

David B. Kenworthy

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Work Experience

UX Designer, Accenture

September 2022 – Present

User experience designer at Accenture, a technology and digital consultancy. While working at Accenture, I have cemented my previously established ability to deliver useful, usable, equitable and enjoyable digital design solutions. My experience at Accenture has given me the knowledge and perspective to understand what makes an effective and successful digital team and allowed me to demonstrate my inherent ability to be a leader within any design environment.

During my time at Accenture, I have had the opportunity to work on well-resourced digital teams. This has enabled me to see with clarity the scope and skills that are needed to ensure a positive project outcome. My role within these teams has gone above and beyond the typical actions of a UX designer and has seen me become a go-to leader who continuously encourages the best in others and helps to create an open and healthy collaborative environment.

In the last year, I delivered a notable project for HMRC, one of Accenture's public sector clients. This involved designing a completely new UK implementation of a global tax service. This project was a novel and challenging experience for me, and I succeeded in managing key stakeholders within the public sector and implementing complex legislative policy while utilising the well-established GOV.UK Design System to provide a consistent and equitable tax service on the HMRC platform.

Freelance UX Designer, Play Included

August 2022

Working as part of a small, experienced design strategy consulting team, we refined the brand and experience strategy of Play Included, a registered Community Interest Company focused on developing play-based child development programmes. The work we delivered was realised through extensive workshopping with the client and saw us define the business's success, audience, ecosystem, brand, mission and value proposition. I contributed by refining the client's digital platform, experience strategy, experience mapping and user journeys.

Freelance UX/UI Designer, Whistle Agency

July 2022

While freelancing for Whistle Agency, I worked on a website and brand redesign for their client, Formula Consulting, a F1 rights acquisition consultant. My work included workshopping brand and experience strategy which informed my creation of user journeys, wireframes and high-fidelity mockups. This ensured a fully revamped user experience and brand image for the client's website.

Product Designer, Axis Workshops

April 2021 – June 2022

Product designer at Axis, an online collaboration tool that allows users to host or participate in digital workshops and meetings. During my time with Axis, I worked as an integral member of a highly proficient and driven digital team in an agile remote work environment. In my role, I was a leading figure within the team, working closely with the product and development teams to realise the digital design and deliver value add to our end users.

At Axis Workshops, I practised and honed key UX and UI design fundamentals through my deliverables by developing user journeys, creating lo-fi wireframes, prototyping and then presenting high fidelity solutions while continuously validating design decisions or iterating design further based on user research. These actions enabled me to build and manage a comprehensive product design system, which was just one of the processes and resources I implemented to optimise our product development and design cycles.

Principal Designer, Mad Squirrel Brewery

November 2018 – April 2021

Principal designer at Mad Squirrel Brewery, a forward thinking, contemporary brewery. In my time with Mad Squirrel I gained a substantial amount of professional experience & knowledge in all areas of design: brand, marketing, UX, web, interior, packaging, presentation, service & CAD design. I was also responsible for the brand & marketing strategy, as I quickly established myself as a reliable & committed member of the core management team.

At Mad Squirrel, I championed a large number of complex, diverse & significant projects which have greatly improved the capacity & consumer perception of the business. Notable projects included: flagship taproom interior & exterior design; design & management of e-commerce website; design of over 36 unique core range and limited release products including their packaging, brand identity, copywriting, retail & marketing materials; implementation and management of cloud database and filing system; menu design; redesign of office space utilisation and resources; organisation & management of brewery photo-shoot. Working for Mad Squirrel also gave me an extensive knowledge of the craft beer industry in relation to production, distribution, retail, wholesale & HORCEA.

Technical Skills & Proficiencies

Figma	Wordpress	SolidWorks
HTML Coding	Google Workspace	AutoDesk Inventor
Mural	Microsoft Office Suite	Rhinoceros
GOV.UK Prototype Kit	Adobe XD	Google SketchUp
Visual Studio Code	Adobe Illustrator	3D Printing
GitHub	Adobe Photoshop	Mac & PC proficient
Heroku	Adobe InDesign	Full British Driving Licence

Education

2014-2018 The University of Strathclyde

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

Qualifications & Achievements

Technology Teachers Association: Winner for Graphic Communication

Integrated Task: Product Designer Award

Referees

Danny Draper	Tim Hickford	Samantha Owens
Co-Founder & CDMO	Retail & Tours Mgr	Senior UX designer
Axis Workshops	Wells & Co.	Accenture
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