

# ASH BURKE

## User Experience Designer

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### PERSONAL PROFILE

Lead Experience Designer with over 9 years of expertise across UX and Service Design. Proven track record of delivering impactful, human-first solutions for Fortune 500 clients by blending deep user research with cutting edge AI and machine learning integration. Passionate about transforming complex, "in-the-weeds" problems into elegant, accessible, and high-impact product experiences.

### CORE STRENGTHS

#### Design Craft

End-to-end product design, from research to implementation, delivering scalable, human-centered solutions through strong collaboration and UX best practices.

#### AI & Innovation

Generative and Machine Learning AI product ideation and solutioning.

#### Research & Strategy

Qualitative and quantitative end user research, Heuristic Evaluation, User Journeys, Service Blueprints, Usability Testing, workshop facilitation and accessibility analysis.

#### Collaboration

Stakeholder management (CEOs, PMs, Engineering, Business analysts), cross-functional team leadership, and design mentorship.

#### Reliable

Hard working, fast moving, thoughtful team player that will be supportive, lead during ambiguity and bring good humour.

#### Tools

Figma, Figjam, Miro, Jira, ClickUp, Lucid, Usertesting and the essential Spotify playlists.

### ACADEMIC HISTORY

#### User Experience Design Immersive

General Assembly | New York, NY

#### BA (Hons) Industrial Design

National College of Art and Design | Dublin, Ireland

### EMPLOYMENT HISTORY

#### Lead UX Researcher and Designer | Swoop Funding

Feb 2025 - Present | Switzerland

- **AI Product Evolution:** Leading the design development of new generative and machine learning AI white-label products from discovery to implementation.
- **Strategic Optimisation:** Executing heuristic evaluations of UX best practices to modernise legacy systems and build scalable new design systems.
- **Business Impact:** 150% Increase in user account creation and product interaction through onboarding redesign and rethinking the full end to end user journey.
- **Cross-Functional Leadership:** Actively collaborating with CEOs, Product Managers, and Engineering teams to align design vision with technical feasibility and business goals.

#### Sr. Experience Designer | Salesforce

July 2021 - Jan 2025 | New York, NY

- **Enterprise Leadership:** Led high-stakes design tracks for Salesforce's largest global customers, managing the full lifecycle from discovery research to final implementation.
- **AI Integration:** Designed and implemented generative AI and machine learning solutions within complex enterprise workflows.
- **In-Depth Research:** Facilitated co-creation workshops, stakeholder interviews, and validation sessions to translate complex user needs into intuitive interface solutions.
- **Systemic Collaboration:** Partnered with strategists, engineers, and analysts to ensure design alignment with broader product roadmaps and technical constraints.

#### Sr. UX/UI Designer | Prudential Financial

Aug 2020 - June 2021 | New York, NY

- **Systems Transformation:** Successfully redesigned an entire internal desktop system, focusing on simplifying complex workflows for enterprise users.
- **Agile Leadership:** Managed internal design team scrums and led the experience flow in close collaboration with developers and product owners.
- **Iterative Design:** Utilised continuous user interviews and rapid prototyping to validate and refine internal tools.

LINKEDIN

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