LINDSAY KURBURSKY

Principal-Level UX Designer | Driving Measurable Impact Through Strategy, Systems, & Scalable Design
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SUMMARY

Principal-level UX leader driving measurable product impact in complex, regulated environments. Proven track record of transforming high-friction experiences into scalable systems—reducing onboarding time by 96%+ and improving platform efficiency by 30%+.
Expert in aligning product, engineering, and business stakeholders to define direction, operationalize UX at scale, and deliver outcomes that improve user adoption, efficiency, and product performance.

CORE CAPABILITIES

- UX Strategy & Vision
- Product & Platform Strategy
- Systems Design & Information Architecture
- Design Systems Strategy
- UX Maturity & Operations
- Stakeholder Influence & Cross-Functional Alignment
- Design & Research Leadership
- Accessibility
- AI-Driven UX Exploration

PROFESSIONAL EXPERIENCE

Lead UX Designer | Aristocrat Interactive — August 2022 – Present

- Led UX strategy for a global digital wallet platform, resulting in a 96.8% reduction in onboarding time and 33% improvement in platform efficiency across multiple regulated markets
- Redesigned onboarding experience by simplifying compliance-driven workflows, reducing completion time from 45 minutes to ~1.4 minutes and increasing efficiency by 73%, significantly lowering user drop-off
- Defined and scaled a benchmark testing framework across the business vertical, standardizing usability metrics and enabling data-driven decision-making; operationalized through reusable tools and AI-assisted workflows to drive adoption and scalability
- Improved platform efficiency by 33% through redesign of core workflows, reducing interaction cost and simplifying task flows (e.g., 3 → 2 clicks, 2 → 1 clicks)
- Re-architected information architecture, reducing navigation complexity (74 → 52 items) and introducing hierarchical structure to improve discoverability and scalability
- Partnered cross-functionally to shape product direction, aligning UX decisions with business, technical, and regulatory requirements to enable scalable product delivery
- Contributed to product innovation through 14 patent filings (11 granted, 3 pending) in digital wallet systems, player engagement, and responsible gaming
- Served as UX point of contact during leadership absences, ensuring project continuity and driving cross-functional alignment across product, engineering, and UX teams

Adjunct Professor | IUPUI — January 2022 – June 2025

- Taught advanced UX and usability principles to senior-level undergraduate students
- Developed curriculum bridging academic theory with real-world product design and research practices
- Mentored students in applying UX methodologies to complex problem spaces

UX Design & Practice Lead | Penta Technologies — April 2021 – April 2022

- Led UX practice integration within a Scrum-based development environment, aligning design with engineering workflows

- Educated product and engineering teams on UX methodologies, increasing adoption of user-centered practices
- Initiated and developed a design system to improve consistency and scalability across products

Senior Interaction Designer | Allegion PLC — June 2019 – January 2021

- Improved payment experience, reducing operational costs and increasing user efficiency and engagement
- Streamlined internal service processes, resulting in a 37% increase in user adoption, 41% increase in purchase orders, and 38% increase in revenue

UX Designer & Researcher | Virtusa — May 2017 – June 2019

- Led UX initiatives across enterprise clients, improving usability and efficiency of digital products
- Introduced standardized research and testing processes, strengthening data-driven product decision-making and mentoring junior designers

UX Consultant | Indiana Medical History Museum — June 2016 – January 2021

- Integrated technology to improve accessibility and increase patron engagement
- Secured grant funding through research-based proposal development

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CERTIFICATIONS: NN/g UX Certification (2016), IBM Enterprise Design Thinking (2020), Professional Scrum with UX (PSU-I, 2021), AI for Designers – Top 10% (2025)

THOUGHT LEADERSHIP

"Vulnerability in Design" — UX Collective (2020); "Emotion & AI" — UXPA (2020)

INNOVATION & RECOGNITION

Patents (Granted)

- Universal Wallet Funds Transfer (2026)
- GUI Animation that Presents a Tier Rise Leaderboard (2026)
- Wallet to Game Transfer (2026)
- Wallet Home Page GUI (2026)
- Progressive Jackpot Alerts (2026)
- Wallet Enrollment GUI (2026)
- Responsible Gaming Wallet UI (2026)
- Wallet Funding & Account Selection (2026)
- Universal Wallet Slot Game Transfer (2026)
- Setting Alerts for Progressive Jackpots (2025)
- Dashboard that Prioritizes Player Interaction Options (2025)

Patents (Pending)

- Multiple Game Connections using a Digital Wallet
- Universal Wallet Enrollment GUI
- Dining on Demand

Grants

- Historic Preservation Education Grant – Indiana Humanities (2018)
- Picture Windows Grant – Indianapolis Arts Council (2008)

EDUCATION

Indiana University – Purdue University Indianapolis (IUPUI)

- Master of Science, Media Arts & Science
- Masters Certificate, Human-Computer Interaction
- Bachelor of Fine Arts, Photography

TOOLS: Figma, Adobe Creative Suite, UserTesting.com, Optimal Workshop