



Ruth Kennelly

INTÍ

Ruth Kennelly is the CEO and co-founder of INTÍ, a pioneering Design Tech Platform disrupting the interior design industry. A former logistics and project manager with British Steel UK, Ruth transitioned into design where she held senior design management and project management roles with RK Designs. In 2026, she founded INTÍ, driven by an ambition to create a design ecosystem built for growth, automation and monetisation.

INTÍ delivers patented technology that links B2B, B2C, affiliate marketing and a subscription model in the interior design tech arena. This innovative model is three-sided, disrupting the interior design industry. Clients access data-driven design packages on demand, while designers leverage a scalable subscription model to acquire clients and monetize their expertise. The platform's core engine is an automated affiliate network that tracks every product specification, turning designer recommendations into passive income through direct store conversions. It's an ecosystem built for growth, automation, and monetisation.

Ruth's vision and leadership has earned RK Designs national design recognition with design articles in the Irish Independent, Sunday Times and Image Interiors magazine. This adds industry credibility to the INTÍ brand. Ruth is currently preparing INTÍ for pilot deployment in Ireland and the UK in 2026. The company has garnered support from LEO and Enterprise Ireland.

INTÍ's mission is to revolutionize the interior design economy, empowering professionals to monetize their intellectual property through scalable digital packages that bridge the gap between high-end design and mass-market accessibility.

www.rkdesigns.ie

