

# CAYCE W. OWENS THRUSH

DESIGN • LEADERSHIP • STRATEGY

Chicago, IL

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## VICE PRESIDENT OF PRODUCT DESIGN

Enthusiastic digital platform design leader with nearly two decades of experience, I empower UX/UI and product design teams to drive innovation and deliver world-class experiences that increase engagement and revenue. I align design strategies with business goals, leading organizations to industry prominence with a user-centric focus. By fostering bravery and experience among design leaders, I oversee efficient end-to-end design processes that exceed market demands and decrease time to market, positively impacting the bottom line.

## ACCOMPLISHMENTS

- Spearheaded the launch of a design system at Envoy Global, resulting in a remarkable 30% increase in design and development productivity. This initiative streamlined concept development, testing processes, and accelerated release frequency.
- Implemented significant enhancements to the UI at Envoy Global, resulting in a 12% improvement in data tracking accuracy. This led to consistent info management across 1,900+ visa cases and a notable 28% reduction in audits.
- Introduced a global assessment tool at Envoy Global, achieving a remarkable 72% adoption rate and a 17% increase in organic utilization. This initiative enabled self-service capabilities, reducing human interactions within global teams.
- Successfully redesigned Coyote's mobile app, driving a notable 19% increase in monthly downloads and elevating mobile booking growth from 2% to an impressive 5% of total monthly bookings.
- Enhanced load board functionality at Coyote, resulting in a notable 12% increase in daily bookings and generating over \$3 million monthly revenue. This initiative improved user experience and expedited load discovery and booking processes.
- Produced impactful wireframes at Inspire11, facilitating rapid prototyping and ideation to address complex problems and develop highly usable and strategic solutions.

## EXPERIENCE

### Envoy Global, Chicago —Director, *Product Design*

Reporting to VP of Product

AUGUST 2022 - JANUARY 2024

- Orchestrated a high-performing design team to deliver industry-leading experiences across three products, bridging user needs with business objectives in both B2B and B2C sectors.
- Implemented generative AI tools to craft compelling UX copy, significantly boosting efficiency and productivity in user testing, concept development, and ideation phases. This integration streamlined workflows, accelerated project timelines, and improved overall design quality and user engagement.
- Pioneered and executed the inaugural design system, harmonizing branded components across digital platforms, resulting in a remarkable 30% acceleration of design and development workflows.
- Spearheaded global expansion initiatives, tailoring platforms for six new countries and optimizing onboarding processes for three acquisitions, thereby facilitating seamless integration and market penetration.
- Crafted and executed a transformative design strategy, propelling Envoy Global's immigration technology to the forefront of the industry by ensuring a unified user experience for attorneys, HR professionals, and foreign nationals.
- Established and nurtured the inaugural LGBTQIA+ employee resource group, fostering a culture of inclusivity, education, mentorship, and self-expression within the organization.

## SKILLS

Animation  
Art Direction  
B2B, B2C, and B2B2C products  
Brand Identity and Voice  
Cross-functional Collaboration  
Design Systems  
Design Thinking  
Illustration  
Leadership  
Native Mobile Apps  
People Management  
Product Design  
Strategy  
Typography  
UX/UI Design  
Web and Desktop Apps  
Web & Print Campaigns

## TECHNOLOGY

Adobe Creative Cloud  
Confluence  
Figma  
Final Cut Pro  
Jira  
Microsoft Office Suite  
Notion  
Sketch  
Trello

## EDUCATION

### Lawrence Technological University

B.F.A. Graphic Design  
B.F.A. Motion Graphics

## ABOUT ME

Having called Chicago home for over 14 years, I'm adept at surviving its winters by jetting off to warmer destinations. With 40 countries visited across 6 continents, I aim to check off all 7 world wonders by 2027, with only Petra in Jordan left on my list. George, my 11-year-old Airedale/Mastiff pup, is not just a pet but my cherished companion. When not traveling or snuggled up with George, I'm in the kitchen, cooking up tasty vegan dishes for friends, family, or just the two of us.

## **Coyote Logistics, Chicago** — *Manager, Product Design*

Reported to CTO

JUNE 2019 - AUGUST 2022

- Guided a proficient team of designers in delivering top-tier, user-centric designs across more than 80 digital products, cultivating strong corporate relationships through effective business interactions.
- Expanded the design team by recruiting three new talents, promoting a user researcher, and elevating two individuals to senior roles. This initiative not only enhanced design coverage, reducing workload and burnout but also fostered team growth and development.
- Managed end-to-end processes including discovery, roadmap prioritization, and user experience enhancements for carrier-focused platforms. Additionally, provided coaching and mentorship to empower designers in their respective focus areas.
- Collaborated closely with product leadership and strategy teams to develop high-quality visions and roadmaps, ensuring alignment with organizational goals and driving successful execution across teams.

### *Lead Product Designer*

- As a mentor, I cultivated a team of product designers to consistently deliver exceptional user experiences, setting a high standard for quality.
- Through close collaboration with developers and product teams, I orchestrated experiences that not only met but exceeded expectations, resulting in a remarkable 12% increase in carrier bookings.
- By forging strong partnerships with business stakeholders, I ensured that desktop and native mobile app experiences not only aligned seamlessly with company objectives but also positioned our offerings at the forefront of the freight industry, driving unparalleled success.

## **Inspire 11, Chicago** — *Lead UX/UI Design Consultant, Brand Manager*

Reported to President

OCTOBER 2017 - JUNE 2019

- Facilitated workshops with over 25 clients to identify challenges, craft user personas, and develop comprehensive roadmaps, goals, and user testing strategies.
- Elevated user interactions across a range of products, spanning global credit solutions, construction management apps, medical dashboards, and youth sports scheduling/payment systems, ensuring seamless user experiences across each of the diverse platforms.
- Conceptualized and executed original and innovative solutions to reinforce and amplify brand identity and voice across native apps, web applications, and desktop platforms.
- Produced meticulously detailed deliverables for both offshore and local engineering teams, ensuring the successful release of minimum viable products (MVPs). Provided continuous support, gathered user feedback, and refined designs for future iterations.

## **Rewards Network, Chicago** — *Sr. Interactive Designer*

MAY 2014 - OCTOBER 2017

- Directed all creative endeavors for prominent brands including Plenti Local Dining, Rapid Rewards Dining, FREE Spirit Dining, Orbitz Dining, Upromise Dining by Sallie Mae, and various major airlines and hotel chains.
- Managed end-to-end project processes including deliverables, timelines, client and legal approvals, quality assurance, and final deployment of emails, webpages, and other digital assets.
- Designed adaptive microsites, responsive email marketing campaigns, and webpage assets for renowned brands such as American Airlines, United Airlines, Fuel Rewards by Shell, ClubO by Overstock.com, Orbitz, and Fogo de Chao.

### **Earlier Experience**

**Icon Identity Solutions, Chicagoland**, Graphic Artist/Design Engineer - 8/2013 - 5/2014

**Lawrence Technological University, Chicago**, Regional Admissions - 10/2010 - 8/2013

**Lawrence Technological University, Detroit**, Admissions - 8/2007 - 10/2010

**Baker College, Detroit**, Adjunct Professor - 1/2011 - 6/2011

**Hennessey Capital, Detroit**, Graphic Designer - 2/2009 - 5/2010

**Education Dynamics, New York City**, Graphic Designer - 8/2008 - 7/2010