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

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PROFESSIONAL EXPERIENCE

Lead UX Designer | Aristocrat Interactive — August 2022 – Present

- Led UX strategy for a global digital wallet platform, adapting Australian patterns for the US market and reducing onboarding time by 96.8% in a live venue trial
- Redesigned onboarding experience by simplifying compliance-driven workflows, reducing completion time from 45 minutes to ~1.4 minutes and cutting the flow from 15 screens to 4 (73% fewer screens)
- 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 click)
- 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
- Named inventor on 13 patent filings (11 granted, 2 pending) in digital wallet systems, player engagement, and responsible gaming
- Mentored four designers and a researcher, as one of only two team members mentoring others in research, and served as UX point of contact during leadership absences, ensuring project continuity across product, engineering, and UX teams

Adjunct Professor | IUPUI — January 2022 – June 2025

- Taught advanced UX and usability to senior-level undergraduates, developing curriculum that bridged academic theory with real-world product design and research practice
- Mentored students on UX methods, complex problem spaces, and professional development

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 and coaching product and engineering teams on UX methods
- 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
- Redesigned online ordering, 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

- 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)
- 2 additional pending

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
- Master's Certificate, Human-Computer Interaction
- Bachelor of Fine Arts, Photography

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

AI TOOLS: ChatGPT (custom GPTs), Claude, Copilot (agents), Figma AI, Nano Banana