

Laurence Grinyer

A design leader and strategist shaping how people, organisations and AI work together.

EY

May 2024 to present

Senior Manager – AI
Adaption and Innovation

I lead EY’s People AI solution, helping organisations rethink how work gets done as AI becomes part of everyday business. My work spans the full system: how organisations are structured, the services they deliver, how people work and develop, and the trust and governance that make AI successful.

I bring together human-centred design, business strategy and technology to turn ambition into practical change – leading multidisciplinary teams and designing AI strategies for organisations with workforces of 2,000 to 200,000 people.

What I do

- **Lead AI strategy and innovation:** Work with executive teams to define their AI ambitions, identify opportunities and develop strategies, investment cases and delivery roadmaps.
- **Redesign how organisations work:** Shape operating models, organisational structures, roles, workflows and services around the opportunities created by AI.
- **Design and deliver at scale:** Lead multidisciplinary teams to design, deploy and continuously improve AI tools and experiences used by tens of thousands of employees.
- **Make AI work for people:** Design the leadership, learning, engagement and experimentation experiences that build capability, confidence and trust.
- **Build EY’s People AI solution:** Own and develop our proposition, services, methodologies and reusable frameworks, shaping how EY delivers AI-driven work.
- **Grow teams and business:** Develop EY’s capabilities, lead senior client relationships and create new commercial opportunities.

Selected impact		
40,000+	£3m+	£4m+
employees reached	annual savings	new business
Led AI deployments reaching 40,000+ employees, achieving 88% adoption and NPS scores of 78+.	Increased adoption by up to 50% and delivered £3m+ in annual savings through workflow redesign.	Generated £4m+ in new business, building AI solutions and delivery frameworks now used across EY.

EY Studio+

Jan 2023 to May 2024

Principal Product Designer

I led a multidisciplinary team of 28 designers, researchers, product managers and developers, designing and delivering new digital products and services for financial services and insurance clients. I owned senior client relationships, shaped product strategy and helped generate over £2m in new business.

- Partnered with senior executives to define business challenges, product strategy and delivery roadmaps.
- Led the design and launch of a new website and app, delivering an MVP in six weeks and the full website within four months.
- Designed and delivered an innovation lab, bringing together physical environments, digital products and interactive experiences.
- Established new content strategies, governance structures and ways of working to support long-term delivery.
- Led multidisciplinary teams through research, experimentation, design and development.

JPMorgan Chase

Oct 2021 to Jan 2023

Vice President of Product Design

I led product design for Insights at Chase, shaping how customers understand and manage their money. I defined the long-term vision for the Spending experience, bringing together customer research, product strategy and design to create intuitive, useful financial experiences.

- Defined the product vision and led the redesign of Spending across Chase's digital ecosystem.
- Led behavioural research, concept development and rapid prototyping to understand customer needs and uncover opportunities.
- Worked with product and engineering teams to shape the roadmap, design new experiences and bring them into development.

Monzo

Apr 2021 to Oct 2021

Lead Product Designer

I led design for Monzo's Operations squad, improving the experiences customers use when they need help. Working across product, engineering and research, I focused on making support simpler, more intuitive and easier to deliver at scale.

- Established a KPI-led product strategy, aligning the team around clear customer and business outcomes.
- Identified opportunities to improve customer journeys and reduce operational complexity.
- Redesigned key self-service experiences, including daily spending limits, helping customers resolve problems without contacting support.

Lloyds Banking Group

July 2018 to April 2021

Lead Designer

I led design across two major digital banking initiatives: Foundations, the redesign of Lloyds' core banking apps, which subsequently rolled out to 28 million customers; and Kit, a new open-banking service designed to help people manage complex finances.

- Shaped the vision, product strategy and MVP for Kit, taking a new proposition from concept towards delivery.
- Established a new design system and component library in partnership with engineering.
- Led the design of core banking journeys for Foundations, helping reshape the everyday banking experience for millions of customers.
- Worked closely with product and research teams to test new concepts and refine the experience.

Further back

UK Parliament

Aug 2016 to Jul 2018

Senior Service Designer

Cabinet Office

April 2015 to Aug 2016

Policy Designer

✱ Innovation of the year, 2016

HMRC Digital

Sep 2013 to Apr 2015

Researcher, Product Manager

Education

BA(Hons)
History & Politics (2,1)
University of Sussex

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