Emmy Fitzpatrick

UI/UX & Graphic Designer · Ottawa, IL · Remote
815-993-1884 · emmyfitz97@gmail.com
www.emmyfitzpatrick.com (password: EmmyDesigns)
linkedin.com/in/emmyfitzpatrick

Curious, visual, and allergic to clutter. I'm a UI/UX and graphic designer who gets excited by a hard problem. I like experimenting with type, layout, and interaction until something feels obvious and surprising at the same time. I treat every project, big or small, like it's going in my portfolio.

Experience

UI Designer, Predictive Sales AI March 2024 – Present

- Designed an AI-assisted field documentation tool that lets technicians capture job-site work on mobile and turns it into structured records that feed sales follow-up automatically.
- Own end-to-end design across B2B SaaS products on desktop and mobile, including lead management tools, administrative dashboards, and responsive customer websites, from research through final visual design.
- Deliver user flows, wireframes, high-fidelity interfaces, interactive prototypes, and developer-ready specs in Figma, working from requirements that shift mid-build.
- Helped shape the redesign of the Predictive Sales AI brand, contributing to its new visual identity and carrying it through the product and website.

Graphic Designer, Call Box January 2022 – March 2024

- As sole designer, created *CRISP Quarterly*, an editorial publication sent to more than 15,000 automotive dealerships, owning layout, typography, and art direction.
- Produced conversion-focused digital campaigns, executive sales presentations, data-driven infographics, and product collateral for a B2B SaaS call-tracking platform, translating tracking and analytics concepts into clear visual stories.
- Managed the creative queue from intake through delivery, balancing competing stakeholder priorities while maintaining brand consistency.

Skills

UI/UX Design · Product Design · User Flows and Wireframes · Prototyping · Interaction and Responsive Design · Design Systems · Accessibility (WCAG)

Graphic Design · Brand and Visual Identity · Typography and Layout · Editorial and Print Design · Digital Campaigns · Presentations · Infographics

Tools · Figma · Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Claude and Claude Design · HTML/CSS

Education

BFA in Graphic Design, University of Illinois at Urbana-Champaign December 2020