Josh Laincz

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SUMMARY

Executive design leader with 20+ years of experience building and scaling high-performing product, content, and advertising design organizations. Proven track record of driving revenue impact, improving operational efficiency, and leading large-scale platform, product and organizational transformations.

Expert in aligning design with business strategy to deliver measurable outcomes across 150M+ users across an array of products and brands, while mentoring leaders, developing talent, and fostering inclusive, high-performing teams.

EXPERIENCE

Vice President, Design

March 2012 — Present

Vox Media, Inc

- Led a multi-disciplinary, distributed, remote-first design organization of 40+ designers (including managers and ICs) across product, content, and advertising, supporting a 150M+ monthly user platform while navigating multiple restructures and cost-efficiency initiatives.
- Partnered with C-suite and senior leadership across product and engineering to position design as a core driver of revenue, strategy, and differentiation, influencing company-wide decisions and product direction.
- Spearheaded the launch of Concert Ad Manager, a self-service advertising platform that drove $50M+ in revenue and increased revenue growth by ~20%, while improving operational efficiency by ~15% through reduced reliance on manual processes.
- Scaled and unified enterprise design systems (Duet, Unison, Resonance) across 15+ brands, reducing development time, decreasing bugs, and enabling engineers and PMs to independently ship using reusable components. Implemented token-based systems to enforce consistency and empower design to control more with less reliance on engineering.
- Led design strategy for the transition from a homegrown CMS to WordPress VIP, standardizing experiences across large-scale migrations, reducing platform maintenance costs, and accelerating time-to-market.
- Drove product innovation for SB Nation by refocusing the platform on community engagement, including launching a daily interactive sports game that increased pageviews by 1M+ per month and continues to grow audience retention.
- Championed inclusive and accessible design practices, embedding accessibility into workflows and expanding usability.
- Continued to be a hands-on leader, using any opportunity to explore, ideate, prototype and learn, especially with the growing popularity of AI and AI tooling. Led multiple AI product explorations and was accountable for decision making for design org implementation.
- Led AI design exploration across multiple initiatives including efficiency, innovation, community and audience implementation. Explored various AI tools, MCP server implementations and built and deployed agents for various tasks. Explored prototypical AI audience implementations via Google News Initiative (GNI) grants and presented findings to various newsrooms and Google News Leadership.
- Built and mentored a high-performing design organization, developing talent from intern to senior levels, strengthening leadership pipelines, and improving long-term retention through a focus on culture, coaching and career development.
- Led design through multiple cost-reduction cycles, restructuring teams while maintaining product velocity and quality and a focus on retaining key talent.
- Fostered a culture of innovation and cross-functional collaboration, improving alignment across design, product, and engineering and enabling faster, more autonomous teams.

Senior Design Director

2018 — 2022

Vox Media, Inc

- Was an active member of design leadership with a focus on cross team collaboration, unification and culture.
- Built and scaled cross-functional design organizations across product, content, and advertising, expanding team capacity to support rapid company growth.
- Drove adoption of design thinking across business units, influencing product roadmaps and delivering experiences that improved engagement and revenue outcomes.

Design Director

2016 — 2018

Vox Media, Inc

- Established design leadership structures, processes, and standards to ensure consistency, quality, and scalability across teams.

Designer → Principal Designer

2012 — 2016

Vox Media, Inc

- Designed and developed digital products and storytelling experiences across Vox Media's flagship brands, blending editorial, product, and engineering to create innovative user experiences.

Founder & Chief Design Officer

2009 — 2012

Zohf Design, Inc

- Founded and scaled a digital agency focused on user-centered web products for SMBs.
- Grew revenue by ~80% year-over-year through client acquisition, product strategy, and full lifecycle delivery from research to launch.
- Led a distributed team delivering accessible, consumer-first digital experiences that supported measurable client growth.

Project Manager, Marketing Manager

2005 — 2009

Helios Design / Build

- Managed cross-disciplinary projects and teams of 4–10, overseeing marketing, branding, and digital initiatives.
- Modernized the company's digital presence and brand strategy through web and design system improvements.

SPEAKING & THOUGHT LEADERSHIP

- Speaker at national and international conferences and workshops on design systems, scaling design organizations, and innovation (SND, SRCCON, Valiocon, and others)

EDUCATION

Tyler School of Art

Philadelphia, PA

BFA, Digital & Interactive Design