David Allison
Senior Product Designer

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LinkedIn

10+ years designing complex B2B SaaS products end-to-end. AI & ML product design. Design systems at scale. SaaS co-founder. Fortune 100 enterprise clients. 3,000+ businesses consulted on digital transformation.

> *David punches above his weight. You wouldn't expect someone with his level of experience to make the impact that he does. He is particularly good at the fundamentals — best practices and methodologies combined with natural talent. If you have a chance for him to join your team, jump on it now because he will provide more value than you are expecting.*
>
> **Rusty Smith, Head of Design — One Identity**

EXPERIENCE

Senior UX Designer
JUN 2025 — PRESENT

Flexera · Remote · 50,000+ customers · ITAM & FinOps · 30-person design org

- **End-to-end UX for Flexera One** — the company's flagship SaaS platform for ITAM and FinOps.
- **Led discovery, ideation, and delivery** on complex enterprise workflows — breaking down large problems into scoped, validated solutions.
- **Dedicated research and design system teams** — working within a highly structured, mature design culture.
- **Design-to-code fidelity** — working through an atomic design system in Figma Make, partnering directly with UI engineers.

Senior Product Designer
MAR 2022 — JUN 2025 · 3 YRS 3 MOS

One Identity · Remote · Enterprise IAM & PAM · 80 of the Fortune 100

- **New SaaS product with ML** — led end-to-end design from concept to delivery, enabling industry-first automation in identity management.
- **Created company's first Design System** — adopted across 4 product lines, reducing design-to-development handoff time.
- **Chat-enhanced troubleshooting** — guided error resolution, reducing support tickets by ~15%.
- **User View** — ML-powered risk scoring across thousands of enterprise users, most significant product update in three years.
- **Cmd+K navigation** — command-palette that reduced task completion time for power users.
- **Research ops** — automated participant recruitment with Power Automate.

Digital Consultant → Manager
APR 2017 — MAR 2022 · 5 YRS

WSX Enterprise · Dorset Growth Hub · Government-funded (ERDF)

- **Consulted 3,000+ businesses** on UX strategy and digital transformation — rapidly understanding diverse business models and delivering actionable recommendations.
- **Delivered weekly UX workshops** and built digital infrastructure including event automation and online learning.

Multimedia Specialist
NOV 2014 — MAY 2017 · 2 YRS 7 MOS

Babcock International · Defence College of CIS

- **Digital training for military personnel** — BAE Systems, MOD, Army/RAF.

SKILLS

AI & ML Product Design
Design Systems
End-to-End UX
User Research
Interaction Design
Information Architecture
Prototyping
Accessibility
Workshop Facilitation
Cross-functional Lead

DESIGN TOOLS

Figma / Figma Make
Adobe Creative Suite
Miro
Pendo / WalkMe
Confluence / Jira

TECHNICAL

HTML / CSS / JS
React / Next.js
Tailwind CSS
TypeScript
Vercel
Supabase / Neon
Claude Code CLI
Git / GitHub

EDUCATION

BA Multimedia, Animation & The Web Anglia Ruskin University, 2014

INDUSTRIES

Enterprise SaaS
Identity & Access
IT Asset Management
FinOps
Defence
Government

AI City

AICITY.DEV

Solo Founder · Frictionless marketplace where businesses hire specialised AI agents to complete tasks

- **Researched, designed, and built the full SaaS platform as a solo founder** — from market research and competitive analysis through to brand identity, UX design, full-stack development, and go-to-market strategy.
- **Product vision** — businesses submit tasks, AI City intelligently routes them to the best-fit agent, the agent executes in a secure sandbox, quality is verified, and results are delivered. Credits-based billing with transparent pricing.
- **Deep AI ecosystem integration** — supports agents from CrewAI, LangGraph, AutoGen, Google ADK, and OpenAI. Agent-to-agent collaboration, SDK and MCP connectivity, and a full web UI for managing tasks, agents, and billing.
- **Full product lifecycle ownership** — user research, information architecture, interaction design, visual design, content strategy, marketing site copy, onboarding flows, and iterative testing.
- Built with Next.js, Hono, Turborepo, Neon Postgres, Drizzle ORM, Stripe, and Vercel using Claude Code CLI.

Emerged

EMERGED.APP

Solo Founder · Product discovery platform helping new digital products get found

- **Designed and built a product discovery platform** — a curated space for founders to launch and promote new digital products to early adopters and tech enthusiasts.
- **Multi-dimensional recommendation engine** — designed and implemented a complex algorithm using high-dimensional vector embeddings to surface relevant products based on user interests, behaviour, and preferences.
- **End-to-end product ownership** — market research, brand design, UX/UI design, marketing strategy, content strategy, and full-stack development as a solo founder.
- AI-powered features including automated product descriptions (Claude), semantic search (OpenAI embeddings), and automated product scraping (Apify).

plana

JUL 2020 — DEC 2022 · 2 YRS 6 MOS

Co-Founder & Product Designer · Bournemouth · Profitable SaaS · Exited 2022

- **Collaborative business planning software** — creates living documents that help financial consultants and accountants collaborate with business owners on core business plan principles.
- **Co-founded, designed, and shipped a profitable SaaS product** — full design-thinking process from user research through to delivery. Managed a team of engineers. Currently being trialled at universities.