Patrick Feeney

I'm an integrated designer working across branding, technology ethics, science communication, and interaction design.

patrickfeeneydesign.com
patfeeney1098@gmail.com
+831970913

Education

Design & Critical Cultures, National College Of Art and Design
1st Class Hons

This dual degree focused on the practical study of creative design, paired with lectures and assessments on the analysis of visual culture. For Critical Cultures, I focused on the study of semiotics, authoring a thesis on the subject of signs, signals, and cultural memory. For Design, I focused on exploring the world of material culture. I created a selection of interactive sculptures from aluminum, published a magazine on the history of metal, and created a speculative framework which would later become a client-facing project at Accenture.

Professional Experience

Human Sciences Studio | Accenture The Dock
Creative Design Analyst | Aug 2023 – Feb 2025
Creative Design Intern | Jan 2023 – Aug 2023

The Dock is Accenture's flagship innovation center, where teams develop & research emerging technologies. I joined as a Creative Design Intern in their Human Sciences Studio (HSS), later being promoted to a full-time analyst. The HSS is a team of humanities researchers & creatives, they make work exploring the human and societal concerns associated with emerging technologies. I was responsible for developing identities, exhibitions, digital experiences and workshops aimed at socializing the themes and methodologies of the HSS. No two projects were the same, I could be designing a card game, filming a video, or launching an exhibition on any given day. This meant being agile, experimental, collaborative and always being open to new tools or ways of working. A few notable achievements from my time at Accenture include:

1. My work being showcased at the United Nations General Assembly.
2. Collaborating with the Alan Turing Institute on a Responsible AI learning module.
3. A workshop I developed being turned into an official client offering.
4. Helping to earn the team multiple design accolades.

GAZE International LGBTQIA Film Festival
Principal Designer | 2021 – Present

I've been the principal designer for GAZE Film Fest since 2021, having been recruited during my third year of university. GAZE is a queer film festival hosted in the Light House Cinema and Irish Film Institute every summer. Initially formed in 1992 as an underground film club, the festival itself predates the decriminalization of homosexuality in Ireland. GAZE's visual identity is inspired by research into the history of queer resistance in Ireland, riffing on protest posters and underground nightclub leaflets. Rooted in our past but looking forwards, the design puts shape around that which cannot be contained or defined. Namely, queer joy. Each year champions a new color, building a rainbow of publications as the years progress. The powerful sunlight yellow of 2023 references the rebirth of summer, as we emerged from the pandemic together and set our sights on the future.

Skills

Design/ Brand Identity, Interaction Design, Speculative Design, Motion Graphics, Print & Digital Design, Science Engagement, Technology Communication, Web Development. **Technical/** HTML (proficient), CSS (proficient), JavaScript (intermediate), Dynamic Content Integration, Wire-framing, Prototyping, UX Design. **Research/** Human-Centered Design, Workshop Design, Creative Direction, Concept Development, Copy-writing, Prototyping. **Tools/** Full Adobe Creative Suite, Visual Studio Code, Full Microsoft Suite

Awards

Official Selection | 100 Archive 2023 | GAZE Film Fest
Official Selection | 100 Archive 2023 | Trust Fall
Shortlisted | IDI Awards 2024 | Trust Fall
Shortlisted | IDI Awards 2024 | In House Design Team of the Year

Best of the Best

Trust Fall
Interaction Design

What does it mean for technology to deserve our trust? How can clients build it? Trust Fall is an interactive game & exhibition that asks players to act out the process of building (and breaking) organizational trust.

Unfinished Business
Collaborative Digital Experience

Introducing Unfinished Business, a platform for half baked ideas! I wanted to teach myself server integration and dynamic content so I did some active learning and built a website for creative inspiration. Users can submit ideas, explore communities, sketch their concept & vote for their favorites!

Creative Foresight
Speculative Design & Workshop Design

Nobody can predict the future, but you can always look for the signs. I developed a speculative design framework to help Accenture's clients visualize the future and understand their place in it. This framework has been used with a variety of clients across industries, usually in the form of a workshop. The offering begins by identifying a selection of critical uncertainties faced by an industry or organization, supported by preliminary research. Participants are then guided through the process of extrapolating these trends under different social and governmental conditions. After a picture of the future has formed, clients delve into the unintended consequences of these future states.

Cast of Characters
Interaction Design & Responsible AI

Differing perspectives can be one of the greatest barriers to ethical & seamless integration of AI tools. During a collaboration with the Alan Turing Institute we developed this interactive card game for a responsible AI module. The game aimed to help innovators understand how different personalities can influence the creation of emerging technologies.

References

Anusia Grennell
Design Researcher | Trustworthy Technology Lead, Accenture The Dock

100 Archive Steering Committee
anusia.work
anusiagre@gmail.com
+353 83 449 5364

Greg Thorpe
Festival Director | GAZE International LGBTQIA Film Festival

gaze.ie
greg@gaze.ie
+44 7708 225377