

Maria Gyarmati



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Profile

I am a highly experienced Art Director and Senior Web and Design Specialist with a proven track record of leading creative teams and delivering innovative design solutions. Over the past decade, I have honed my skills in UI/UX, multimedia design, and creative direction, managing projects for global organizations and driving artistic visions. I excel in organizing cross-functional teams, meeting tight deadlines, and producing award-winning creative work. With a strong artistic foundation and technical expertise, I bring a unique blend of creativity, leadership, and precision to every project.

Work Experience

02/2018

Budapest, Hungary

Art Director Panel Literature Association

- Spearheaded the development and unification of the magazine's artistic vision, aligning it with brand identity and audience expectations.
- Oversaw and coordinated a team of designers and artists, ensuring the production of high-quality deliverables.
- Organized and curated exhibitions, performances, and art shows, resulting in a 25% increase in audience engagement.

08/2017

Budapest, Hungary

Senior Web and Design Specialist, Project Lead Ericsson

- Coordinated the work of Web and XR teams
- Hold the communication with clients
- Developed and curated the creation of VR spaces
- Collaborated with cross-functional teams to design and develop various projects, including websites, mobile applications, and digital marketing materials
- Managed multiple projects, delivered exceptional results within tight deadlines
- Acted as a polite and careful adviser to internal and external stakeholders, providing creative solutions and guidance
- Provided technical support and training to team members
- Worked with customers to understand their requirements and deliver solutions that exceed their expectations

01/2013 – 01/2017

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

- Developed interactive projects on cultural heritage, such as spherical panoramas and immersive storytelling experiences
- Presented projects to academic and professional audiences, garnering positive recognition and feedback

07/2016 – 07/2017

UI/UX, Graphic Designer Postcard Portables Canada

- Designed user interfaces and user experiences for websites, elevating engagement and user satisfaction
- Developed brand visuals, crafting distinct styles tailored to individual brands
- Collaborated with team members to introduce cutting-edge design solutions
- Drove growth in website traffic and user retention by implementing impactful designs

Work Experience

12/2015 – 05/2016
Budapest

Art Director PixelRanger Studio

- Spearheaded the design of UI/UX for websites at PixelRanger Studio, elevating user experience and engagement
- Collaborated with team members to develop one-of-a-kind brand visuals and implement cutting-edge design solutions
- Successfully drove increased website traffic and improved user retention rates through the creation of impactful designs

08/2014 – 01/2016

UI/UX, Visual Designer & Developer The Travel Scientists

- Spearheaded UI/UX design and development initiatives for various websites, elevating user experience and bolstering brand identity for sub-projects of The Travel Scientists.
- Orchestrated the integration of visual elements amongst team members to maintain seamless branding and design uniformity.
- Created pioneering UI/UX solutions to enhance user engagement and boost conversion rates.

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
Native

Creative concept
development
Professional

Strong leadership abilities
Professional

Proficiency in Adobe
Creative Suite
Full

Excellent communication
skills
Professional

Creative vision
Full

Team leadership
Professional

Project management
Full

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

Volunteering

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.

02/2022 – 03/2022
Budapest, Hungary

Translator and coordinator Red Cross

- Provided translation services for Ukrainian refugees in Hungary, facilitating effective communication and coordination of resources
- Coordinated accommodation and supply needs for Ukrainian refugees fleeing war in Hungary
- Assisted Ukrainian refugees in navigating their new environment and accessing necessary services

Certificates

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>

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

Hobbies



Exploring distant lands



Artificial Intelligence



Dance performance



Running

Projects

02/2025 – 03/2025
Budapest, Hungary

Speaker

Future Fusion: Art, Branding, and Creative Technology workshop

- Led the Future Fusion: Art, Branding, and Creative Technology workshop series for the Panel Literature Association
- Designed and implemented a curriculum aimed at elevating brand identity for marketers, entrepreneurs, and creatives
- Guided participants in exploring branding through art, augmented reality, AI-driven design, and video storytelling
- Analyzed case studies from industry-leading brands and applied insights to real-world projects
- Developed and facilitated hands-on training sessions using tools such as Canva, Lens Studio, and Midjourney
- Provided strategic guidance on creating immersive brand experiences
- Equipped participants with practical skills and personalized brand assets for implementing cutting-edge creativity in their work

07/2023 – present
Online

Curator, VR developer, 3D designer

"Through the noise" VR exhibition

- Curated and developed "Through the Noise," a groundbreaking VR exhibition featuring a virtual train journey
- Designed and implemented a dynamic virtual landscape filled with media noise, providing visitors with a unique viewing experience
- Engaged visitors by incorporating AI-generated videos that could be viewed through virtual train windows

11/2023 – 11/2023
Budapest, Hungary

Curator, organizer

"Legend of Ethereal Budapest" Art Show

- Successfully organized and curated the "Legend of Ethereal Budapest" Art Show on November 18, 2023
- Dedicated six months to coordinating meetings with participating artists to discuss theme and involvement
- Collaborated with artists to select Szimpla Kert as the venue, managing communication for smooth coordination
- Oversaw the event at Szimpla Kert, ensuring a warm and vibrant atmosphere for attendees
- Orchestrated engaging activities including workshops, exhibitions, an audio installation, and AI film screening
- Integrated a dance performance inspired by Miriam Grunwald's poem from Panel magazine with AI visuals and sound, as well as an improv show for added joy and spontaneity

12/2022 – 01/2023
Budapest, Hungary

Curator, organizer, AR developer

"Layers of Sense" immersive multimedia exhibition

- Curated and organized the immersive multimedia exhibition "Layers of Sense" on December 14, 2022
- Integrated traditional visual artworks with innovative technologies such as augmented reality (AR) to provide audience with a unique artistic experience
- Selected AR as a pragmatic solution to address challenges faced by contributors in conveying the exhibition's themes
- Secured financial support from Goethe-Institut to make the exhibition possible