

David B. Kenworthy

Lead Product Designer · B2B SaaS & Public Sector · Design Systems

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Summary: Lead Product Designer with experience spanning B2B SaaS and public-sector digital services, specialising in design systems governance, cross-product consistency, and evidence-led design decisions. Currently leading design across three products for Upland Software; previously delivered a national HMRC tax service at Accenture using the GOV.UK Design System.

Work Experience

Lead Product Designer, KCM BU, Upland Software — January 2024, Present

- Lead design across 3 of 5 products in Upland's Knowledge Center Management BU (BA Insight, RightAnswers, Rant & Rave), working alongside three separate product teams.
- Built the KCM-UXP pattern token framework, a 12-token cross-product design system governance model adopted across BA Insight and RightAnswers, and used as the template for Panviva's own token system.
- Led a 69-ticket persona-coverage audit and a 206-assertion interaction test suite for the RightAnswers Prism rebuild, surfacing real cross-file inconsistencies before they shipped.
- Ran a two-round internal survey (33 respondents) on RightAnswers, surfacing visual modernization as both the top-requested improvement and a recurring sales objection.
- Built the enablement infrastructure (mapped workflows, verification-first onboarding, honest capability-gap documentation) that supported a junior designer's transition to full independent ownership of the Panviva MX project.
- Built an AI-augmented design workflow for my design practice, including six custom Claude Code skills, a mandatory three-concept ideation gate, and a verification-first testing standard introduced after an AI-generated bug shipped past every prior check, plus a fully translated version of the system for a junior designer working in a different toolset.
- Case studies: [RightAnswers and Prism](#), [BA Insight Unified Admin Platform](#), [AI design workflow](#)

UX Designer | Senior Analyst, Accenture — September 2022, January 2024

- Owned Phase 1 user-journey mapping for a new HMRC digital service implementing the OECD's Pillar 2 global tax reform (Multinational & Domestic Top-Up Tax), a service supporting multinational groups with revenue over €750M, plus their authorised agents.
- Designed eligibility-screening logic to deflect ineligible users before registration, and error-handling/guidance flows for non-standard accounting period calculations.
- Designed identity-verification and account-recovery flows integrating Government Gateway, MFA, and Companies House/CRN matching to meet high-assurance regulatory identity requirements.
- Adapted GOV.UK Design System patterns (add-to-a-list, error summaries, check-your-answers) to handle complex multi-entity financial data across up to 10+ sub-entities per group.
- Contributed to a digital service strategy targeting a 30% reduction in adviser-led contact volume.
- Case study: [Designing a digital tax service for HMRC](#)

Freelance UX Designer, Play Included — August 2022

- Defined brand and experience strategy for Play Included (a CIC developing play-based child development programmes) through client workshops, covering business proposition, audience, and ecosystem.
- Delivered digital platform refinements, experience mapping, and user journeys.

Freelance UX/UI Designer, Whistle Agency — July 2022

- Led website and brand redesign for Formula Consulting (F1 rights acquisition consultancy), from brand/experience strategy workshops through to user journeys, wireframes, and high-fidelity mockups.

Product Designer, Axis Workshops — April 2021, June 2022

- Redesigned the user registration flow, reducing user drop-off by 40% through iterative testing and validation.
- Built and maintained a comprehensive product design system, bringing consistency and scalability to the team's development cycle.
- Implemented accessibility best practices across the design team.
- Worked as a leading design figure within an agile remote team, partnering closely with product and development.

Principal Designer, Mad Squirrel Brewery — November 2018, April 2021

- Led brand, marketing, UX, web, interior, packaging, and CAD design across the business as part of the core management team.
- Designed 36 unique core range and limited-release products, including packaging, brand identity, and marketing materials.
- Delivered flagship taproom interior/exterior design and managed the e-commerce website.
- Implemented and managed a cloud database and filing system for the business.

Technical Skills & Proficiencies

Design Systems & Governance: Design token architecture, cross-product design consistency, component library management.

AI-Augmented Workflows: Claude Code custom skills, AI-output verification standards, cross-environment workflow translation.

Design & Prototyping: Figma, Sketch, Adobe XD.

Research & Validation: Persona-coverage audits, usability testing, internal/user surveys.

Collaboration & Delivery: Miro, Mural, Jira, Confluence, Agile methodologies.

Government/Regulated Services: GOV.UK Prototype Kit, GOV.UK Design System.

Education

2014, 2018, University of Strathclyde 1st Class Honours, Product Design & Innovation BSc.

Referees

Available on request.