

Maria Fitzpatrick

UX/UI & Product Designer

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PROFILE

I'm a UX/UI and product designer based in London, working across websites, apps and interactive experiences. My work spans research, user flows, visual design and Figma prototypes. I also build websites and applications, taking ideas through to working products.

EXPERIENCE

Freelance UX/UI & product designer 2026 - present

Research, interface design, prototyping and development across digital and immersive projects.

SELECTED PRODUCT & EXPERIENCE DESIGN

Adidas Originals : Service design University project

Researched and designed a retail concept connecting a product-matching quiz, in-store kiosks and an interactive Cube. Prototyped the experience in Unreal Engine.

Unity Platform unityplatform.io

UX/UI for an enterprise planning platform, organising strategy, personas and requirements across 19 connected hubs. Worked across interface design and development.

Pinnlo

Researched, designed and built an application that helps founders develop ideas into product strategies. Created user flows, a design system and interfaces for voice and text interactions.

Riia riia.app

UX and interface design for a mobile skin-tracking app, covering voice check-ins, a visual diary, product tracking and pattern review.

WEBSITES, APPS & LIVE EXPERIENCES

Boomtown Town Hall : Interactive installation Aug 2026

Designed and built live screen displays for a festival citizens' assembly, translating debate into themes, topic counts and announcements across the room.

Built by Balmer : coaching app builtbybalmer.com

Research, UX flows and interface design for a mobile coaching app and coach dashboard, including onboarding, training plans and progress tracking.

Geoff Angel Photography : Website & shop geoffangelphotography.com

Designed and built a photography portfolio and print shop, with image browsing, checkout and a content management system for the photographer.

Good Day Therapy : Practice website gooddaytherapy.org.uk

Redesigned and built a psychotherapy practice website with clear service information, booking enquiries and a self-service content management system.

EARLIER EXPERIENCE

UX/UI Intern, Team ITG Jan - May 2024

Five-month UX/UI design internship.

EDUCATION

BA (Hons) UX/UI Design, Ravensbourne University London 2022 - 2025

First Class Honours

SKILLS

Design	User research, user flows, wireframing, prototyping, visual design, design systems, Figma
Build	HTML, CSS, JavaScript, TypeScript, React, Next.js, React Native / Expo, Supabase
Graphic	Flyers, event posters, social media content and visual identities for music and live events
Spatial	Virtual worlds, interactive installations, Unreal Engine 5, TouchDesigner