

Lindsay Burke

Senior Product Designer | Enterprise SaaS, 0-to-1 Products & AI Experiences

Boston, MA · Bozeman, MT · Remote

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Summary

Product designer with 8+ years at HubSpot, growing from Product Designer to Senior Product Designer II and leading end-to-end design for complex, revenue-critical enterprise and fintech products. Experienced in 0-to-1 product development, product strategy, and cross-functional alignment across quoting, contracting, billing, and multi-account management. Translate ambiguous business and customer problems into scalable experiences, align teams around a shared vision, and deliver measurable business outcomes—including \$30.6M in TCV from enterprise contracts and \$200K in annual operating expense eliminated. Mentor designers, strengthen design practices across teams, and use AI-assisted workflows and code-based prototyping to accelerate exploration and bring product concepts to life.

Experience

HubSpot — Cambridge, MA (Remote)

Senior Product Designer II · Mar 2024 – Oct 2026

Waterfall Contracts | Enterprise Sales & Billing

- Led end-to-end design for a strategic enterprise contracting initiative that enabled larger, phased-growth deals through a new contracting model.
- Defined the end-to-end experience across sales quote configuration, billing administration, checkout, invoicing, account management, and renewals, aligning internal tools and customer-facing workflows.
- Aligned Product, Engineering, Deal Desk, Revenue Operations, and Legal on a shared vision, MVP scope, and coordinated pilot launch across product areas.
- Impact: Supported 63 new contracts totaling \$30.6M in TCV and \$11.8M in calculated ARR within five months of launch. First UX designer invited to President's Club.

Multi-Account Management (OnePortfolio) | Fintech Design Lead

- Led design for a 0-to-1 enterprise initiative to unify how customers purchase and manage multiple HubSpot accounts, addressing fragmented sales workflows and purchasing experiences across disconnected systems.
- Established a portfolio-based UX model that enabled sales reps to create accounts and deals in bulk, reuse quote configurations across deals, and track approvals in one workspace—without requiring a foundational rebuild of HubSpot's commercial systems.

- Designed a Combined Order Package that consolidated individual quotes into one customer-facing document and enabled a single DocuSign signing experience while preserving existing deal, quote, and billing architecture.
- Partnered across Product, Engineering, and adjacent teams to navigate technical constraints, make pragmatic MVP trade-offs, and coordinate delivery across the sales and purchasing lifecycle.
- Preserved the broader customer opportunity when portfolio management was deprioritized, reframing the vision into a feasible read-only dashboard proposal that the Account & Billing team adopted onto its Q4 roadmap.
- Business opportunity: Targeted approximately 8,500 qualifying high-value customers, with a projected \$50M+ incremental ARR opportunity associated with a 5% improvement in upmarket win rate.

RQX Guided Selling | Research & Strategy

- Led discovery into sales-rep challenges across complex deal configuration, pricing, and quoting, translating research into a long-term product vision for RQX tooling.
- Aligned cross-functional partners on a phased roadmap spanning scalable pricing proposals and future AI-assisted capabilities.

Future Dated Contracts

- Established a scalable UX foundation for future-dated contracting, balancing priority use cases with a flexible model for additional scenarios.
- Partnered with Engineering and Order Management to simplify MVP scope and align sales reps and downstream teams around a shared mental model.
- Impact: Enabled 77 deals to be requoted in the first month, eliminating \$200K in annual operating expense.

Design Leadership & Organizational Impact

- Mentored product designers in storytelling, stakeholder influence, and presenting design decisions; supported onboarding for new Fintech designers.
- Helped shift Enterprise Foundations from a systems-first mindset toward a customer-centric approach grounded in end-to-end experiences.
- Championed adoption of HubSpot's Trellis design system across Fintech teams and built an AI agent to monitor component-library updates and draft team communications for review, reducing manual coordination.
- Applied AI learning to create a game-based experience that helped the Fintech design team explore and understand different AI modes.

Senior Product Designer I · Jun 2021 – Mar 2024

Product Designer · Aug 2018 – Jun 2021

Fresh Tilled Soil — UX Apprenticeship

Selected as 1 of 4 apprentices from hundreds of applicants nationwide after independently learning UX through online courses and projects.

AI product design & technical prototyping

Designing AI Products — Design Lab

- Applied agentic UX patterns—including intent previews, autonomy controls, explainable rationale, auditability, and undo—to an original capstone solution; practiced trust audits for AI-powered experiences.

Vibe Coding Camp — Design Lab

- Built and deployed a working web application using Claude Code, Cursor, Figma MCP, Supabase, GitHub, and Vercel, gaining hands-on experience translating design components into code and prototyping with real data.

Skills

Product & Strategy: 0-to-1 Product Development · Product Strategy · UX Research · Systems Thinking · Information Architecture · Complex Workflow Design

Leadership & Execution: Cross-Functional Alignment · Stakeholder Management · Design Systems · Roadmapping · Mentorship · Enterprise UX

AI & Prototyping: AI-Assisted Workflows · Agentic UX · Rapid Prototyping · Claude Code · Figma MCP

Education

Northeastern University — B.S. Psychology, minor in Business, magna cum laude · 2011