Lindsay Burke

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

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Summary

Product Designer with 8+ years at HubSpot, progressing from Product Designer to Senior Product Designer II while 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 leadership across quoting, contracting, billing, and multi-account management. Skilled at translating ambiguous problems into scalable experiences that drive measurable business impact, including $30.6M in enterprise contract TCV and $200K in annual operating expense eliminated. Mentors designers, strengthens design practices, and leverages AI-assisted workflows and code-based prototyping to accelerate exploration and bring ideas 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 enabling larger deals with phased growth.
- Defined workflows across quote configuration, billing administration, checkout, invoicing, account management, and renewals, connecting internal tools with customer-facing experiences.
- Aligned Product, Engineering, Deal Desk, Revenue Operations, and Legal on the vision, MVP scope, and coordinated pilot launch. Delivered 63 contracts totaling $30.6M in TCV and $11.8M in calculated ARR within five months; became the 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 multi-account purchasing, addressing fragmented sales workflows and disconnected systems.
- Established a portfolio-based UX model enabling sales reps to create accounts and deals in bulk, reuse quote configurations, and track approvals in one workspace—without rebuilding HubSpot's commercial systems.
- Partnered with the Quote Buying Experience team to improve contract review, advocating for a consolidated order summary that clarified the combined purchase before signing.
- Navigated technical constraints and MVP trade-offs across Product and Engineering. When broader portfolio management was deprioritized, reframed the vision as a feasible read-only dashboard proposal that the Account & Billing team adopted onto its Q4 roadmap.
- **Business opportunity:** Approximately 8,500 qualifying high-value customers; projected $50M+ incremental ARR associated with a 5% improvement in upmarket win rate.

RQX Guided Selling | Research & Strategy

- Led discovery into sales-rep challenges across deal configuration, pricing, and quoting; translated findings into a long-term product vision and phased roadmap spanning scalable pricing proposals and future AI-assisted capabilities.

Future Dated Contracts

- Established a scalable UX foundation, aligned Engineering and Order Management on a streamlined MVP, and enabled 77 deals to be requoted in the first month—eliminating $200K in annual operating expense.

Design Leadership & Organizational Impact

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

Senior Product Designer I · Jun 2021 – Mar 2024

Product Designer · Aug 2018 – Jun 2021

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 a capstone solution; practiced trust audits for AI experiences.

Vibe Coding Camp — Design Lab

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

Skills

Product & Strategy: 0-to-1 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