

Emmy Fitzpatrick

UI Designer · Ottawa, IL · Remote

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I design AI-assisted field tools, lead management software, and admin dashboards for a B2B SaaS company, across desktop and mobile. Four years in, I own features end to end: flows, interfaces, prototypes, and the design system they're built from. I came to product from campaign and editorial design, so I build screens that earn attention before they explain themselves.

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.
- Deliver user flows, wireframes, high-fidelity interfaces, interactive prototypes, and developer-ready specs in Figma, working from requirements that shift mid-build.
- Built and maintain the design system used across the product suite, standardizing components and shortening developer handoff.

Graphic Designer, Call Box / Car Wars

January 2022 – March 2024

- Designed CRISP Quarterly, an editorial publication distributed to more than 15,000 automotive dealerships, as sole designer.
- 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 holding brand consistency.

Skills

UI/UX design · product design · interaction and responsive design · design systems and component libraries · accessibility (WCAG) · Figma · Claude and Claude Design · Adobe Creative Suite · HTML/CSS

Education

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

December 2020