

FERDIA

KENNY

Senior Product Designer

INFO

 Dublin, Ireland

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 linkedin.com/in/ferdiakenny

 www.ferdiakenny.com

 www.100treefurniture.com

SKILLS

- A.I. - Artificial Intelligence
- Figma & Prototyping
- Product Design
- UX & UI Design
- Motion Design & Animation
- User Research
- Customer Interviews & User Testing
- Product & Design Thinking
- Product Design Sprint Facilitation
- Product Strategy
- Financial Modelling
- Fundraising & Sales
- HTML & CSS
- Gaelige - Bilingual
- Italian - A2 - B1

AWARDS

- Sunday Business Post's Hot 100 Startups of 2019
- Ireland's Best Young Entrepreneur regional runner-up 2019
- Invited to exhibit at Startup Grind Global Conference, Silicon Valley 2020
- Invited to exhibit at Dublin Tech Summit 2020 and onto DTS Vision X programme
- Shortlisted for Seedcorn 2019 "Best New Startup"
- ITAG Excellence Awards shortlist "Best Emerging Tech Startup" 2019
- ISEF national runner-up, 2018
- MBA "Best Technology Business Award" shortlist 2020
- Enterprise Ireland International showcase, Croke Park 2019
- Selected for New Frontiers, a fully funded national accelerator program.
- Architects Register Admission Examination (ARAE) winner x2
- UCD Bórd na Gaeilge Scholarship 2013-2015
- Certificate of Achievement, College of Business, NUI Galway
- UCD Entrance Scholar award

BIO

I'm Ferdia, an award-winning startup founder and Product Designer with over 8 years' design experience. I specialise in AI and crafting human-centred designs.

EXPERIENCE

May. 2021 - Present **thoughtbot**
Lead Product Designer & Senior Product Designer
I was the lead product designer for thoughtbot's largest client with over \$100 million ARR. Working with a team of 10 developers, I designed a system that processes 80,000 orders a day (up from 500). We achieved over 1 million app downloads and improved the client app rating from 2.9 to 4.8 stars. I also trained and mentored 3 junior designers on this project. While at thoughtbot I built a successful track record with clients in Europe, North America, Australia, the Middle East and Asia. I have worked with every client type; from helping early stage startups to raise millions of dollars, to assisting established enterprises launch new products. I have worked across industries, from banking and maritime shipping applications to cutting edge A.I. startups. Please see my website for details and references.

Nov. 2020 - Present **100 Tree Furniture**
Founder
Workstations that allow customers to work while sitting, standing or lying down. 100 trees are planted for every product sold. I designed all of the products and an automated business system that allows 100 Tree Furniture to run itself. The products are manufactured in the US, were picked up by a US wholesaler and have been sold on 3 continents.

Aug. 2020 - Nov. 2020 **Fine Grain Property**
Product Design Consultant
I was hired to create a differentiated co-working office concept that makes business and financial sense. My proposal has been rolled out across 150,000 sq ft of property. I was offered a job after this engagement.

Jul. 2017 - Jul. 2020 **Placemate**
Co-founder and Head of Product
Placemate was an award-winning recruitment technology startup which raised money in Silicon Valley and counted multinational and Fortune 500 companies among its clients. My role as Head of Product involved listening to customer problems, designing solutions, prototyping them and relaying them back to our development team before iterating again. This build-measure-learn feedback loop became my design methodology. I honed it, along with my ability to manage a team of engineers and designers to successfully bring a product to market, while building Placemate.

Sep. 2016 - Jun. 2017 **TOT Architects**
Junior Architect
I worked as a junior architect on projects including One South County. I learned human centred design at scale and within the strict parameters of a client's brief.

EDUCATION

Oct 2024 - Feb. 2025 **Professional Diploma in Artificial Intelligence for Business**
University College Dublin

Feb. 2024 - Apr. 2024 **Generative AI for everyone**
Codecademy Skill Path

Sep. 2013 - Sep. 2016 **B.Sc Architectural Science (2:1)**
University College Dublin

Sep. 2007 - Jun. 2013 **Leaving Certificate (570 points)**
Coláiste Muire, Tuar Mhic Éadaigh