Lindsay Burke

Senior Product Designer | Enterprise SaaS, Fintech & Complex Systems

Bozeman, MT · Remote | lindsayjoburke@gmail.com · 978-821-7075 · LinkedIn · Portfolio

Summary

Senior Product Designer with 8+ years at HubSpot leading complex enterprise initiatives from strategy through launch. I bring clarity to ambiguous, technically constrained problems through systems thinking, thoughtful interaction design, and cross-functional leadership. I use AI throughout discovery, strategy, and prototyping to accelerate learning, explore solutions, and drive alignment.

Experience

HubSpot · Cambridge, MA (Remote) · Aug 2018 – Oct 2026

Senior Product Designer II · Mar 2024 – Oct 2026
Senior Product Designer I · Jun 2021 – Mar 2024
Product Designer · Aug 2018 – Jun 2021

OnePortfolio: Multi-Account Purchasing | Design Lead, Enterprise Foundations

- Led 0-to-1 design of an enterprise purchasing experience enabling sales teams to configure and sell hundreds of customer portals under a single contract.
- Partnered early with Legal, Finance, Sales leadership, and Engineering to align on product objectives, financial and operational requirements, and technical constraints.
- Reconciled customer expectations of a single contract and signing experience with HubSpot's existing subscription and quoting infrastructure, using OOUX to inform product decisions and workflow design.
- Leveraged AI-assisted rapid prototyping (Claude, Figma Make) to visualize end-to-end workflows, align stakeholders, evaluate technical feasibility, and negotiate MVP trade-offs while advocating for critical usability requirements.
- Designed bulk actions and reusable approved quotes to reduce multi-day manual sales processes to minutes.
- **Projected impact:** Supported an estimated $50M+ incremental ARR opportunity based on a projected 5% improvement in upmarket win rates across approximately 8,500 qualifying customers.

Waterfall Contracts | Cross-Team Design Lead

- Led experience design for a new enterprise contract model enabling customers to commit to phased products, quantities, and discounts within a single subscription term.
- Owned UX for Rep Quote Configuration and the HubSpot Quote, establishing the experience vision across quoting, purchasing, billing, account management, and renewals.

- Defined shared UX requirements and aligned designers across eight interconnected product areas, facilitating cross-team design reviews to maintain a cohesive experience, navigate dependencies, and meet pilot milestones.
- Led comprehension testing with enterprise procurement experts, using findings to refine the contract's information hierarchy and content design, making phased commitments, payment amounts, and billing frequency easier to understand.
- **Impact:** The April 2024 pilot generated 63 enterprise contracts totaling $30.6M in total contract value (TCV), despite limited availability due to manual revenue recognition. Global rollout followed in June 2026.

Collections Design Sprint | AI-Accelerated Product Discovery

- Led a two-week AI-accelerated discovery and design sprint for an Accounts Receivable workspace, synthesizing complex requirements into an OOUX model, user journey, AI opportunity assessment, and interactive prototypes to align stakeholders on product direction.

Guided Selling | Research & Strategy Lead, Rep Quoting Experience

- Led discovery to identify friction across deal setup, pricing, and quoting, translating findings into a long-term product vision for guided selling.
- Defined a phased roadmap spanning scalable pricing proposals through AI-assisted selling, aligning future quoting initiatives around a shared product direction.

Design Leadership

- Mentored and onboarded product designers, strengthening skills in storytelling, design rationale, stakeholder influence, and fintech domain expertise.
- Championed adoption of HubSpot's Trellis design system across fintech teams. Built an AI agent to track component updates and draft team communications, reducing manual coordination and improving design system awareness.

Skills & Technical Proficiency

Strategy & Research: Product Strategy · Product Discovery · Systems Thinking · Object-Oriented UX (OOUX) · User Research · Usability Testing

Design & Delivery: Enterprise UX · Complex Workflow Design · Interaction Design · Information Architecture · Design Systems · Rapid Prototyping

AI & Design Tools: Figma · Figma Make · Claude · NotebookLM · Claude Code · Cursor

AI Training: Designing AI Products (Designlab, 2026) · Vibe Coding Camp (Designlab, 2026)

Education

Northeastern University · B.S. in Psychology · Magna Cum Laude · 2011