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 designing complex enterprise products, from early strategy through launch. I specialize in 0-to-1 products in technical, compliance-heavy fintech areas (quoting, contracts, checkout and billing), turning complex workflows into intuitive, logical experiences. I set product direction, align cross-functional teams and do hands-on interaction design and prototyping. I use AI to speed up research synthesis, explore strategy and prototype quickly.

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

Waterfall Contracts · Cross-Team Design Lead

- Led design for a new enterprise contract model that lets customers commit to phased products, quantities and discounts within one subscription term. This let large organizations match software spend to planned growth.
- Owned end-to-end UX for Rep Quote Configuration and the HubSpot Quote. Also oversaw the connected experience across Checkout, Billing, Account Management, Billing Admin and Renewals.
- Defined shared UX requirements and ran cross-team design reviews to keep six connected product areas aligned.
- Ran comprehension testing with enterprise procurement experts to shape how phases, commitments and contract terms are shown. The result became the reference experience other teams adopted.
- **Impact:** The April 2024 pilot produced 63 enterprise contracts worth $30.6M in total contract value (TCV). Sales demand outgrew what manual revenue recognition could handle, so the team automated it, which enabled the global rollout in June 2026.

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

- Led 0-to-1 design of an enterprise purchasing experience for configuring and selling multiple portals under one contract.
- Introduced bulk actions and reusable approved quotes to streamline multi-portal deal setup.
- Translated complex engineering and commercial constraints into an intuitive bulk-purchasing workflow, partnering with Engineering and Quote Buying Experience (QBX) to fit existing subscription and contract-signing infrastructure.

- Built functional, high-fidelity prototypes to align stakeholders, pressure-test feasibility, and define MVP trade-offs and alternative validation patterns.
- **Impact:** Reduced key sales tasks from hours to seconds. Designed to support approximately 8,500 qualifying enterprise customers, contributing to an estimated $50M+ incremental ARR opportunity based on a projected 5% improvement in upmarket win rates.

Guided Selling · Research & Strategy Lead, Rep Quoting Experience

- Led discovery into friction across deal setup, pricing and quoting, and turned the findings into a long-term product vision for guided selling.
- Defined a phased roadmap from scalable pricing proposals to AI-assisted selling, giving future quoting work a shared direction.

Design Leadership

- Mentored and onboarded designers, building their skills in storytelling, design rationale, stakeholder influence and fintech domain knowledge.
- Championed adoption of HubSpot's Trellis design system across Fintech teams. Built an AI agent that tracks component updates and drafts team communications for review, cutting down manual coordination.

AI Training & Prototyping

- **Designing AI Products, Designlab (2026):** Applied agentic UX patterns, autonomy controls, explainability, auditability and trust audits in a capstone project.
- **Vibe Coding Camp, Designlab (2026):** Built and deployed a working web app on real data using Claude Code, Cursor, Figma MCP, Supabase, GitHub and Vercel.

Skills

Strategy & Research: Product Strategy · Product Discovery · Systems Thinking · Usability Testing · Information Architecture

Design & Delivery: Enterprise UX · Complex Workflow Design · Interaction Design · Rapid Prototyping · Design Systems · AI-Powered Experiences

Domain: Quote-to-Cash (Q2C) · Configure, Price, Quote (CPQ) · Enterprise Contracts · Checkout & Purchasing · Account & Billing Management

Leadership: Cross-Team Alignment · Design Reviews · Stakeholder Influence · Mentorship

Education

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