

Design That Moves Business Forward

Strategy. Creativity. Digital experiences built to help organizations communicate clearly, strengthen their brand, and create measurable business results.



ABOUT

Meet CT Design

Businesses today have more tools, more platforms, and more opportunities than ever before—but many still struggle with the same challenge: communicating clearly.

CT Design exists to bridge that gap.

We help organizations transform complex ideas into clear, engaging experiences through strategic branding, thoughtful user experience design, modern websites, and digital products that people genuinely enjoy using.

Our goal isn't simply to create beautiful work—it's to create experiences that help businesses grow.

20+

Years of
Experience

50+

Clients
Served

500+

Projects
Completed

6+

Core Disciplines

SERVICE 01

Branding & Identity

A strong brand is more than a logo — it's the foundation of every impression you make. CT Design builds cohesive brand identities that communicate your values, differentiate you from competitors, and resonate with your audience across every touchpoint.

Logo Design & Brand Marks

Custom logo development grounded in strategy

Business Cards & Stationery

First impressions that last

Brand Guidelines

Color systems, typography, voice, and usage rules

Brand Refresh

Modernizing existing identities without losing equity

EXAMPLES

Branding & Identity



SERVICE 02

Print Design

From full-page ads and sales sheets to catalogs and case studies, CT Design delivers print-ready materials that are polished, on-brand, and built to perform. Every piece is designed with your audience and distribution channel in mind.

Print Advertising

Magazine, newspaper, and trade publication ads

Sales Sheets & Brochures

Persuasive one-pagers and leave-behinds

Catalogs & Look Books

Multi-page product or service showcases

Case Studies & White Papers

Credibility-building content pieces

EXAMPLES

Print Design



PARTICLE41

How Preemptive Love overhauled its technology environment with Particle41

CASE STUDY

Problem

Preemptive Love works around the globe, assisting refugees fleeing violence and war. In addition to providing food, education, shelter, and medical care, the organization trains refugees and creates jobs that can withstand upheaval, violence, and quarantine.

Shortly after Preemptive Love's Chief Technology Officer Jeffrey Tuffield arrived at the organization, he identified several projects that needed immediate attention. These projects related to software development, website development, payments, microservices, DevOps, and quality assurance.

"The previous culture of the technology team resulted in the creation of internal processes and technology projects that did not follow best practices," said Jeffrey. "There was sort of a cowboy mentality that drove development. I needed a vendor partner with broad and deep capabilities to help me get the organization back on the right track."

The partner Preemptive Love was looking for turned out to be Particle41.

“We have thrown many challenges at the Particle 41 team, and they have consistently shown that they are ready to do whatever it takes to help us get to where we need to be.”

Jeffrey Tuffield
Chief Technology Officer
Preemptive Love

Particle41.com | Let's Build Something Great Together

PARTICLE41

How Preemptive Love overhauled its technology environment with Particle41

CASE STUDY

Solution

Preemptive Love first brought Particle41 on board to assist with an artificial intelligence project relating to microwork. The goal was to increase the quality of the code and get the project ready for market. The Particle41 team went to work despite the fact that requirements were never documented. The next project involved the coding of Preemptive Love's website, which lacked much-needed functionality.

"Our website was so hard-coded that it was impossible for the marketing team to update content on its own," said Jeffrey. "Whenever an update was necessary, the marketing team would have to request the technology team make the change. Not only did the Particle41 team fix most of the code, but they've pushed content updates into production in those areas that have not yet been re-coded."

"The Particle41 team's contributions in this area have been great," said Jeffrey. "Many of our supporters donate on a monthly basis through payment processors such as PayPal and Stripe. We worked with the Particle41 team to develop a process that allows the payment webhooks to grab information from the payment processors and input that information into our Salesforce environment. That was a fairly substantial project, and it's been very successful."

Particle41.com | Let's Build Something Great Together

PARTICLE41

DevOps & Software Performance Optimization

Faster Releases, Fewer Bottlenecks, Better Performance

Development cycles can **slow down** due to inefficient workflows, deployment risks, and lack of automation.

Particle41 optimizes software delivery, ensuring seamless integration, automation, and monitoring.

HOW WE HELP YOU SUCCEED

- Performance Optimization**
Improving system efficiency and reliability
- DevOps Automation**
CI/CD pipelines, infrastructure as code, and cloud automation
- Monitoring & Alerting Systems**
Enabling modular, scalable development
- Quality Assurance & Testing**
Ensuring seamless connectivity across platforms

- No long-term contracts
- No loss of equity
- No unnecessary overhead

Deliver Software That Works Every Time

Particle41.com | From Customer to Code <-> Building your vision, together

Local HYDE PARK BUILDER

CRAFTSMAN COLLECTIVE
Period Construction • Skilled Trades

0% FINANCING AVAILABLE!

- Custom homes in Hyde Park & nearby areas
- Kitchen, bath & whole house remodels
- Hardwood floors, doors, desk & cabinetry
- Decks, porches, patios, pergolas & more

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Join Us ON OUR MISSION

as we develop a new treatment paradigm to fight the progression of myopia in children.

SYDNEXIS
Formulation Matters

EVERY LAST OUNCE

HELP THEM WEIGH OUT EVERYTHING THEY'VE GOT.

Picking your players' load is not just reserved for game day. It's every day. Getting every last ounce helps and risks with the science of Gatorade. It's the last ounces need before, during and after activity to help them make the most of every advantage.

[Visit gatorade.com/athletes](http://www.gatorade.com/athletes)

Gatorade

Learn more and get yours at gatorade.com/coaches

SERVICE 03

Social Media Design & Strategy Planning

In a crowded feed, great design is the difference between a scroll and a stop. CT Design creates scroll-stopping social content that is on-brand, platform-optimized, and built to drive engagement — from single posts and stat graphics to full campaign creative.

Feed Posts & Carousels

Instagram, Facebook, and LinkedIn creative
Others upon request

Campaign Graphics

Cohesive creative across a promotion or launch

Stat & Infographic Posts

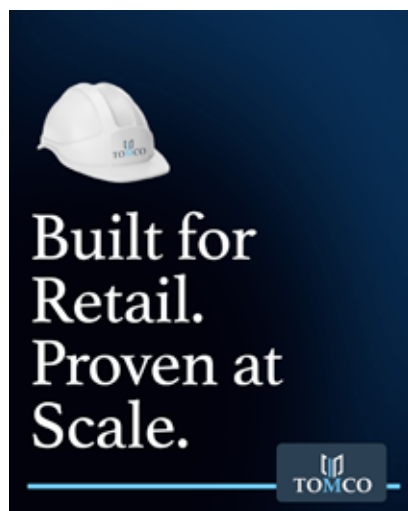
Data made visually compelling

Cover Images & Banners

Profile and header art across platforms

EXAMPLES

Social Media Design



SERVICE 04

Email & Newsletter Design

Email remains one of the highest-ROI channels in digital marketing — but only when it's designed to be opened, read, and acted upon. CT Design creates email templates and newsletter layouts that are visually engaging, mobile-responsive, and aligned with your brand.

HTML Email Templates

Custom-coded or platform-ready designs

Promotional Campaigns

Sales, event, and announcement emails

Monthly Newsletters

Ongoing content design and layout

Drip Sequence Design

Consistent creative across automated flows

EXAMPLES

Email & Newsletter Design



Newsletter compliance table 1



Thanks for Adding Vehicles!
We're excited that you're creating an additional revenue stream for your dealership! As you grow this unit of your business, it's important to think about protecting your core business. That's why we've partnered with LegalZoom to offer you a 10% discount on their business formation services.

Two Main Advantages of Creating an LLC or Corporation

- 1 Legally separate your business units to help protect your dealership's assets from any liabilities incurred by your rental business.
- 2 Have the flexibility to choose the right tax structure to help minimize your tax bill.

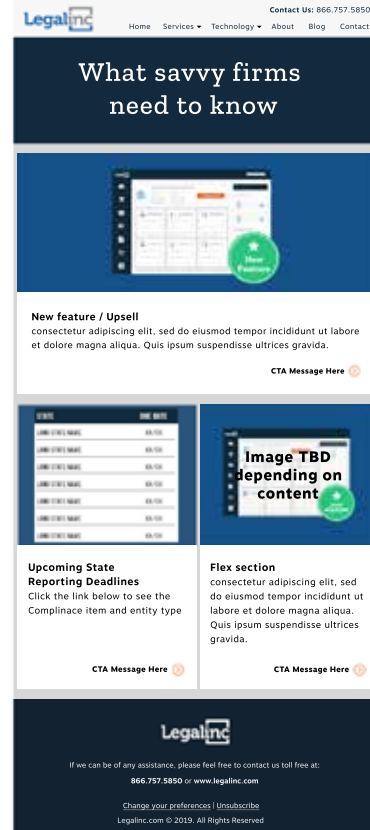
Over 19 years, LegalZoom has helped start more than 2 million businesses through an easy, quick, and convenient digital experience.

Get Started Today

Have questions?

Call 877-488-4029 to speak to one of LegalZoom's agents.

LegalZoom + HyreCar



SERVICE 05

Website Design & Support

Your website is your most important marketing asset, and often the first impression a potential client has of your brand. CT Design creates custom websites that are visually polished, conversion focused, and easy to manage, plus provides ongoing support to keep your site performing at its best.

Custom Website Design

Branded, responsive layouts built for your audience

Website Redesigns

Refreshing outdated sites without losing SEO equity

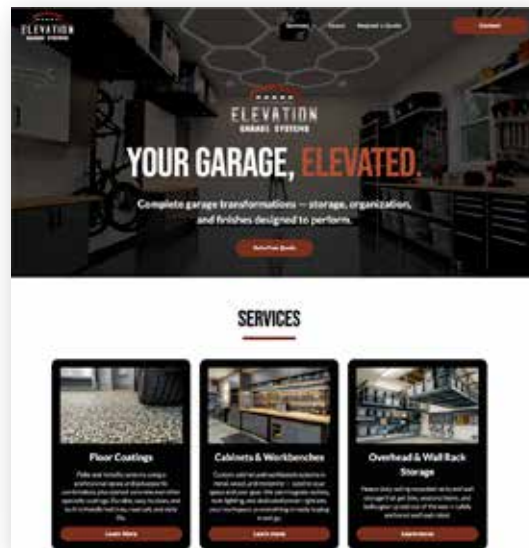
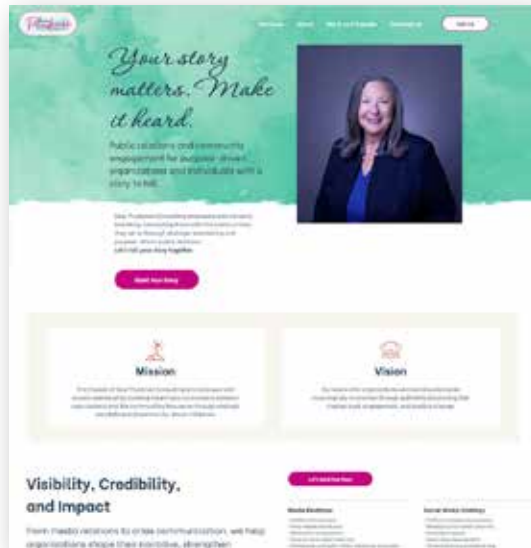
Landing Pages

High-converting pages for campaigns and lead generation

Ongoing Maintenance & Support

Updates, edits, and performance monitoring

Website Design & Support



SERVICE 06

User Experience (UX/UI)

Great design isn't just about how something looks — it's about how it works. With a background spanning Fortune 500 enterprise products and early-stage startups, CT Design brings a rigorous, research-informed approach to UX/UI that creates digital experiences users actually enjoy.

UX Research & Discovery

User interviews, personas, and journey mapping

UI Design Systems

Scalable component libraries and style guides

Wireframing & Prototyping

Low- and high-fidelity prototypes for testing

Usability Testing

Iterative validation to reduce friction and improve conversion



RAC UX Audit – Master Recap Table

Section	Issue	Solution (High-Level)	Heuristic(s)	Priority
Home Page	Layout feels compressed, sections stacked too tightly causing overload	Add consistent padding, improve flow/readability	Aesthetic & Minimalist Design	Medium
	Carousel too tall, pushes categories below fold	Reduce height, overlay categories above carousel	Visibility of System Status / Aesthetic & Minimalist Design	High
	Shop All CTAs too small and float in grid with <4 items	Relocate beside section headers	Consistency & Standards	Medium
Navigation	Scrolling categories duplicate static categories, adds noise	Replace with dropdown selector	Aesthetic & Minimalist Design / Recognition vs. Recall	Medium
	Dropdown category links misaligned	Align dropdown links to header	Consistency & Standards	Medium
	Electronics dropdown misaligned sub-links and icons	Correct alignment for balance	Consistency & Standards / Aesthetic & Minimalist Design	Medium

RAC UX Audit

Home Page

- The home page feels compressed as if it is wrapped in a digital straight jacket. The sections are stacked too closely together. This creates information overload and decision fatigue. Adding consistent padding will improve flow and readability.
 - Users are sometimes briefly taken to the footer before reaching their destination, which introduces friction and reduces trust.
 - The "Shop All" CTAs in each product section are too small, making them easy to overlook and reducing their effectiveness in guiding users toward the full product selection.
 - The Shop by Category section is placed too low in the hierarchy. It should serve as a primary entry point, similar to how Amazon overlays categories within the hero banner. Repositioning it higher will streamline discovery and reduce drop-offs.
 - During testing, the Popular Products and Deals sections displayed inconsistently. At times, both sections disappeared entirely; in other cases, only one would reappear while the other remained missing.
- Key Insight:** With improved spacing, visual consistency, and better prioritization of entry points, the page can shift from overwhelming to intuitive, driving higher engagement and conversions.

1. **Issue:** Shop by Category (1) CTAs create clutter. Deals and Clearance tiles resemble categories, causing confusion.

Solution:

- Move section higher on the page.
- Increase size and visibility of the "Shop All" button.
- Redesign Deals and Clearance tiles to align visually with categories.

Grubbs Infiniti Case Study | Create not just an app, but an experience

WHO IS GRUBBS INFINITI

Grubbs Infiniti is the World's Largest Infiniti dealership. We sell and service Infiniti vehicles as well as all makes of pre-owned vehicles. We are centrally located between Dallas and Fort Worth, at the north end of DFW Airport in Grapevine, Tx. We also serve the entire State of Texas as well as the entire nation and make the buying and owning experiences as fun as it should be.

SERVICE 06

Search Engine Optimization

A beautiful website means nothing if no one can find it. CT Design integrates SEO best practices directly into the design and build process — so your site is optimized from day one, not patched afterward.

68%

of online experiences
begin with a search engine

75%

of users never scroll past
the first page of results

10x

more clicks go to organic
results than paid ads

CT Design approaches SEO as a core part of the design process, not an afterthought. Every site built includes foundational on-page optimization, and ongoing SEO support is available to help you grow visibility over time.

- **On-Page SEO** — Title tags, meta descriptions, header structure, and image alt text built into every page
- **Site Architecture** — URL structure, internal linking, and crawlability designed from the ground up

- **Performance Optimization** — Fast load times and Core Web Vitals improvements that directly impact rankings
- **Content Strategy** — Keyword-informed page copy and blog content that earns organic traffic
- **Local SEO** — Google Business Profile optimization and local citation building for location-based businesses
- **SEO Audits** — Comprehensive analysis of existing sites with a prioritized action plan

WHY CT DESIGN

What Sets Us Apart



Strategic Thinking

Every project begins with a discovery conversation. Great design starts with understanding your goals, audience, and competitive landscape, not just opening a blank canvas.

End-to-End Execution

From initial concept through production-ready files, you work directly with CT Design. No handoffs, no miscommunications, no surprises at delivery.

Cross-Industry Experience

With clients ranging from tech startups to healthcare companies, CT Design brings perspective that elevates every project, regardless of the vertical.

Speed Without Sacrifice

Tight timelines are a reality of modern business. CT Design is built for responsiveness, delivering high-quality work without cutting corners.

TESTIMONIALS

What Clients Say



“

I highly recommend Cody Thrift and CT Design to anyone looking for a professional, well-designed website. Cody took the time to understand my vision for Dear Prudence Consulting and created a site that reflects my brand and the image I wanted to present. Throughout the process, he was responsive, easy to work with, and committed to delivering a quality product. Because of my experience, I've confidently referred Cody to other professionals and organizations, and those referrals have resulted in new clients for CT Design. If you're looking for someone who listens, communicates well, and delivers a professional website, I highly recommend Cody and CT Design.

— **Prudence Mathis**

Owner / Lead Consultant & Publicist | Dear Prudence Consulting – Public Relations & Community Engagement Company

“

CT Design goes far beyond creating great design—they become a true partner in your business. They take the time to understand your goals, your audience, and how you want your brand to be perceived, then translate that into compelling, strategic creative. Their work has elevated our brand across websites, presentations, campaigns, and marketing materials, while their proactive communication, responsiveness, and genuine investment in our success have made them an invaluable extension of our team. I highly recommend CT Design to any organization looking for a creative partner that delivers both exceptional design and real business impact.

— **Bryant Griffith**

Owner | JAWS Junk and Waste Removal

“

"CT Design supported our efforts to establish an early social media strategy as we prepared for the transition from a clinical-stage pharmaceutical company to a commercial organization. Cody consistently demonstrated professionalism, a collaborative mindset, and a strong commitment to delivering quality work. His ability to work across teams and provide dependable marketing support made him a valuable contributor. I would confidently recommend CT Design to organizations seeking a trusted partner for social media strategy and early-stage marketing execution."

— **Nick Ruth**

Chief Commercial Officer | Sydnexis

Let's Build What's Next

Whether you're launching something new, scaling an established brand, or looking for a trusted creative partner, CT Design helps turn strategy into execution with design that drives momentum.

We partner with **small businesses** and **enterprise teams** to deliver branding, web, UX/UI, presentations, digital experiences, and ongoing creative support. And because every business is different, our work doesn't stop there. From product launches and event graphics to internal communications, design systems, consulting, and custom creative initiatives, we tailor every engagement to your goals.

Based in Arlington, Texas. Serving clients nationwide.

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