

Maria Gyarmati

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Profile

Digital Leader and Application Development Manager with strong expertise in Project Management, UX/UI Excellence, and AI-driven innovation. Proven track record of bridging strategy with execution, delivering scalable web solutions, and fostering cross-functional team collaboration. Skilled in defining KPIs, guiding mentorship pathways, and aligning technology with brand identity.

Core skills

Leadership: Team Management, Agile/Scrum, KPI Definition, Mentorship, Cross-Functional Collaboration.

UX/UI & Design: Design Systems (EDS), Figma, Adobe Creative Suite, Wireframing, Prototyping, Accessibility Standards.

Technical: Front-End Development (React, JavaScript, HTML5, CSS3), AI Integration, CMS (Drupal, WordPress).

Languages: English (Professional), Hungarian (Professional), Russian (Professional).

Work Experience

07/2025 – present
Budapest, Hungary

Application Development Manager, Functional Lead Ericsson

Strategic Leadership: Manage resources and project delivery for web operations, defining and tracking measurable KPIs to ensure operational success.

UX/UI Excellence: Enforce UI/UX standards and evolve the reusable component library, ensuring front-end alignment with the Ericsson Design System (EDS).

AI Innovation: Lead AI experimentation initiatives to improve developer productivity and optimize UX testing workflows.

Team Development: Build structured learning and certification pathways, fostering a culture of knowledge sharing and technical mentorship.

08/2020 – 07/2025
Budapest, Hungary

Senior Web and Design Specialist, Project Lead Ericsson

Project Leadership: Led cross-functional teams to design and develop websites and digital marketing materials, delivering exceptional results within tight deadlines.

Process Improvement: Contributed to the continuous improvement of design processes and workflows while providing technical support to team members.

08/2017 – 08/2020
Budapest, Hungary

Web Design Development Specialist Ericsson

Development & Design: Executed Front-End Development (React, JS) and UI/UX Design (Figma) for diverse web projects.

Optimization: Ensured SEO best practices, web accessibility compliance, and cross-browser/platform optimization.

02/2018 – present
Budapest, Hungary

Art Director Panel Literature Association

Brand Strategy: Developed the complete visual identity, including the brand book,

Work Experience

design system, and illustrations, combining contemporary art with literary context.

Execution: Oversee the visual environment for books and media, and curate exhibitions and art shows.

Earlier experience

TechLab Fellow | Moholy-Nagy University of Art and Design (2016 – 2017): Created interactive cultural heritage projects and immersive storytelling experiences.

UI/UX Designer | Postcard Portables Canada (2015 – 2016): Designed UI/UX for websites and developed unique brand visuals.

Art Director | PixelRanger Studio (2014 – 2016): Led UI/UX design and increased website traffic through impactful visual solutions.

UI/UX Designer & Developer | The Travel Scientists (2013 – 2018): Led UI/UX development for multiple sites and coordinated visual elements for brand consistency.

Awards

03/2024

BEST 360 FILM - "Dance of Life" **Cine Paris Film Festival**

Cineparis is an international film festival taking place in Paris reuniting artists, creatives and filmmakers, focusing on discovering new talents and works.

11/2022

BEST EXPERIMENTAL FILM - "Distance to the Moon" **New York Cinematography Awards**

- New York Cinematography AWARDS (NYCA) is a monthly film competition for filmmakers worldwide.

Best NTN demo(s) within NTN domain at MWC **Mobile World Congress**

11/2024

Best Virtual Reality / 360° Film **Barcelona Planet Film Festival**

IMDb-Qualifying Barcelona Planet Film Festival

Education

01/2007 – 01/2012

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

Eszterházy Károly Főiskola

Languages

English
Professional

Hungarian
Elementary

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

Certifications & volunteering

Certifications: Generative AI Driver's License (Ericsson, 2025), Leading Hybrid Work Team (Ericsson, 2022), AI Video Generators (Prague Media School, 2023), Google Analytics for Beginners.

Volunteering: Translator for Ukrainian refugees (ICRC), Volunteer Photographer (Belarusian Children's Hospice), Video Producer (Ericsson & Kazinczy Living Library).

Hobbies



Exploring distant lands



Artificial Intelligence



Dance performance



Running