

**Shane Delahunty**

9 The Park,  
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Co. Kildare

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**Experience**

Fjord Dublin  
*Senior Service & Interaction Designer*  
*April 2017 - present*

I am currently working as a Senior Service & Interaction Designer for Fjord Dublin as part of Accenture's R&D building at The Dock, Hanover Quay.

In this role I am part of a team that helps business leadership put humans at the heart of all strategic decision making to create simple solutions that have a strong purpose and place in the world.

The method to achieving this involves extracting insights and guiding principles from research to create clever solutions to clearly defined questions, implementing them with quality, care and attention.

My main working roles can consist of conducting design research to identify insight, motivations and behaviours or translating research insights into design direction. Planning and facilitating workshops to align and co-create strategy, products, services and experiences with users, or concept/product development from idea to implementation.

**Projects so far have included:**

A six month design research project to understand the impact of automation on low income, waged, and educated workers while identifying methods for tackling this increasing issue.

Establishing and aligning the strategic direction for a leading Dublin hospital via design research and sprint workshops.

Helping a leading Irish bank imagine the future of their credit management business for emerging technology via service design methods.

A 100 day sprint to help a large American insurance firm realign their struggling business towards new frontiers around aging care and connected living.

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**Experience**

RTÉ Digital  
*Senior Designer*  
*October 2013 - April 2017*

At RTÉ Digital I worked on the design and development of digital services for the audience of the Irish national broadcaster.

Projects included creating and implementing a visual language for all of RTÉ's *WW1* commemorative output, developing a visual identity and website for *GAAGO*, and leading UX & UI design for the *RTÉ Sport World Cup* website, *RTÉ Player International* iOS app, *RTÉ News Now* iOS/Android app, and an upcoming *RTÉ Player* redesign.

In RTÉ Digital I also worked hard to champion important design principles into the Product & Operations work process for the benefit of the overall RTÉ Digital working culture.

**RTÉ News Now**

Led the redesign of the RTÉ News Now app in July 2015 that reorganised the content hierarchy, layout, visual language and interactions. The result of this redesign and repositioning work was a 30% growth year on year in page views, a gain of 20% year on year in unique browsers, and increases in usage of Sport and Entertainment sections of the app due to the changes in content hierarchy.

**RTÉ Player International**

Led the design and creative direction of the RTÉ Player International app for iOS in collaboration with Nice Agency, London. The visual design established during the development of the app was then further enhanced into a visual language system to roll out across all Marketing material as well as monthly illustrated collection images and daily/weekly social media communications.

**RTÉ Player**

Led the creative direction, design and visual identity for the next generation of RTÉ Player. On leaving RTÉ work had taken place to determine how RTÉ Player will reposition the service it offers. A revised visual identity was established as well as rebranding work and a design system for the product.

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**Experience**

Studio Aad  
*Junior/Middleweight Designer*  
*September 2011 - September 2013*

With Studio Aad I worked on branding and identity projects, designed and shaped content for digital environments, and brought web designs from concept to completion through front-end design and development for clients such as *KBC Bank, Crafts Council of Ireland, Nala and The Ark.*

Most importantly, Studio Aad is where I learnt about design thinking and process in order to communicate the right message, to always ask 'how does it work?' instead of 'how does it look?', and to make sense of information at all times in order to guide clients to the best solutions.

After joining Studio Aad in September 2011 with no design experience, I left contracted as a middleweight designer comfortable with managing multiple projects, dealing with clients, leading projects and designing for both web and print.

Freelance  
*Video Direction*  
*September 2010 - September 2011*

After University I spent a year creating video and motion work. This year concluded in directing and producing two music videos for Irish band *Bell X1*. During this time I also produced 30 videos for a Studio Aad project which led them to offer me a full time position.

**Education**

BSc. Degree in Multimedia  
(1st class honours)  
*Dublin City University, Ireland*  
*September 2007 - September 2010*

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**Skills**

Service Design, Design Research, UX Design, UI Design, Digital Product Creation, Brand Positioning, Visual Identity, Idea Generation, Content Strategy, Workshopping, User/Product Testing.

Illustrator, Photoshop, InDesign, Sketch, Invision, Final Cut Pro, After Effects, HTML/CSS and some basic Javascript.

**Interests**

Music, Liverpool FC, Photography, Film & Dogs.

**More**

[www.shanedelahunty.com](http://www.shanedelahunty.com)  
[www.100archive.com/people/profile/shane-delahunty](http://www.100archive.com/people/profile/shane-delahunty)  
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