Thomas Kelly

Product/UX Designer (AI Solutions)

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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.

Education

Interaction Design (BA)- NCAD, Dublin

Aug 2020 - June 2024   ●   Class Representative

At NCAD, I have...
- Obtained real-world project experience from working with leading design companies such as 'Accenture The Dock', 'Smart Dublin' and 'PA Consulting'.
- Been mentored by industry professionals who have critiqued each aspect of my work to aid me in improving my skillset.
- Been the Interaction Design class representative for over 3 years, due to my strong communication and presentation skills.

Artificial Intelligence Applications (H.DiP)- CCT, Dublin

June 2022 - April 2023

In AI Applications at CCT...
- I learned how to create AI models, collect and gather data and learned how to ethically create AI applications.
- Gained the ability to simplify, illustrate and convey complex systems so they are easier to understand and work with.
- I worked in cross-disciplinary teams to create, optimize and document AI models. I worked alongside, Google Project Managers, Microsoft Cloud Engineers and Apple Back-End Developers, to name a few.

CPD

Courses

100 Days of Code, Python

Google UX Professional Certificate

IBM Team Essentials for AI

Other

Member of 'Creative Technologies' Society

Attended the 'National AI Awards'

Key Skills

What Makes Me Unique

AI Design Patterns	Simplifying Complex Workflows	Presentation Skills
Front-End Development	Creating AI models	Facilitation

Design Skills

Prototyping	User Research	Collaboration	Stakeholder Communication
Project Managment	UX Strategy	UX & IxD	Information Architecture
User Interview Ability	Visual Design	Empathy	Communication

Technical Tools

Figma	Google Workspace	Confluence
Adobe Creative Cloud	Jira	Loom