

Marcus Burnett

Lead UX Engineer -
AI & Agentic Products

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Overview

Lead UX Engineer working at the forefront of user experience within AI.

I define how people interact with agentic and LLM-powered products, owning everything from research and interaction design through to front-end implementation in Next.js/TypeScript, so AI concepts ship without losing fidelity between design and engineering.

I am currently guiding Lleverage AI's pivot from an automation platform to an agentic platform, setting long-term UX strategy with Product and Engineering leadership and breaking it into discovery-driven, measurable iterations.

Track record of high-quality, user-centric products for B2B and B2C clients including O2 Telefónica, EE and The Sun. I mentor designers and engineers, run internal workshops, and contribute heavily to design systems.

Experience

Lleverage AI / Lead UX Engineer

September 2025 - Present, Amsterdam

Lead UX for Lleverage's pivot from an automation platform to an agentic AI platform, defining the interaction patterns, information architecture and design language for how users build, run and trust autonomous agents.

Own UX hands-on across the stack, research and design through to front-end implementation in React/TypeScript, eliminating fidelity loss between design and engineering on fast-moving AI features.

Establish reusable human-AI interaction patterns and design-system foundations that accelerate delivery and keep the product coherent as it scales.

Define what good experience looks like for agentic AI in a space still being figured out, partnering with Product and Engineering leadership and a broad stakeholder group to lead full-scale projects end to end.

Sendcloud / Senior product designer

August 2021 - September 2025, Eindhoven

Owned UX across 8 teams plus design-system contributions, collaborating with product leads, product managers, engineering, UX and senior stakeholders.

Redesigned the picking-and-packing user journey, closing critical feature gaps and resolving key pain points - 40% increase in adoption and a doubling of net revenue.

Overhauled new-user onboarding to improve conversion and reduce the learning curve; A/B testing showed a 5.5% lift in total conversion and a 12.6% improvement in conversion time.

Produced an extensive long-term UX strategy from a comprehensive analysis of core user journeys, broken into deliverable iterations and used to shape product strategy and roadmap - 28.7% faster first shipment and 31.4% fewer shipment-related support tickets.

Airtime Rewards / Front-end developer / Product designer

April 2019 - August 2021

Part of a 3-person front-end team in a high-growth startup; supported expansion from 250,000 to 1.3 million users.

Built web and mobile apps using React, React Native and Vue.

Led a complete redesign and rebuild of the mobile app for efficiency and scalability.

Designed and developed applications for external clients — O2 Telefónica, EE and The Sun — with their in-house teams.

Migrated the design process to a cloud-based design system for consistent, cohesive UX.

Maintained over 99% crash-free sessions, inc. during phased rollout.

Significantly improved accessibility through better colour contrast and comprehensive screen-reader support.

Earlier experience is less relevant to UX and Development, but available on request.

I also regularly build applications in my free time. See [my portfolio](#) for more.

Core Skills

Agentic & AI UX · LLM product design · Human-AI interaction patterns · Product design · Front-end development (React, React Native, TypeScript/JavaScript) · Design systems · User research & discovery · Prototyping · UX strategy · A/B testing & experimentation · Accessibility (WCAG) · Cross-functional leadership & mentoring

Education

Harvard Business School (Online)

Design thinking & Innovation

Code Nation

Software development master course

Runshaw College (A level)

Physics (B), Maths (B), 3D Design (B)

Bolton School (GCSE)

Physics (A*), Chemistry (A*), Biology (A*), Art (A*), Maths (A),
Technology (A), Russian (A), English Language (A), English
Literature (A), Geography (A)

*I also attend conferences regularly, such as UXCon Vienna and
UXLX, to improve my knowledge and stay up-to-date on the field
of UX*

References

“Marcus has a range of skills in both design and development
which give him the distinct ability to take an initial concept and
turn it into a finished product.”

- Alex Pamphilon, FE Lead @ Airtime Rewards

Other references are available on request