



maria manuel moreira

head of product design @yoddle
& digital team leader @thethrivers

CONTACT

- mariamvmoreira@gmail.com
- +351 918 608 392
- Guarda, Portugal
- bymaria.pt
- [linkedin.com/in/mariammanuelmoreira](https://www.linkedin.com/in/mariammanuelmoreira)
- [behance.net/mmmoreiradesign](https://www.behance.net/mmmoreiradesign)

DESIGN SKILLS

- ux design
- ui design
- wireframing
- prototyping
- design systems
- user testing
- information architecture
- responsive design
- branding

TOOLS

- figma
- illustrator
- photoshop
- wordpress
- html
- css

LANGUAGES

- portuguese - native
- english - b2

the short version of a long design practice.

Head of Product Design, Digital Team Leader and UX / UI & Web Designer from Guarda, Portugal, with a Bachelor's Degree in Multimedia Communication. I design user-centred web and mobile experiences - from focused websites to complex digital products - pairing research and structure with interfaces people actually enjoy using.

01 experience

2025 - present

Yoddle - by TheThrivers

Head of Product Design

Leading product design for a smart-city platform, from discovery to shipped interface. Featured at Rock in Rio Lisboa 2026.

2025 - present

TheThrivers

Digital Team Leader and UX / UI & Web Designer

Leading the digital team to deliver user-centric solutions, define standards, streamline workflows and align stakeholders.

2022 - 2025

Allby

Web and UX / UI Designer

Designed web and mobile interfaces with wireframes, prototypes and mockups, refined through user testing and UX/UI best practices.

2020 - 2022

RM21 - Design Multimédia

Web and Multimedia Programmer

Designed and developed websites in code and WordPress, integrating multimedia and applying UX/UI best practices.

2019 - 2020

RM21 - Design Multimédia

Graphic Designer

Brand identities and visuals across media, packaging, merchandising and websites.

2018 - 2019

Citygym Guarda

Social Media Account

Managed social presence and optimised strategy through analytics and cohesive digital communication.

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EDUCATION

2021

Coursera • Google

Google UX Design Certificate

2021

Coursera • CalArts

Visual Elements of UI Design

2020

Google Digital Atelier

Principles of Digital Marketing

2015 - 2019

Polytechnic of Guarda

Bachelor's Degree in
Multimedia Communication

PEOPLE & PROCESS

active listening

empathy

team building

time management

mental organisation

resilience

problem-solving

collaboration

INTERESTS

Strategy and narrative-rich games -
quietly the same skill set: systems,
decisions, consequences.

02 how i work

- **empathy first**

Listening to the story behind a brief before reaching for a pixel - motivations and constraints included.

- **structure before surface**

Architecture, flows and hierarchy decided before visual language; the interface then has something to stand on.

- **systems, not screens**

Design systems and reusable patterns so products stay consistent as they grow.

- **evidence over opinion**

Wireframes, prototypes and user testing to validate direction before build.

- **ship and refine**

Close collaboration with development, then iterate on what real usage reveals.

03 focus areas

product design

end-to-end product work:
discovery, flows, interface,
handoff.

ux research & testing

interviews, usability testing
and iteration on real
feedback.

design systems

tokens, components and
guidelines built to scale.

web & brand

websites, landing pages and
identity systems that stay
coherent.