

JAMES LACROIX

Product Design Leader

ABOUT

A design leader, people manager, and product thinker with a track record of growing and developing high-performing, customer-focused product design teams.

With an entrepreneurial background that spans Business Strategy, Product, Engineering, and Design, I have a history of driving cross-functional initiatives that deliver impact for customers and businesses.

Through a principled leadership approach that cares deeply about the team, partners, customers, and quality of work, I've mentored and coached large-scale teams — and the individuals within them — to consistently deliver successful results.

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EXPERIENCE

Senior Product Design Manager at Twitter

November 2021 – January 2023 | Chicago, IL

- Directed the Design team for Twitter's advertising and business management experiences, advancing a nearly \$6B/yr advertising business with strategic improvements impacting business customers and end consumers.
- Operated as a key decision-maker in the planning and prioritizing of cross-functional advertising initiatives that impacted 18 product designers and 2 other design managers.
- Constructed a managerial layer and organized team structure to meet evolving job responsibilities.
- Assembled a diverse, international team across US, Canada, and UK.
- Proposed a strategic shift to improve ad supply efficiency and simplify ad buying through innovative product design.
- Led an effort to rewrite the career ladder for Twitter's Product Design team, boosting departmental performance.
- Grew Twitter's SMB advertising segment through a clear product vision.
- Increased performance ad revenue through an improved experience for lower-funnel advertisers and the release of a new Dynamic Product Ads product.
- As a result of organizational impact, was in the process of being promoted to Director in the final week at Twitter.

Product Design Manager at Twitter

July 2019 – November 2021 | Chicago, IL

- Managed the entire Design team for Twitter's advertiser-facing experiences, incorporating end-to-end product developments for ad planning, creation, optimization, and reporting. Drove initiatives to deliver effective brand and performance products to grow the company's full-funnel advertising business.
- Led Design for Twitter's business management experiences to streamline the onboarding of businesses, account setup and access control, asset management, and cooperative partnerships with external entities.
- Oversaw the Design team for MoPub, an acquisition by Twitter, overseeing the development of its demand and supply ad solutions while bolstering connections between its operations and Twitter's core experiences.
- Transformed the Design team from a reactionary position into an influential point of view on product strategy, significantly boosting their cross-functional impact.
- Guided a high-performing team of 12-13 designers through organizational changes and the pandemic with minimal attrition.
- Crafted an organizational design shift to foster stronger leadership qualities in my direct report, enabling them to assume a managerial role.
- Spearheaded an Advertiser Experience vision project, which received high praise from Twitter executives and led to over half of the proposed concepts being incorporated in product roadmaps.

Staff Product Designer at Twitter

November 2018 – July 2019 | San Francisco, CA

- Operated as a leader within Design and with cross-functional teams, focused on Twitter's advertiser-facing experiences and other revenue-generating initiatives.
- Led a large-scale effort to create a business infrastructure to empower organizations to manage teams, assets, and permissions through interactive prototypes, diagrams, and research session facilitation.



- Orchestrated strategic vision workshops for cohesive advertiser-facing experience direction.
- Contributed to Twitter's revenue prioritization efforts in coordination with cross-functional leadership.
- Facilitated the Design team's evolution by organizing resources, improving processes, and designing organizational structures.

Senior Product Designer at Twitter

June 2017 – November 2018 / San Francisco, CA

- Led cross-functional efforts to drive innovation in Twitter's advertiser experience while onboarding and training new team members.
- Spearheaded the development of scalable asset creation and management solutions across advertiser experiences.
- Proposed a strategic pause and re-evaluation of business infrastructure initiatives to meet customer needs.
- Carried out an extensive research study to understand customer use cases for Twitter's advertiser products and partner offerings.
- Instructed, developed, and transferred project ownership to junior team members.
- Played a leadership role in streamlining design systems at Twitter.
- Recruited, hired, and mentored an intern who was subsequently offered a full-time role.

Product Designer II at Twitter

June 2016 – June 2017 / San Francisco, CA

- Orchestrated innovative projects for advertiser-facing experiences to strengthen the customer journey from planning and creation to optimization and reporting.
- Devised approaches to reduce churn in campaign creation, yielding substantially greater revenue.
- Conceived solutions to minimize fragmentation of ad creation experiences.
- Played a pivotal role in evolving and integrating the Twitter design system into product changes and initiatives.
- Developed an automated script for scaling and promoting design system components across Twitter.

Designer & Founder at LaCroix Design Co.

Nov 2005 – Jun 2016 / Chicago, IL

- Founded LaCroix Design Co. and leveraged design thinking to create a range of solutions for customers spanning illustration, branding, print, web, and mobile applications.
- Evolved the studio from pushing the boundaries of traditional illustration, branding, and print to designing and delivering web and mobile application experiences.
- Managed the whole product development cycle from hypotheses identification, roadmap creation, prototyping, and concept validation to final production and post-launch data measurement
- Designed and developed an online assessment application delivering 10,000–15,000 unique daily users across various devices.
- Led the design and development of a peer-to-peer marketplace for virtual experiences consisting of direct messaging capabilities.

Adjunct Professor of Design at Lipscomb University

August 2009 – May 2012 / Nashville, TN

- Developed and taught an enriched design curriculum as a part-time Adjunct Professor.
- Instructed stimulating and challenging Design classes, generating highly positive student reviews.
- Facilitated discourse and constructive critiques to propel student creativity.

Creative Director at Soapbox Branding

March 2005 – November 2005 / Nashville, TN

- Founding team member launching a full-service branding and merchandising company for clients in the music industry.
- Established, developed, and managed branding and merchandising operations for clients in the music industry.
- Generated clientele and managed creative initiatives for merchandise projects from inception to production to final sale.
- Constructed a network of freelancers for various assignments, including designing branded merchandise.

Creative Director at MM Merch

August 2003 – March 2005 / Nashville, TN

- Pioneered an e-commerce merchandising business for the music industry, resulting in increased sales and brand awareness.
- Recruited, directed, and managed a team of freelance designers to deliver branding and merchandising solutions.
- Managed all branded merchandise product development aspects from inception to final sale.