

Greg Lawrence

Product Innovation Strategist

📍 San Diego, California

Intro

I’m an experienced product innovation strategist with a passion for driving product led growth through evidence based innovation. Over the past 11 years I’ve led multiple product teams through the end to end lifecycle of research, design, development and iteration. I use my expertise in agile software development, product management, and UX research and design to help teams build elegant solutions for complex problems.

Experience

Product Lead @ Seekit.io

05/2023 – 04/2024

- Led the research, design, development and growth of a large language model powered sales Intelligence product, launching an MVP in three months and scaling to hundreds of users.
- Facilitated design workshops to refine product features based on customer feedback.
- Conducted user interviews to inform the product roadmap and experience design.

Lead Insight & Innovation Strategist @ Airspace Technologies

02/2022 – 04/2023

- Managed company wide research and innovation process, leading multiple concurrent cross-functional research sprints to deliver validated product features.
- Led the research, design and implementation of a patented logistics management system, which enabled revenue to scale by 5x to more than \$100M per year.
- Spearheaded the creation of a rapid response team to proactively identify and solve customer problems, including training a cross functional team to deliver solutions on a weekly basis, reducing preventable service failures by 95%.

Senior User Researcher @ Airspace Technologies

11/2020 – 02/2022

- Led company wide research and design initiatives, including the creation of a 5 year product experience vision and strategic roadmap.
- Established a rapid, iterative user research practice supporting multiple concurrent product squads in discovery research, usability testing and evaluative research.
- Mentored junior team members on research best practices.

Product Designer, Fullstack Developer @ ModCell.io

11/2019 – 11/2020

- Designed, developed and launched an AI powered consumer hardware product.
- Conducted usability testing and iterative refinement of hardware product & cross-platform mobile app.

Director of User Experience @ LeadCrunch.ai

08/2016 – 11/2019

- Led the research and design of a sophisticated demand generation platform, enabling the growth of an AI marketing company from \$0 to \$24 million in annual revenue.
- Led cross functional teams of designers and developers through user research and product design to build high impact features, scaling per employee revenue by 10x.

UX Developer @ Edmin, Inc.

07/2014 – 08/2016

- Led the research, design and development of a career planning product selected as a top 5 finalist in US Department of Education Reach Higher Career app challenge.

Product Designer @ Balalab, Inc.

09/2013 – 07/2014

- Drove the launch of a political news recommender platform through foundational product design, user research and usability testing.

Details

Portfolio

<http://GregLawrence.design>

Phone

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Email

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Education

Master of Science in Information

2012 – 2014

University of Michigan,
School of Information

Bachelor of Arts, Sociology

2008 – 2012

Reed College

Patents

Logistical Management System

Patent #11,657,364 B1

Granted May 23, 2023

Product Skills

Product Roadmapping

Design Workshops

Agile Software Development

User Interviews

Rapid Prototyping

Usability Testing

Quantitative Analysis

Survey Design

Contextual Inquiry

Technology Skills

Figma & Interface Design

HTML/CSS/Javascript

Software Architecture Design

Python

AI & Large Language Models

Web Frameworks (React, Vue.js)

Cloud Architecture

Soft Skills

Systems Thinking

Team Management

Writing & Communication

Creative Problem Solving

Customer Engagement