James Lytle

Design Engineer & Product Design Leader

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I connect product strategy, interaction design, production code, and AI behavior to make complex products useful. I lead work from problem framing through shipped experiences, pairing design leadership with hands-on prototyping and frontend implementation.

Experience

Juice Analytics

2011–Present

Design Engineer & Product Lead · Current role

- Originated Forward, a customer-impact storytelling product; led product direction, recipient experience, and implementation from concept through MVP and the first paid production release.
- Built Forward's frontend, narrative AI skill, and generation pipeline, partnering with engineers on backend services and production testing.
- Delivered 9,772 personalized narratives in the first production release. Among 1,448 opened narratives, 60% reached the end; 83% of finishers asked to receive the experience again.
- Designed a governed narrative workflow: AI supports exploration, while human-approved templates and deterministic conditions control production output.
- Led Juicebox's evolution from a low-code platform toward visual authoring; designed reusable interaction and configuration systems, built working prototypes, and shipped targeted frontend improvements.

Earlier roles · Senior Product Designer / Product Designer / UI Design Lead

- Led UX research from discovery through feature definition; hired, mentored, and managed design staff.
- Led design for Slice and client data applications, combining visualization design, product strategy, client collaboration, and prototyping.
- Designed and facilitated data storytelling workshops for audiences of 10–150 participants.

Finestra Art App

2012–2015

Co-founder & Product Designer

Co-founded a local art marketplace. Led UX and UI design, built the marketing website, and implemented web frontend work for the Preview experience, partnering with my co-founder on native iOS engineering.

Freelance

2005–2010

Brand and print design, web design and development, video production, and motion graphics.

Capabilities

Product strategy · Design leadership & mentoring · Interaction design · UX research · Data visualization & storytelling · Frontend development · AI design & development · Rapid prototyping

React · JavaScript · HTML & CSS · Tailwind · Figma · GitHub

Community & education

OpenIDEO Atlanta Chapter · 2015–2020 — Organized community design workshops and facilitated a one-day design jam with 75 participants.

Georgia Institute of Technology · 2005 — B.S. in Industrial and Product Design.