

# John Moriarty CV

UX / product design leader building enterprise AI tools. I combine systems thinking with user centred design to break down complexity to help teams design and deliver exceptional digital experiences.

I'm based in [Dublin](#) and lead a global design team at [DataRobot](#), a pioneering B2B platform that enables the development of AI/ML models for predictive and generative applications. Before this, I worked with [Accenture The Dock](#), [HMH](#) and [Design Partners](#) in Dublin and San Francisco.

## Approach

My approach to design leadership is to create a space where designers and researchers feel supported, informed and empowered to create impact and do the best work of their careers.

As a design practitioner, I am curious, optimistic and open-minded. I enjoy tackling difficult technical, experiential and organisational problems. My goal is to create intuitive, elegant and robust product experiences that resonate on an emotional level with users. I am passionate about the convergence of design and technology and their capacity to enhance human experiences.

## Expertise

I've got over 18 years of experience in various industries and areas of design, packing a lot of design knowledge and expertise. Here's a snapshot of what I've been focusing on lately:

- Design leadership & operations
- People management & talent strategy
- Product strategy, product management
- User research, service design
- Product design, UI design, design systems
- UX, Information architecture, systems thinking
- Workshops & facilitation
- ML/AI, design for AI

## Personal

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

## Get in touch

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# Experience

## DataRobot

*Senior director of Product Design, Apr 2022 – Present*

I lead the global product design team at [DataRobot](#), a pioneering Boston-based startup and platform that enables data scientists and ML engineers to build, deploy, and manage predictive and generative AI models. It is used by 40% of the Fortune 50 companies, including BMW, Autodesk, and Boston's Children's Hospital, to aid in making critical business decisions. My primary responsibilities include:

- Leading a global team of product designers and UX researchers across 8 time-zones, making sure the team has the skills and support they need to do the best work of their careers.
- Design direction and mentoring teams to ensure our products and services deliver the best possible experience for our customers. Since joining, I have led the redesign of our platform while integrating new generative and predictive AI features.
- Defining a product and experience strategy that ensures our product meets customer needs while aligning with the company's vision and strategy.
- Notable initiatives that I have led include the redesign of the entire DataRobot platform—including an overhaul of the information architecture and design system. See more [here](#).

## Accenture The Dock

*Design Director (Senior manager), Oct 2016 – Mar 2022*

As Design Director at [The Dock](#), Accenture's flagship global innovation centre in Dublin, I was responsible for leading product design and strategy for a portfolio of projects with enterprise clients in the 'New Products and Services' group. My duties included providing design direction, recruitment and operations while co-leading a 20-person multi-disciplinary design team.

*Example projects:*

- Digital platform & service offering (B2B) that uses data analytics to help consumer goods companies manage cross-channel product strategy and operations.
- Established and led development of a design system for Accenture enterprise web apps, in use by design and software teams globally.
- Logistics platform to help global postal companies leverage workforce and data capabilities to better meet consumer expectations for increased speed, lower cost and greater flexibility.

## Design Skillnet

*Steering group member, Jan 2019 - Jan 2023*

I was a member of the steering committee for [Design Enterprise Skillnet](#), Ireland's national training organisation for the Irish design sector. I have also been on the board for the Institute of designers in Ireland (IDI) and continue to advise both in an informal capacity.

## **HMH**

*Senior UX/UI Designer, Aug 2015 - Oct 2016*

Houghton Mifflin Harcourt (HMH) is one of the leading educational publishers in the United States. As a senior UX/UI designer, I was a lead designer creating [next-generation digital classroom](#) experiences for teachers and students along with leading the development of an internal design system.

## **Design Partners (SF)**

*Studio Lead, Jan 2012 - Jul 2015*

I co-founded Design Partners' San Francisco studio in 2012, the first US branch of this Dublin HQ industrial design studio. We brought thoughtful design to ambitious clients like Cricut, Logitech and various Bay Area startups. My role encompassed design direction, studio leadership and business development.

## **Airvod In-flight**

*Lead designer, Jul 2011 - Feb 2012*

Airvod was a disruptive start-up that developed an innovative tablet-based in-flight entertainment (IFE) device and content delivery system for commercial airlines. I was responsible for managing the development of the product (hardware), and UX for the entire product range, which included managing a small design team.

## **Design Partners (Dublin)**

*Industrial designer, Dec 2006 - Sept 2011*

Design Partners was where I started my design career. In my time there I developed an in-depth understanding of what it takes to design impactful, user-centred products that build lasting value for global brands — examples included Logitech, Philips and Panasonic.

## **Education**

### **PARK Design Leadership**

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

## Writing & talks

- 2024  [AI Tribes Conference](#), panellist, Unlocking AI value within organisations.
- 2024  [The next chapter for DataRobot's UX transformation journey](#), article.
- 2024  [Design Leaders Conference](#), panellist, building high performing creative teams.
- 2023  [Design in the age of ChatGPT](#), article.
- 2023  [Design in the age of ChatGPT](#), IDI presentation.
- 2023  [Advice for design graduates I wish I heard](#), article.
- 2022  [Silicon Republic](#), profile interview.
- 2021  [Design Leaders Conference](#), panel chair.
- 2021  [Design Practice in Ireland](#), Design Skillnet Report (co-author).
- 2021  [Defining Good Design](#), article.
- 2018  [Great Expectations](#), DockPod, Podcast.
- 2018  [Design in the age of uncertainty](#), Defuse IXDA talk.
- 2019  [The Object of language and the language of objects](#), article.
- 2018  [World Usability Day Conference](#), presentation, Tallinn Estonia.
- 2016  [NCAD Product & Interaction Design](#), guest lecturer (ongoing).

## Awards

- 2020  [IDI Design award](#), Jacinta's Chair.
- 2019  [IDI Design award](#), Fjord Trends.
- 2015  [iF Design award](#), Cricut Explore.
- 2014  [Good Design award](#), Logitech Ultrathin Keyboard Cover.
- 2013  [iF Design award](#), Logitech Ultrathin Keyboard Cover