James Lytle

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Trade Skills

- Product Design, Strategy, & Development
- Data Visualization
- UX & Research Management
- AI Research & Development
- Design Management
- Client Management
- Interaction & Interface Design
- Workshop Design & Presentation

Go-to Tools

- HTML / CSS / JS for prototyping & feature development.
  (most comfortable in Tailwind/React)
- Figma / Principle for visuals
- VSCode / Cursor for IDE
- Google Docs / Dropbox Paper for management
- GitHub / JIRA for tracking
- Whiteboard / Sketching for ideation

Selected Writing

- Another Hot Data Trend — Same Timeless Goal.
- Data Discussion Etiquette from Brad Pitt
- Visualization Techniques We All Knew at 4 Years Old
- Chart Makeovers
- Memorable or Actionable or Both?
- What is the Difference Between Traditional Reporting and Data Visualization?
- How Are Data Products Used?
- Reimagining Higher Education.

Mission

Collaborate with diverse, inclusive teams to design delightful and useful digital products. Cultivate humility and a beginner's mindset.

Experience

Juice Analytics (2009-Present)

Leading design of 2 data platforms, 100+ client apps, and teaching best practices.

Senior Product Designer (2017-Present)

- Lead designer transforming Juicebox from a low-code platform into a robust UI editing experience; regularly ship frontend improvements.
- Led UX research initiatives from discovery through feature definition.
- Hired, mentored, and managed design staff.

Product Designer (2013-2016)

- Led product design for Slice, a Flash-based data visualization application.
- Led product strategy and design for Juicebox, a modern data storytelling platform.
- Designed and facilitated data storytelling workshops for audiences of 10–150 attendees.

UI Design Lead (2009-2013)

- Interface & Visualization design, project lead, client management.
- Flash development prototyping
- Design pattern development

Finestra Art App (2012-2015)

- Co-founded and led design on an iPhone app that created a marketplace to people find and buy local art. This was a side-hustle, alongside my Juice work.

Freelance (2005-2010)

- Print & Brand Identity design, Web design & development, Video production/ editing, Motion graphics

Volunteer

OpenIDEO Atlanta Chapter (2015-2020)

- Organized events for OpenIDEO's Atlanta chapter, connecting diverse groups through social challenge workshops. Designed and facilitated a one-day design jam with 75 participants.

Atlanta Arts Movement (2011-2016)

- Led Atlanta's International Arts Movement chapter, organizing community dinners, artist retreats, and collaborative events to foster local artistic growth.

Education

Georgia Institute of Technology

- B.S. in Industrial and Product Design (2005), Georgia Institute of Technology