Thomas Kelly

Product/UX Designer (AI Solutions)

thomaskelly281@gmail.com
www.thomaskelly.design

Personal Profile

I am a product designer (UX) at Sitecore, where I focus on AI and agentic experiences, am the sole designer on Sitecore AI Innovation Labs and own our Blok design system (from the design-side).

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

Work Experience

Product Designer (AI) - Sitecore

Aug 2024 - Present ● Full Time

At Sitecore, I have undertaken the following key responsibilities:

- Product designer on Sitecore Stream where I helped design our Brand Assistant (chat) and Brand Kits (RAG storage for brand knowledge)

- Design owner of Blok design-system, which is currently being expanded from an internal resource to an open-source repository and site.

- Sole product designer on Sitecore AI Innovation lab, working alongside our VP of AI and Innovation.

- Currently working on creating an agentic platform and agentic services across the Sitecore product suite.

- Also currently have been tasked with enabling AI usage and education across the design team.

Education

Interaction Design (BA)- NCAD, Dublin

Aug 2020 - June 2024 ● Class Representative

At NCAD, I...
- Undertook a series of month-long projects with leading design companies such as 'Accenture The Dock', 'Smart Dublin' and 'PA Consulting'.
- Was mentored by industry professionals who have critiqued each aspect of my work to aid me in improving my skillset.
- Was 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.

Key Skills

What Makes Me Unique

I have strong technical acumen and development knowledge

Not afraid to speak in front of a crowd

Can work on a high-level overview of concepts before deep-diving

Technical tools I use often

Figma	Office Suite	Atlassian Suite
Adobe Creative Cloud	Git & GitHub	Loom