

WAGNER ROSA

SENIOR PRODUCT DESIGNER / UX LEAD / DESIGN SYSTEMS

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SUMMARY

Senior Product Designer with 10+ years of experience turning complex products, business logic and AI-powered workflows into clear interfaces and shipped experiences. Currently leads a team of 5 UX Designers at Nelogica and presents directly to the CEO. Combines end-to-end UX and design systems with a background in art direction and motion, across Financial Services, B2B SaaS, AI, Education and Climate Tech. Stays hands-on: designed and built a native iOS app solo, and uses AI-assisted workflows to move from design to working code.

EXPERIENCE

UX LEAD

NELOGICA | PORTO ALEGRE, BRAZIL | **AUG 2026 - PRESENT**

- Lead a team of 5 UX Designers, setting UX direction for financial and trading platforms with 4M+ users in 150+ countries.
- Present design concepts and rationale directly to the CEO, translating product strategy into prioritized UX decisions.
- Partner with Product and Engineering on scalable UX practices, handoff standards and cross-platform consistency.

SENIOR UX / PRODUCT DESIGNER

PLANTON | PORTO ALEGRE, BRAZIL | **JAN 2026 - AUG 2026**

- Led end-to-end UX and UI across B2B SaaS, AI, sustainability and education products, from discovery to developer handoff.
- Designed Planton Genius, a B2B SaaS platform for carbon emissions management, turning complex data, business logic and AI-powered workflows into clear interfaces.
- Designed and shipped Planton Academy, a B2B learning platform with three user roles, a 12-state onboarding flow and an AI tutor with human handoff.
- Created the Planton UI Design System: reusable components, design tokens, documentation and WCAG guidelines.

WEB / DIGITAL ART DIRECTOR

SISTEMA FIERGS | PORTO ALEGRE, BRAZIL | **JUL 2018 - JAN 2026**

- Led digital design for websites, portals, landing pages and digital products for SESI, SENAI, IEL, CIERGS and FIERGS, the industry federation system of Rio Grande do Sul.
- Delivered a complete navigation restructuring and UX redesign for IEL-RS.
- Designed and coded email marketing campaigns end to end, from concept to HTML and A/B testing.
- Presented design concepts directly to regional and national directors, aligning creative direction with business strategy.

EARLIER | Web Designer, MStech (2017 - 2018); Freelance Multidisciplinary Designer, Lisbon, Portugal (2014 - 2017); Video Editor, Poa Produções (2012 - 2014); Design Intern, Banrisul (2011 - 2012)

SELECTED WORK

CARBURANTE

NATIVE IOS APP FOR MOTORCYCLE RIDERS | **CARBURANTE.MOTORCYCLES**

- Designed and built solo in Swift: fuel logging in three steps with on-device photo reading of odometer and receipts, full-to-full consumption tracking, maintenance reminders, offline-first sync and a 25-badge achievement system.
- Created the product story end to end: brand, landing page, motion demo clips and an AI-assisted visual asset pipeline. Open source on GitHub.

CASE STUDIES | wagnerrosa.com/case-studies: Planton Genius, Planton Academy, Planton UI Design System, IEL-RS

SKILLS

UX and Product: Discovery, User Flows, Information Architecture, Prototyping, Usability Testing, Accessibility (WCAG)

UI and Design Systems: Figma (Auto Layout, Variables, Components), Design Systems, Design Tokens, iOS Design

Design-to-Code (AI-assisted): React, Tailwind CSS, HTML/CSS, Swift, Git/GitHub, Claude Code, MCP

Visual and Motion: Art Direction, Motion Design, Adobe Creative Suite (After Effects, Premiere, Photoshop, Illustrator)

EDUCATION AND LANGUAGES

International Professional Diploma in UX Design, UX Design Institute + ESPM (2024 - 2025)

B.A. Marketing and Advertising, IADE, Lisbon, Portugal (2011 - 2016)

Languages: Portuguese (Native) | English (Professional Working Proficiency) | Italian (Limited Working Proficiency)