Luke Tudor Griffiths

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OVERVIEW

Product design leader with 10+ years building consumer digital products, combining people leadership with hands-on design. Currently lead designers across Engagement at The Economist, having previously led Ecommerce design across subscription growth, account management and retention. Experienced in developing designers, partnering closely with Product and Engineering, and moving between strategy, research, prototyping and visual craft.

EXPERIENCE

2022–PRESENT
LONDON

The Economist

Product Design Manager · Engagement
Previously Product Design Manager, Ecommerce; Lead Product Designer

Currently lead designers across Engagement, including The Economist app, following leadership of the Ecommerce design team. Manage a team of 5 product designers while staying close to product direction, critique and craft.

Recruit and interview designers; coach through regular 1:1s and critique, address underperformance and build business cases for promotions.

Led design across consumer subscription journeys including acquisition, engagement, new propositions, account management, switching, cancellation and retention, partnering closely with Product, Engineering, Research and senior stakeholders.

Set design direction across complex cross-functional journeys, using critique, research and prototyping to align teams around customer problems and raise the quality of execution through delivery.

Combine management with research, journey mapping, prototyping and visual design. For cancellation and retention work, used customer feedback, interviews and iterative testing to refine journeys and content.

Pushed subscription marketing beyond conventional ecommerce patterns, using exploratory design to build confidence in a more editorial, brand-led approach to communicating subscriber value.

Led the redesign of subscription account management, coaching the designer before stepping into hands-on design and delivery to maintain momentum through changing team capacity and design-system requirements.

Use AI for planning, critique and prototyping; build lightweight tools to generate design variants and let stakeholders edit copy and export screenshots, keeping design judgement central.

2017–2022
LONDON

Financial Times

Lead Product Designer
Previously Senior Product Designer

Senior individual contributor across editorial products, followed by enterprise products and strategic propositions.

Redesigned newsletters and podcasts, and worked on article pages and the homepage, bringing visual and interaction design craft to the reading experience.

Built close working relationships with the Creative Director, Head of Newsroom Operations, and Head of Audience and New Content Strategies to shape editorial product work.

Informally coached designers through weekly 1:1s and supported contractors in Sofia, Bulgaria.

Created interview formats, shortlisted CVs and interviewed candidates. Worked with the Talent team to improve the diversity of candidate pools.

2015–2017
LONDON

The Telegraph

Digital Product Designer

Worked with The App Business on the Live News app, alongside reading-experience features and editorial infographics.

Designed extensively for Apple News during its early development, regularly collaborating with an Apple designer at Regent Street.

2014–2015
LONDON

The Times

Digital Designer

Contributed visual and UI design to parts of the major Times website redesign, establishing a foundation in digital product design.

Created occasional editorial interactives, supported the iPad edition and drew on The Times archives for digital design references.

EDUCATION

Royal College of Art MA in Visual Communication

University of Brighton BA in Graphic Design