



MARIA  
OLIVEIRA

# UX / Product Designer

Taking a holistic approach to digital product design

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## SKILLS

Product Thinking, Problem-solving  
and Product Strategy

User Research, Heuristic Analysis,  
User Interviews, Usability Testing,  
Task / User Flow Mapping,  
Persona Generation, and User  
Workshop Facilitation

Information Architecture

Content Management Systems

UX Writing, SEO and Content  
Strategy

UX Design, Interactions and UI  
Design

Wireframing, Mock-ups and  
Prototyping

Design System Development

Accessibility and Inclusivity

Communication and Collaboration

## TOOLS

Figma, GA4, Adobe Creative  
Cloud, Miro, HTML, CSS,  
JavaScript, Tailwind, UserTesting,  
Zeplin, Hotjar, Miro, Framer,  
Webflow, Axure, Principle,  
Dovetail, Jira, among other little  
helpers.

## LANGUAGES

English, Portuguese, Spanish

## EXPERIENCE

### Freelance — Product Designer

JAN 2024 - PRESENT

Designed and developed websites for several clients, including established brands, startups and small businesses across B2C, B2B, and B2B2C sectors. Improved digital presence and boosted sales with user-friendly, responsive websites and SEO-driven content. (References and details available)

### JLGB — Communications & Marketing Manager

SEP 2022 - DEC 2023 / London, UK

Managed a small team in the marketing department of a youth organisation. Contributed to the design and marketing of the charity's eVOLve app and mobile-first website, boosting brand visibility and engagement. Help ran a 36-hour online fundraising campaign, raising £514,085 through promotional strategies.

### Modafirma — Digital Marketing Coordinator

NOV 2021 - OCT 2022 / Remote

Dealt mainly with SEO, copywriting, organic and paid traffic, and content creation for an Ad-tech e-commerce start-up focused on fashion, health & wellness and lifestyle. Created a trends-based content calendar, increasing Modafirma's social media following by 40% to 30k. Designed branded infographics and posts linked to website articles, which are still in use by the company.

### Phoenix Staffing — Part-time Events Operations Manager

DEC 2018 - NOV 2021 / London, UK

While completing a business degree, I worked for an agency, handling on-site operations, artist liaison, marketing and PR. I've worked on everything from corporate events to music festivals and hold APLH and first aid certifications.

## EDUCATION

Design Thinking and Innovation, Harvard Business School

UX Bootcamp, School of UX

JavaScript and Web Development, Code First Girls Kickstarter Courses

Agile and Scrum, iOS development and Python, CFG MOOCs

Digital Marketing Strategy, EdX University of Edinburgh (2023)

BSc Hon in Business — Birkbeck - University of London (2018 – 2021)

Product Design — Art School Soares dos Reis, Portugal (2012 – 2015)