

John Moriarty

Product design leader building AI tools at Fin. I create clarity from complexity, and help teams ship products that create impact.

I'm a design director at **Fin** (formerly Intercom) where I'm building the AI-powered customer service platform. Before this, I led product design at DataRobot, building the agentic and generative AI workflows for enterprise AI builders. Earlier roles include incubating AI/ML products at Accenture and designing learning experiences at HMM.

I lead design teams building AI products used by millions. I focus on creating clarity in complexity, shipping high-impact work, and helping designers do their best work.

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Experience

I have 18+ years of experience designing and scaling digital products, from early-stage start-ups to global enterprises. Recent focus areas include:

- **Design leadership:** Design ops, scaling global teams, talent development.
- **Product:** Product management, stakeholder alignment, experience strategy.
- **AI design:** UX for agentic / generative AI, AI explainability, human-in-the-loop feedback.
- **Craft:** Interaction design, UI, design systems, IA, systems thinking, UX research.

Fin

Product design director / Dec 2025 – Present

Design leader building the Fin (formerly Intercom) AI agent for customer service. I work with product and engineering leads to shape how the agent works, feels and scales across thousands of businesses. The role mixes hands-on design, raising the craft bar, and helping the team move quickly through fast, ambiguous problem spaces. The goal is simple: build an AI agent that delivers fast, accurate support and sets a new standard for how companies talk to their customers.

DataRobot

Head of Product Design / Apr 2022 – Nov 2025

As a senior director, I led product design at DataRobot, an agentic workforce platform that helps enterprise companies develop, deliver, and govern AI agents at scale. I helped define the company's generative and agentic AI experience strategy and built the design foundations for agentic workflows that continue to shape the platform's future.

- Shifted design from execution to strategy, defining the company's UX north star and driving initiatives including the full platform redesign and the code-first experience strategy.
- Built and scaled the design team through significant organizational change — hiring key talent, growing leaders internally, and modernizing the UX research practice.
- Delivered high-impact work across predictive, generative, and agentic AI while navigating major strategic pivots and supporting a global team through crisis.

Accenture The Dock (Fjord)

Design Director / Oct 2016 – Mar 2022

As Design Director at The Dock, Accenture's global innovation hub in Dublin (previously Fjord design), I led product design and strategy for a range of enterprise projects within the New Products and Services group. I co-led a 20-person multi-disciplinary design team, providing design direction for a diverse range of AI-enabled emerging technology projects.

HMH

Senior UX/UI Designer / Aug 2015 – Oct 2016

At HMH, the second-largest education publisher in the US, I was focused on building digital classroom experiences for teachers and students such as 'Science Dimensions', an interactive K–12 science program.

Design Partners

Studio Lead, San Francisco / Jan 2012 – Jul 2015

Opened the San Francisco branch of this Irish industrial design consultancy, leading design, operations, and business development.

- Led UX and industrial design for various consumer brands and bay-area startups, including award-winning products for Logitech, Cricut, and Philips.
- As studio co-lead, I was responsible for design direction, operations, business development and project delivery.

Previous experience

- **Airvod In-flight** (Design lead, 2011 – 2012).

Airvod was a disruptive start-up that developed a tablet-based in-flight entertainment (IFE) device for commercial airlines. I led the design of new hardware and an innovative UI for a range of products.

- **Design Partners Dublin** (Industrial designer, 2006 – 2011).

This is where I started my design career. In my time there as an industrial designer, I developed an in-depth understanding of what it takes to design impactful, user-centred hardware products and experiences for global consumer brands like Panasonic, Logitech and Terraillon.

Skills

Leadership & strategy: Design leadership / Team scaling / Design operations / Stakeholder management / Product strategy / Cross-functional collaboration

AI & ML: Agentic AI / Generative AI / Conversational AI / AI explainability

Product design: Interaction design / UI design / Visual & branding / Information architecture / Systems thinking / Service design / Design systems / Accessibility

Research & testing: UX research / User testing / Research operations / Qualitative and quantitative

Tools: Figma / Cursor / Claude Code / AI productivity (various)

Domain expertise: Enterprise SaaS / B2B / AI/ML platforms / Dev tools / Customer service

Writing

These articles represent my latest thinking on how AI is reshaping how we design, build software and lead teams. See full list on my [Medium](#) page.

- 2026 [The UI is not the product](#)
- 2026 [The most exciting and exhausting time to be a designer](#)
- 2025 [From products to systems: The agentic AI shift](#)
- 2025 [Design in the age of vibes](#)
- 2024 [Expanded scope and blurring boundaries in Product Design](#)
- 2024 [Transforming the DataRobot AI Platform User Experience](#)
- 2023 [Design in the age of ChatGPT](#)

- 2023 [Advice for design graduates I wish I heard](#)
 - 2021 [Design Practice in Ireland report](#)
 - 2021 [Defining Good Design](#)
 - 2019 [The Object of language and the language of objects](#)
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Speaking

I have spoken about design, AI and emerging technology at several conferences and am available for speaking engagements.

- 2026 [Design+AI Brighton](#), keynote speaker
 - 2026 [Mind the Product London](#), keynote speaker
 - 2025 [London Design Week](#), presenter, 'The age of TOO Much' event
 - 2024 [Big Data Belfast](#), panellist, 'How design is helping companies build AI experiences'
 - 2024 [Collision Conference](#), Toronto, MC of the 'AI Academy' stage
 - 2024 [AI Tribes Conference](#), panellist, 'Unlocking AI value within organisations'
 - 2024 [Design Leaders Conference](#), panellist, 'Building high performing creative teams'
 - 2022 [Silicon Republic](#), profile interview
 - 2021 [Design Leaders Conference](#), panel chair
 - 2018 [Great Expectations](#), DockPod, Podcast
 - 2018 [Design in the age of uncertainty](#), Defuse IXDA talk
 - 2018 [World Usability Day Conference](#), 'Design & AI', Tallinn Estonia
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Education

- **PARK Academy Design Leadership Program**
2019, Professional diploma, Design management
 - **National College of Art & Design (NCAD), Dublin**
2001 - 2005, B.Des Industrial Design (1:1)
 - **Oslo National Academy of the Arts (KHiO)**
Erasmus program, 2003-2004
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Awards

- ★ 2020 [IDI Design award](#), Jacinta's Chair for Alzheimer's patients
- ★ 2019 [IDI Design award](#), Fjord Trends campaign

- ★ 2015 iF Design award, Cricut Explore crafting machine
 - ★ 2014 Good Design award, Logitech Ultrathin Keyboard Cover
 - ★ 2013 iF Design award, Logitech Ultrathin Keyboard Cover
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Personal

I am a dad to 3 young girls who keep me busy. I love the outdoors and you can generally find me outside on my bike or swimming in the sea.