Lindsay Jo Burke

Senior Product Designer | Enterprise SaaS, Fintech & Complex Systems

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Summary

Senior Product Designer with 8+ years at HubSpot helping build and scale quoting and purchasing experiences used by thousands of global sales representatives. An early design owner across the purchasing lifecycle, I helped evolve foundational workflows to support increasingly complex pricing models and enterprise transactions. I combine systems thinking, hands-on interaction design, and cross-functional leadership to create scalable solutions that support business growth.

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

Joined HubSpot before its dedicated fintech organization existed, initially owning UX across the purchasing lifecycle, including quoting, approvals, checkout, billing, and renewals. Maintained primary design ownership of Quote Configuration as HubSpot grew from ~$200M to $3.5B in annual revenue, evolving foundational purchasing workflows supporting a customer base of 250,000+ businesses.

OnePortfolio: Multi-Account Purchasing | Design Lead, 0-to-1

- Led 0-to-1 design of an enterprise purchasing experience, replacing fragmented account-by-account sales workflows with bulk quote configuration, approvals, and consolidated contracting.
- Co-defined a persistent portfolio model grouping accounts under an organization, establishing a scalable foundation for future portfolio-level purchasing, billing, account management, and renewals.
- Partnered with Legal, Engineering, and cross-functional teams to define a Combined Order Package, consolidating individual account agreements into a single review and signing experience while preserving flexibility for future account-level amendments.
- **Business Opportunity:** Initiative prioritized against a Product/Finance business case identifying ~8,500 qualifying customers and $50M+ in potential incremental ARR.

Waterfall Contracts: Enterprise Contracting | Design Lead

- Led UX strategy for a new enterprise contract model enabling phased product commitments, quantities, and discounts within a single subscription term.
- Owned Quote Configuration and customer-facing Quote UX while coordinating design requirements across eight interconnected product areas, including approvals, checkout, billing, and renewals.

- Led comprehension testing with enterprise procurement experts, translating findings into design improvements that clarified complex contractual commitments.
- **Business Impact:** Supported 50 enterprise contracts during a nearly two-year limited pilot constrained by manual revenue reconciliation. Following global rollout in June 2026, the offering reached 63 total contracts representing $30.6M in TCV.

Quote Configuration & Commerce Platform Evolution | Primary Designer

- Led a foundational redesign of HubSpot's Quote Configuration experience, introducing contract navigation, persistent financial context, streamlined product selection, and clearer discounting workflows.
- Evolved the experience to support multiple contract types and increasingly complex commercial models, including programmatic discounting, seat-based and usage-based pricing, and credits-based monetization, while maintaining a consistent, scalable interaction model.

Accounts Receivable Collections | Product Strategy & AI Exploration

- Led a two-week discovery and design sprint to identify opportunities to streamline manual collections workflows, mapping user journeys, operational pain points, and opportunities for AI-assisted automation.
- Developed an object-oriented UX model, prioritized opportunities by business value and feasibility, and built an exploratory prototype to align stakeholders around potential solutions.

Skills

Product Strategy & Leadership: 0-to-1 Product Design, Product Discovery, Design Strategy, Cross-Functional Leadership, Stakeholder Alignment

UX Design & Research: Interaction Design, Information Architecture, Prototyping, Usability Testing, Journey Mapping, Object-Oriented UX (OOUX)

Systems & Platforms: Enterprise SaaS, Fintech, Complex Workflows, Design Systems, Scalable UX Patterns

AI & Tools: AI-Assisted Research, Rapid Prototyping, Figma, Claude, Cursor

Education

Northeastern University — B.S. Psychology, Minor in Business
Magna Cum Laude · 2011

Recent Additional Training: Designing AI Products, Vibe Coding Camp — Designlab (2026)