



Maria Gyarmati

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Profile

I am a digital leader with a strong background in project management, UX/UI excellence, AI-driven innovation, and functional team leadership. My focus is on delivering high-quality, scalable, and brand-aligned web solutions while fostering collaboration across teams to create cohesive digital experiences.

With a passion for design systems, user-centered interfaces, and modern web frameworks, I ensure that technology not only performs but also communicates brand identity effectively. I thrive on bridging strategy with execution — from guiding structured learning and mentorship for teams, to defining KPIs that drive measurable impact.

Beyond the tech space, I also serve as an Art Director in a non-profit literature organization, where I bring together creativity, storytelling, and visual identity to support cultural initiatives. This blend of technology leadership and artistic direction gives me a unique perspective: balancing structure with creativity, and innovation with human-centered design.

I'm driven by curiosity, continuous improvement, and the belief that both code and culture shape the way people experience the world.

Keywords: Web Solutions, Project Management, UX/UI Design, Design Systems, Front-End Development, AI in UX, Team Leadership, Digital Strategy, Knowledge Sharing, Creative Direction, Art Direction, Non-Profit, Visual Identity, Innovation, Cross-Functional Collaboration.



Work Experience

07/2025

Application Development Manager, Functional Lead Ericsson

1. Project Management and Leadership

Deliver high-quality, brand-aligned, and scalable web solutions.

Drive adoption of modern web frameworks and ensure secure, performant practices.

Partner cross-functionally to deliver cohesive digital experiences.

2. UX/UI Excellence

Enforce and evolve UI/UX standards, including a reusable component library.

Align front-end development with Ericsson's Design System (EDS).

3. AI Initiatives and Innovation

Lead AI experimentation to improve developer productivity and UX testing.

Encourage experimentation and continuous improvement in AI-driven projects.

4. Functional and Domain Leadership

Build structured learning and certification pathways for the web team.

Foster a culture of knowledge sharing and technical mentorship.

Manage resources and project delivery effectively.

Define and track measurable KPIs for web operations.



Work Experience

10/2020 – 07/2025
Budapest, Hungary

Senior Web and UX Specialist, Project Lead Ericsson

As a Senior Web and Design Specialist at Ericsson in Budapest, Hungary, I led cross-functional teams to design and develop various projects, including websites, and digital marketing materials. I provided technical support and training to team members, contributing to the continuous improvement of design processes and workflows. My role involved maintaining an up-to-date knowledge of web design trends and best practices, while delivering exceptional results within tight deadlines.

08/2017 – 10/2020

Web Design Development Specialist Ericsson

Web & UI/UX Design (Figma, Adobe Creative Suite, wireframing, prototyping)
Front-End Development (HTML5, CSS3, JavaScript, React)
CMS Platforms (WordPress, Drupal, Sharepoint)
SEO Best Practices & Web Accessibility Standards
Cross-Browser & Cross-Platform Optimization
Project Management & Client Communication

02/2018
Budapest, Hungary

Art Director Panel Literature Association

I developed the complete visual identity of the organization: from the brand book and overall design system to illustrations that elegantly combine the aesthetics of contemporary art with a literary context.

My work includes:

creating a unified visual environment for books, magazines, and media;
organizing exhibitions and art shows as part of the association's events;
curating performances and collaborating with artists;
designing and typesetting printed publications.

Thus, I ensure that each project of the association not only conveys the ideas of literature but also has a strong artistic expression, creating a cohesive and memorable experience for the audience.

01/2013 – 12/2018

TechLab Fellow Moholy-Nagy University of Art and Design, Budapest

- Created interactive projects on cultural heritage, including spherical panoramas and immersive storytelling experiences.
- Presented projects to academic and professional audiences, receiving positive recognition.

07/2016 – 07/2017

UI/UX, Graphic Designer Postcard Portables Canada

- Designed UI/UX for websites, enhancing user experience and engagement
- Developed brand visuals, creating unique styles for various brands
- Collaborated with team to implement innovative design solutions
- Achieved increased website traffic and user retention through impactful designs

12/2015 – 05/2016
Budapest

Art Director PixelRanger Studio

- Designed UI/UX for websites at PixelRanger Studio, enhancing user experience and engagement
- Developed unique brand visuals, collaborating with team to implement innovative design solutions
- Achieved increased website traffic and user retention through impactful designs

08/2014 – 01/2016

UI/UX, Visual Designer & Developer The Travel Scientists

- Led UI/UX design and development for multiple sites, enhancing user experience and brand identity for sub-projects of The Travel Scientists.
- Coordinated visual elements across team members to ensure cohesive branding and design



Work Experience

consistency.

- Developed innovative UI/UX solutions to improve user engagement and drive conversion rates.



Education

01/2007 – 12/2012

● **Director of interactive media | Bachelor's degree**
Saint Petersburg State University of Cinema and Television
Interactive media director

● **Eszterházy Károly Főiskola**
Programming, art studies



Languages

● English
Professional

Hungarian
Professional

Russian
Professional



Publications

01/2017

● **Interaction design (IxD); "Wonder Around"-virtual tour based on interactive spherical panoramas**
Saint-Petersburg State University of Industrial Technologies and Design

01/2015

● **Wonder Around - Digital Museum, Budapest**
Digital Museum, Budapest



Volunteering

04/2015

● **Cameraman / reporter**
Kazinczy Living Library

Produced a compelling video narrative showcasing an event hosted by Kazinczy Living Library

Collaborated effectively with team members to capture the essence of the event

Demonstrated proficiency in utilizing the Living Library method to promote respect, dialogue, and challenge stereotypes

View the video at: <https://vimeo.com/128017852>

12/2016

● **Volunteer photographer**
Belarusian Children's Hospice

Captured professional photographs of children from Mink's hospice during their visit to Budapest, Hungary

Provided high-quality photography services for the children, enhancing their experience
Documented meaningful moments and interactions with precision and attention to detail

Contributed to creating a positive and memorable experience for the children during their time in Budapest.

02/2025 – 02/2025

● **Video Producer**
Ericsson

I supported our international community by voluntarily creating a video for International Mother Language Day.



Volunteering

02/2022 – 03/2022



Translator

International Committee of the Red Cross - ICRC

Supported Ukrainian refugees fleeing war in Hungary by assisting with translation and coordinating their accommodation and supply needs.



Certificates

08/2025



Generative AI Driver's License 2025 Ericsson

https://www.credly.com/badges/49950113-5aeb-4490-9ce6-22a530606ece/linked_in_profile

06/2023



AI Video Generators Prague Media School

07/2022



Leading Hybrid Work Team Ericsson



Google Analytics for Beginners Certificate of Completion

<https://analytics.google.com/analytics/academy/course/6/certificate>