

# Maria Gyarmati

UI/UX Designer .

Visual Designer .

Developer .

Functional Lead



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# About me

I create scalable digital experiences and interactive installations that connect people, technology, and storytelling. With a background in UX/UI, AI-driven design, and team leadership, I bridge strategy and creativity to craft engaging, human-centered experiences—both online and in physical spaces.

## Skills Overview

Leadership: Team Management, KPI Definition, Mentorship, Cross-Functional Collaboration

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

Technical: React, JavaScript, HTML5, CSS3, AI Integration, CMS (Drupal, WordPress, Joomla)



# UI/UX & Interactive Demos

I led the UI/UX and visual design of interactive demos showcased at major international events such as Mobile World Congress.

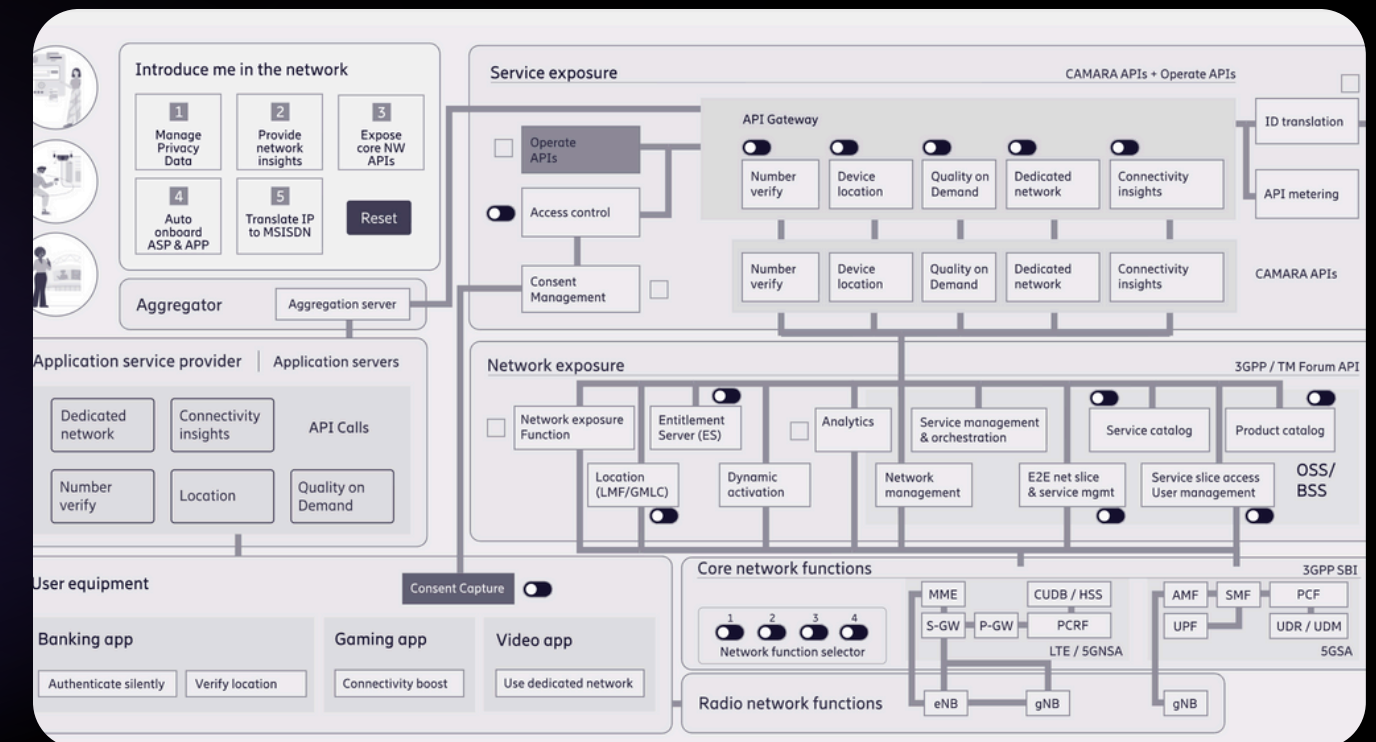
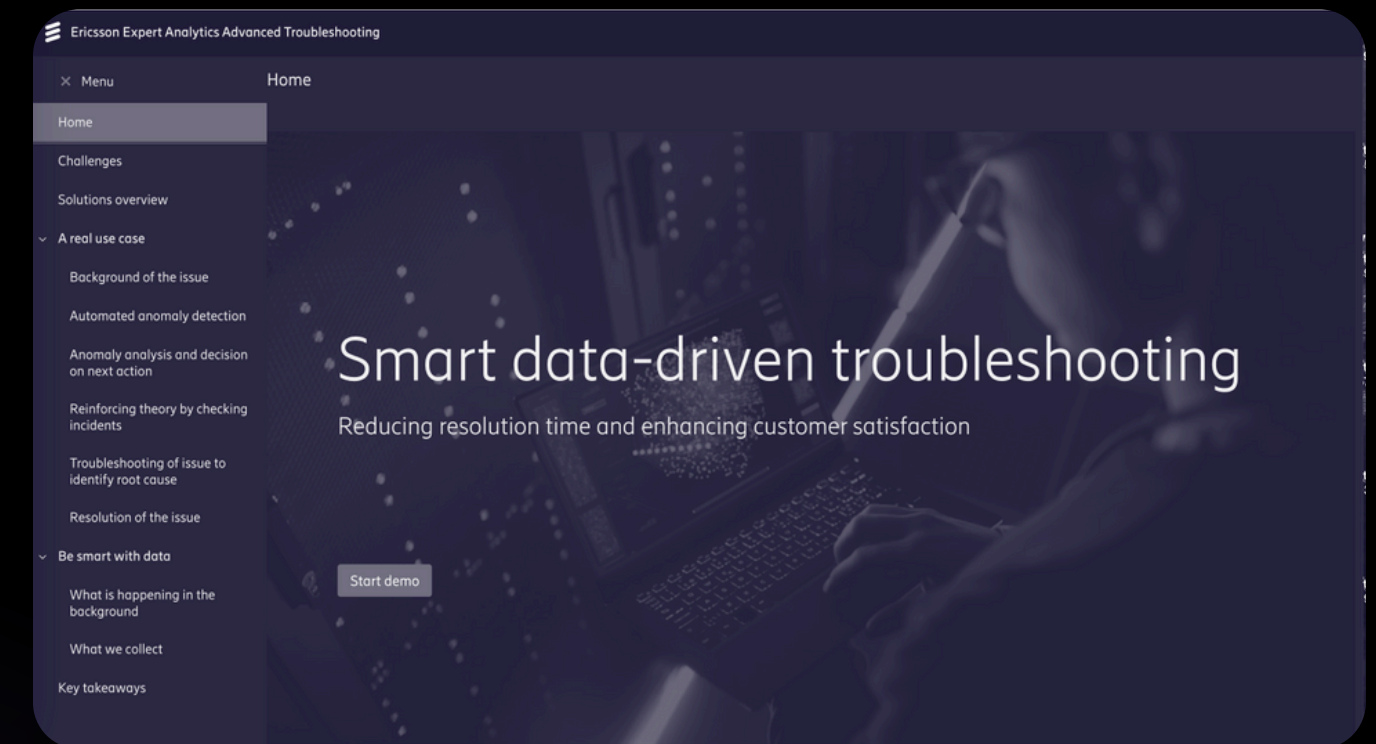
These projects transformed complex technologies into immersive, intuitive experiences for thousands of visitors.

## Role & Process

- Collaboration with engineers and developers
- UX strategy, interface design, and rapid prototyping
- Front-end support using HTML5, CSS3, React JS, and Unity
- Creative direction, visual language development, and design consistency

## Achievements

- 8 interactive demos delivered
- 2 awarded “Best Demo” in the NTN (Non-Terrestrial Networks) category







# Ericsson.com Pages

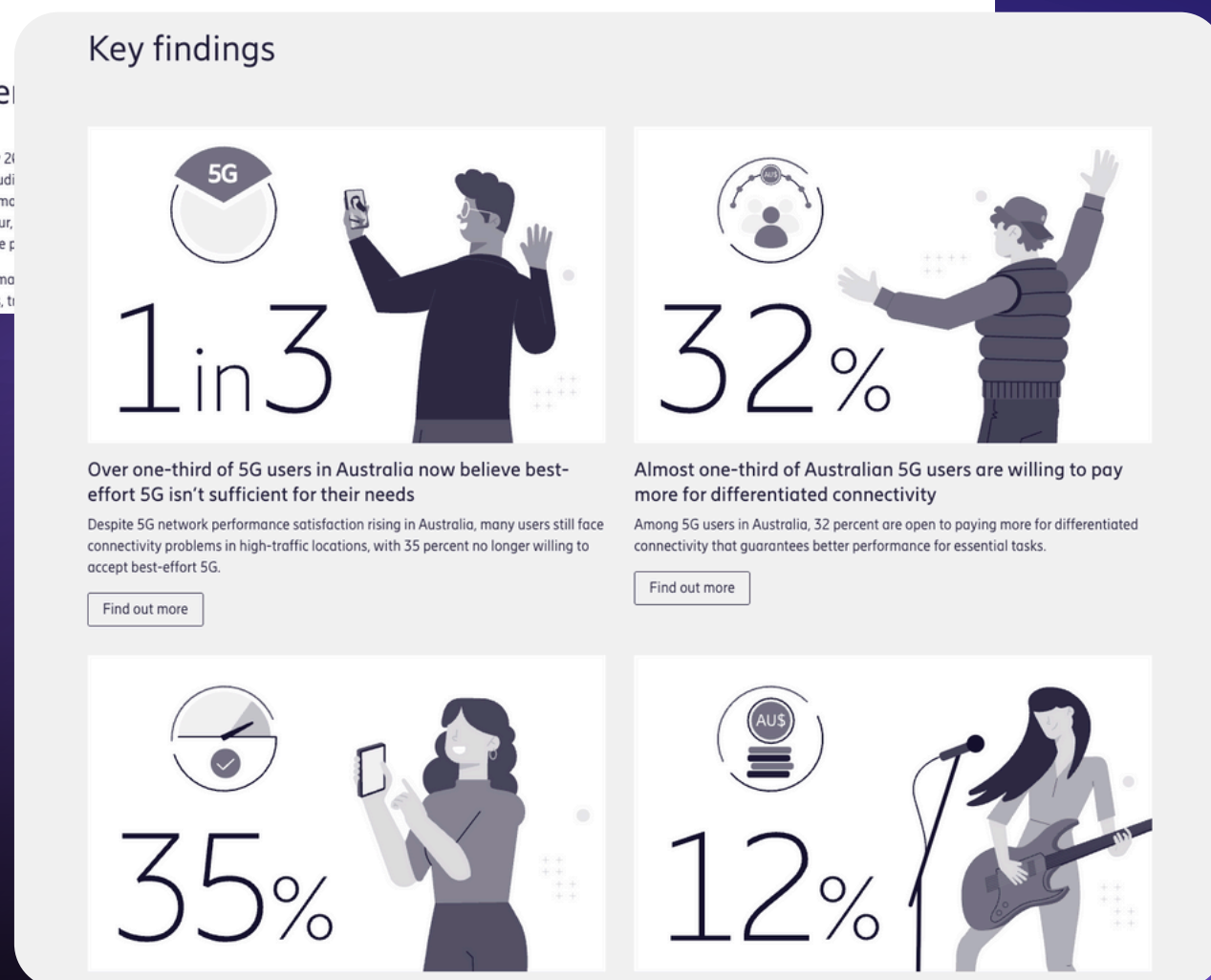
I designed, styled, and published pages for Ericsson.com including press releases, blog posts, and complex technology topics such as Differentiated Connectivity.

## Responsibilities

- Page layouts for high-visibility corporate communication
- Pixel-accurate alignment with Ericsson brand guidelines
- Hands-on publishing in a complex proprietary CMS
- Collaboration with content strategists, developers, and product owners

## Impact

- Improved clarity and visual structure for technical content
- Strengthened global brand consistency
- Delivered reliable, high-quality pages under tight deadlines





# SharePoint Sites

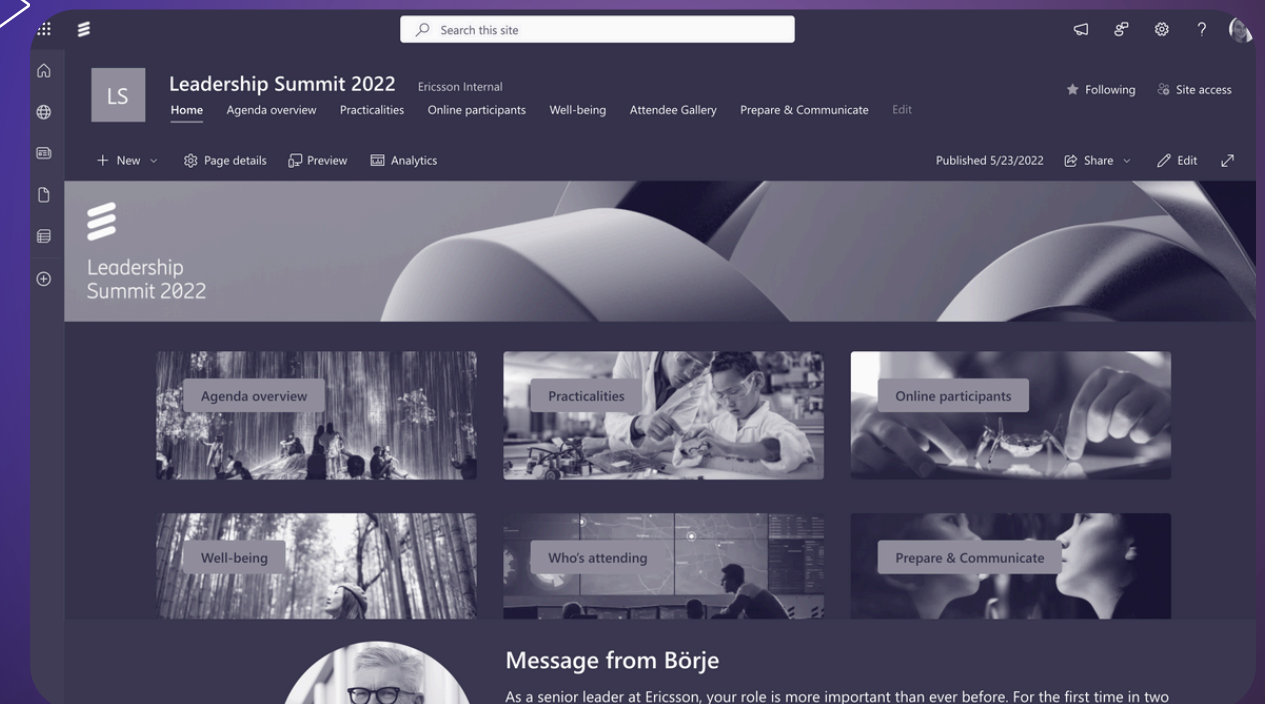
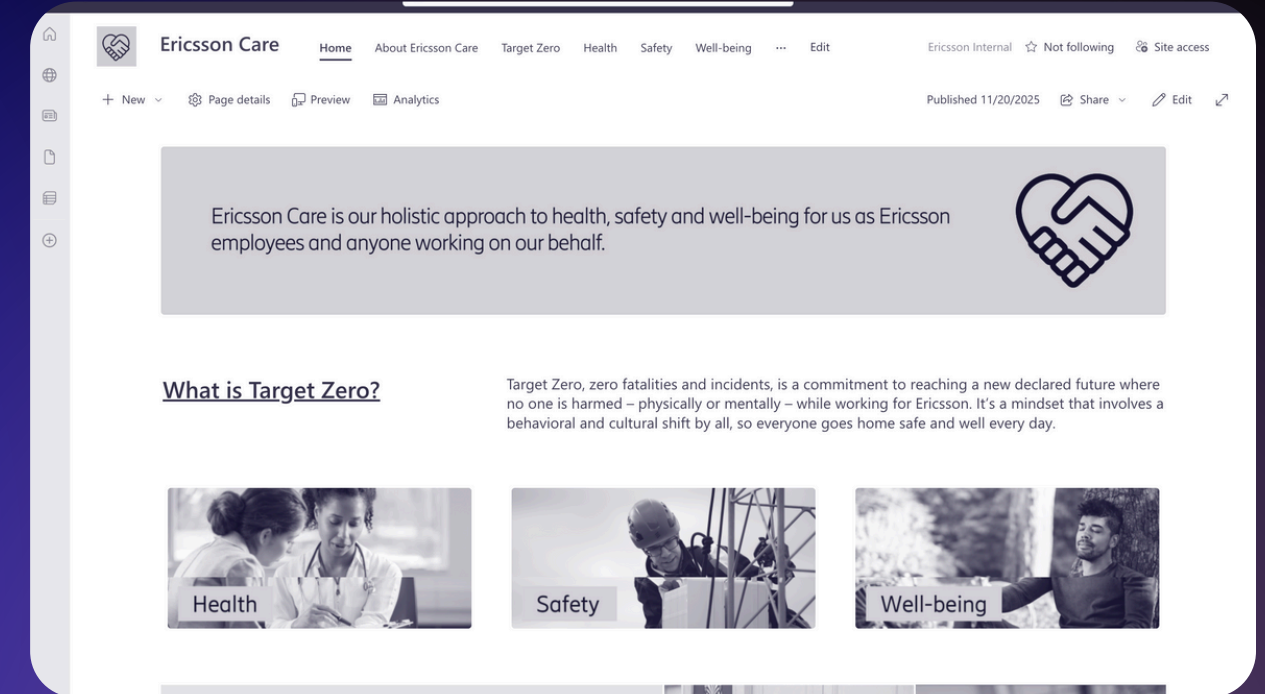
I created multiple complex SharePoint sites for internal teams, optimizing them for fast information access, strong usability, and brand consistency.

## Responsibilities

- Information architecture and user-centered site structure
- UI design aligned with corporate branding
- Custom HTML/CSS/JS enhancements
- Advanced list filtering and interactive tab-style navigation components

## Impact

- Faster access to key information
- Clearer content hierarchy for internal users
- Stronger communication workflows across teams





# Print & Publication Design

As Art Director of the Panel Literature Association, I developed a visual identity that unites literature, contemporary art, and editorial design.

I shaped the publication into a collectible series recognized for its refined typography, thoughtful curation, and cultural depth.

## Achievements

- 8 years as Art Director
- 12 magazine issues
- 3 published books
- 3 curated exhibitions
- Branding centered on Central & Eastern European arts







# Postcards & Small Assets

I designed postcards, merchandise, event materials, and social media graphics to extend our editorial identity into accessible formats.

These assets supported promotions, exhibitions, and community engagement across physical and digital touchpoints.

## Responsibilities

- Postcards, bookmarks, and branded print collateral
- Event visuals, posters, and templates
- Social media design for announcements and cultural programming

## Impact

- Strengthened brand presence and recognition
- Increased audience engagement
- Cohesive visual identity across print, digital, and merchandise

# Thank You

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