Thomas Kelly

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Product/UX Designer (AI & systems)

Personal Profile

Product Designer specialising in AI-powered, agentic, and systems-level UX. Currently designing core AI platforms at Sitecore, working across innovation, design systems, and enterprise product surfaces. Known for translating experimental AI concepts into scalable, governed, production-ready experiences.

Work Experience

Product Designer (AI) - Sitecore

Aug 2024 - Present • Full Time

- Design owner for Blok, Sitecore's design system, leading a full migration to a new architecture to improve governance, scalability, AI-readability, and developer experience.
- Sole designer on Sitecore AI Innovation Labs, partnering directly with the VP of AI & Innovation to shape early-stage, high-risk AI concepts into viable product directions.
- Product designer on SitecoreAI Agentic Studio, defining scalable UI systems for AI agents, workflows, and enterprise chat experiences.
- Designed agentic workflows, universal chat patterns, and content artifact models enabling non-linear, collaborative AI work at enterprise scale.
- Contributed to Sitecore Stream, including Brand Assistant (chat) and Brand Kits (RAG-based brand knowledge storage).
- Acted as a design bridge between innovation and core product teams, using prototypes, systems thinking, and narrative artefacts to drive alignment.
- Enabled AI adoption across design and product teams through internal tooling, reports, and AI-assisted prototyping workflows.

Education

Interaction Design (BA)- NCAD, Dublin

Aug 2020 - June 2024

- Class Representative for 3+ years
- Industry projects with Accenture The Dock, Smart Dublin, and PA Consulting

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

June 2022 - April 2023

- AI model development, data pipelines, and ethical AI systems
- Cross-disciplinary collaboration with engineers, PMs, and researchers

Key Skills

Strengths

- Strong technical and architectural understanding
- Comfortable presenting and influencing at senior levels
- Able to move from high-level strategy to detailed execution

Tools

Figma	Dovetail	Atlassian Suite
Adobe Creative Cloud	Git & GitHub	Cursor & VS Code