

ASH BURKE

Lead UX Consultant

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PERSONAL PROFILE

Customer Experience & Product Design Lead with over 9 years of experience specialising in large-scale digital transformation.

Partnering with enterprise clients to reimagine customer journeys, modernise legacy systems, and deliver measurable business impact through research, data, and AI-enabled product strategies.
Combines hands-on design leadership with strategic thinking to align customer needs, technology, and commercial outcomes.

CORE STRENGTHS

Customer Transformation

End-to-end redesign of customer journeys, operating models, and digital touchpoints across complex enterprise environments.

Product & Experience Strategy

Defining product vision, roadmaps, and scalable design systems aligned to business and user outcomes.

AI & Data-Driven Innovation

Applying generative AI and machine learning to enhance decision-making, personalisation, and workflow efficiency.

Research & Insight

Turning qualitative and quantitative research into actionable strategy, opportunity spaces, and measurable improvements.

Stakeholder Leadership

Leading cross-functional teams and influencing senior stakeholders (C-suite, product, engineering) to drive alignment and delivery.

Delivery & Execution

Bringing strategy to life through iterative design, experimentation, and scalable implementation.

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 Product Designer | Swoop Funding

Feb 2025 - Present | Hybrid (Switzerland & London)

- Led **end-to-end product transformation** of AI-driven financial platforms, from discovery through to delivery.
- Defined and delivered **AI-enabled product strategy**, introducing generative and ML capabilities into core user workflows.
- **Drove 70% increase in user acquisition and engagement** through redesign of onboarding and customer journeys.
- Conducted **strategic UX audits and service redesign**, modernising legacy systems into scalable platforms.
- Partnered with senior stakeholders to align **business goals, technical feasibility, and customer experience**.

Sr. Experience Designer | Salesforce

July 2021 – Jan 2025 | New York, NY

- Led **design streams within large-scale enterprise transformation programmes** for global clients.
- Translated complex business and customer needs into **end-to-end service and product experiences**.
- Designed and implemented **AI-enhanced workflows** within enterprise systems.
- Facilitated **executive workshops, stakeholder alignment sessions, and co-creation engagements**.
- Collaborated across strategy, engineering, and data teams to ensure **delivery against product and transformation roadmaps**.

Sr. UX/UI Designer | Prudential Financial

Aug 2020 - June 2021 | New York, NY

- Led **end-to-end redesign of core enterprise platform**, improving usability and operational efficiency.
- Simplified complex internal workflows, enhancing **productivity and user adoption**.
- Embedded **user research and iterative testing** into product development lifecycle.
- Collaborated with product and engineering to deliver **scalable, user-centred solutions**.

LINKEDIN

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