



G. CALEB SEXTON
Design/Innovation Research/Strategy

contact@hiimcaleb.me
www.hiimcaleb.me
205.534.7748

CAREER OVERVIEW

Caleb leverages his extensive 10 years of design and research experience to help organizations better understand customer needs and create transformative opportunities both internally and externally. Prior to his current position, Caleb worked as a consultant, designer, and strategist for a diverse set of industries evangelizing the role of design in innovation. He is a successful leader accustomed to working independently and managing teams within the business, non-profit and academic sectors.

PROFESSIONAL EXPERIENCE

Maga Design, Washington, DC, Oct. 2014 - Present

Design Strategy Lead Oct. 2016 - Present

(Previously: Design Strategist Oct. 2014 - Oct. 2015, Sr. Design Strategist Oct. 2015 - Oct. 2016)

Support federal and DoD teams in strategic planning, business development efforts, and building client relationships. Coordinate resources and planning for conducting ethnographic research, synthesizing data, and providing insight for initiatives. Oversee strategy for customer experience and design strategy efforts while providing insight on the role of design to drive change through CX and identify new opportunities with various customer stakeholders. Mentor and provides guidance on design thinking and ethnographic methodologies within the client space.

Major Accomplishments:

- Co-created CX vision with U. S. Postal Service that set the foundation for over \$5M worth in customer experience, research, and employee engagement initiatives
- Established strategy and teams for change management initiatives within the USPS and U.S. Navy
- Designed and facilitated 40+ workshops and offsites on strategic planning and organizational change.
- Supported growth of the Design Strategy competency and team members through mentorship, guidance, and hiring reviews

Carevena, Silver Spring, MD, Sept. 2016 - Present

Founder, CEO

Act as founder and CEO focused on digital product development for patients with chronic autoimmune diseases. Develop research and business strategy, strategic partnerships, along with technology roadmaps for development. Work directly with colleagues to conduct design research, prototyping, and data gathering for the Dermitrax solution with patients and providers.

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
Account & Project Management
Brand Strategy & Management
New Market Strategy
Organizational Change Management
Customer Experience Strategy
Service and CX Design
Ethnography & Qualitative Research
Entrepreneurship
UX Design
Prototyping & Implementation
Graphic Design
Motion Media Design
Strategic Scenario Planning

CLEARANCE

Secret, US Navy, 2016
Postal Sensitive, USPS, 2015



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George Washington University, Washington, DC, Sept. 2015 – Sept. 2016

Adjunct Assistant Professor

Guest-lectured the Innovations in Telemedicine course for the School of Emergency Medicine. Provided students mentorship and facilitation on healthcare and startup strategy through use of JETPACK and acted as a panel reviewer for the class pitch competition.

Hi, I'm Caleb, Silver Spring, MD, Jan. 2013 – Present

Designer, Strategist, and Business Consultant

Independent startup consultant and innovation designer focusing on customer experience design and strategy on a client-to-client basis. Clients include Delta State University, The Startup Equation, and Responsible Mining Index.

The Volta Collaborative, Savannah, GA, Aug. 2013 – Oct. 2014

Partner, Design and Research Strategy

Managed and directed the Savannah Innovation Initiative (SII) for community and economic research with the goal to map the changing dynamics of Savannah's entrepreneurial and economic landscape. Acted as developmental lead for the JETPACK entrepreneurship program and associated development for Volta Ventures. Worked with five startups to design and craft brand/market strategies for implementing their products or services. Developed relationships and acted as a community liaison with local Savannah startup groups and economic development organizations.

SCAD School of Design, Savannah, GA, Jan. 2014 – Mar. 2014

Graduate Teaching Intern

Co-taught the IDUS 215 Contextual Research course working with students on research design and technique, data analysis and visualization, and client presentation. The class was comprised of 20 students and four teams working with the Savannah Bicycle Campaign on the issues of the Forsyth Park No Ride Zone.

Creaa, Atlanta/Savannah, GA, May 2012 – Aug. 2013

Co-Founder, Design & Creative Strategy Manager

Developed brand strategy for small and medium enterprises and non-profit organizations. Conducted ethnographic and user-centered research for brand development. Organized and collaborated on media strategy and campaign messages across channels for marketing. Handled accounts and managed design and project processes while crafting briefs, contracts, and project scope.

SPECIAL PROJECTS

DT:DC Summer of Design, 2017

Panelist Judge and Mentor

OPM LAB Summer Design School, 2017

Workshop Co-Facilitator

Design In Government, 2017

Speaker, Design + Collaboration

National Academies of Sciences, Engineering, and Medicine, 2016

Roundtable on Health Literacy

Panelist and Patient Advocate

Psoriasis FDA Day, 2016

Speaking Panelist and Patient Advocate

Association of Strategic Planning Conference, 2016

Facilitator on CX Innovation Master Class

Association of Strategic Planning Conference, 2015

Co-Facilitator on Design Thinking Master Class

JETPACK, 2014

Designer and Educator

Fisher-Price, 2013

Strategic Scenario Planner and Research Analyst

Steelcase Executive Retreat, 2013

Co-Facilitator and Workshop Designer

Ethnographic Praxis in Industry Conference (EPIC), 2012

Local Committee Member