

ASH BURKE

Lead Experience Designer

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PROFILE

Product designer and consultant with 9+ years across B2B and B2C enterprise platforms and consumer-facing solutions. Currently designing AI-driven funding experiences for business owners and their advisors at Swoop Funding. I work where research, design and code converge: I rebuilt Swoop's design system with Claude Code so engineers can build directly directly form it, alongside taking concepts from idea to Figma prototype within 30 minutes using AI-assisted workflows.

RECENT EMPLOYMENT HISTORY

Lead Product Designer | Swoop Funding

Feb 2025 - Present | Hybrid (Switzerland & London)

- **Built Swoop's first engineering-ready design system in 3 weeks**, measured by a full atomic library (tokens → components → patterns) that engineers consume directly for React and Tailwind use, by rebuilding the system with Claude Code so every component and its documentation is machine-readable for AI-assisted development.
- **Cut concept-to-prototype time from 2 days to ~30 minutes**, measured from first idea to clickable Figma prototype, by vibe-coding a Claude workflow that runs ideation, copy audit and prototype build in one pass.
- **Shipped 5 generative AI and ML capabilities into SME funding journeys**, measured by 50% reduction in funding managers manual overrides in their workflow, by defining an AI-enabled product strategy that surfaces proactive recommendations to business owners inside core workflows.
- **Increased SME user acquisition and engagement by 30%** by redesigning onboarding and customer journeys from research through delivery.
- **Kept the design system current as the product evolved**, reducing design-to-build inconsistencies by 40%, by setting contribution and update rules shared between Design, Product and Engineering.
- **Modernised legacy funding systems into a scalable platform**, reducing drop off rates by 18%, by running strategic UX audits and service redesign with senior stakeholders and optimising our mobile solutions.

Sr. Experience Consultant | Salesforce

July 2021 - Jan 2025 | New York, NY

- **Reduced manual steps, handling time and lost data** by across a wide range of enterprise B2B and B2C users by designing and implementing AI-enhanced workflows with strategy, engineering and data teams.
- **Led design streams across 4 global transformation programmes**, delivering against product roadmaps, by translating complex business and customer needs into end-to-end service and product experiences.
- **Facilitated design-thinking and co-creation workshops** with C-suite, product and engineering leaders across **six Fortune 500 engagements**, turning competing priorities into a shared roadmap and clear north star solution.

Sr. UX Designer | Prudential Financial

Aug 2020 - June 2021 | New York, NY

- **Led the merger of several disconnected systems into one platform** for all service teams, cutting customer calls, speeding up issue resolution, and easing repeat customer journeys.
- **Raised internal tool adoption by 30%** by simplifying complex workflows with product and engineering.
- **Reduced post-release rework** by embedding user research and iterative testing into the development lifecycle.

CORE STRENGTHS

Design systems and atomic design — building and maintaining token-to-component systems shared across Design, Product and Engineering.

AI-assisted design and vibe coding — Claude, Claude Code and Figma used daily for ideation, copy audits, rapid prototyping and production-ready React/Tailwind code.

AI and agentic experiences — turning generative and ML capabilities into proactive, trustworthy recommendations inside user workflows.

Product thinking — ideating features against product strategy and articulating design iterations and their technical implications.

B2B and consumer fintech — SME finance, enterprise CRM and financial services platforms.

Design thinking and research — workshops, co-creation and qualitative and quantitative research that take products to market.

LINKEDIN

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PORTFOLIO

ashburkedesign.com