

Personal Profile

I am a Product Designer at Sitecore, specialising in AI-driven solutions, including Sitecore Stream Assistant (AI-powered chat), Brand Kits, and AI Agent user experiences. As the primary custodian of Blok, Sitecore's design system, I ensure its evolution aligns with both design and development needs.

I hold a Bachelor's Degree in Interaction Design from NCAD, Dublin, and a Postgraduate Higher Diploma in AI Applications from CCT Dublin.

I collaborate closely with product managers and development teams to maintain a seamless go-to-market (GTM) strategy and ensure efficient development timelines for new products. Through my work on Blok, I have gained extensive experience in design system governance, maintaining and evolving an existing product to meet both design and engineering standards.

Work Experience

Product Designer (AI) - Sitecore

Aug 2024 - Present • Full Time

Designing AI solutions at Sitecore, I have undertaken the following key responsibilities:

- **Product designer on Sitecore Stream**
 - **Primary designer and publisher for Blok design-system**
 - **Main designer on Sitecore Agentic Services**
 - **Cross-Team Collaboration:** As a Product Designer at Sitecore, I have worked closely with internal design teams to ensure consistency in AI feature implementation across Sitecore's product suite, maintaining adherence to design standards and brand identity.
 - **User-Centric Design Process:** I have conducted customer interviews and workshops to uncover user challenges, collaborated with product managers to define product specifications, and iterated on prototypes based on user testing feedback.
 - **AI-Driven Adaptability:** I continuously refine designs to incorporate evolving AI capabilities, ensuring Sitecore's products remain innovative and industry-leading.
 - **Design System Governance:** As the primary custodian of Blok, Sitecore's design system, I maintain its usage, scalability, and alignment with both design and development requirements. I create new recipes in both design and code to upkeep its relevance.
 - **Design Critique and Usability Testing:** I uphold high usability standards by conducting rigorous design critiques and user testing sessions, ensuring AI-powered experiences are functional, intuitive, and effective.
 - **Complex Agentic Workflows:** I design and refine advanced agentic workflows within Sitecore Stream and other Sitecore services both released and unreleased.
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