington, DC, Oct. 2014 - Jul. 2018**

Design Strategy Lead Oct. 2016 - Jul. 2018

Sr. Design Strategist Oct. 2015 - Oct. 2016

Design Strategist Oct. 2014 - Oct. 2015

- Co-developed a transformative customer experience vision with the U.S. Postal Service, driving over \$35M in service design and research initiatives.
- Led strategic design, UX, and service design projects for key clients, including the USPS, U.S. Navy, and Baltimore Mayor's Office.
- Facilitated over 40 workshops focused on strategic planning, process improvement, customer discovery, and culture change.
- Mentored staff and established the foundation of the Design Strategy competency.

The Volta Collaborative, Savannah, GA, Aug. 2013 - Jul. 2014

Partner, Design and Research Strategy

- Directed the Savannah Innovation Initiative, mapping economic shifts and supporting startups with strategic brand and market approaches.
- Developed and led the JETPACK entrepreneurship program and Volta Ventures, strengthening community ties and promoting economic development.