



WAGNERROSA.COM

ABOUT

Senior Product Designer with over 10 years of experience designing and shipping digital products across education, AI and sustainability.

I transform complex business challenges into intuitive product experiences by combining product thinking, UX strategy, scalable Design Systems and production-ready React interfaces.

Working closely with engineering, I bridge the gap between design decisions and implementation, using AI-assisted workflows to accelerate exploration, development and validation.

LANGUAGES

- English (Professional Proficiency)
- Portuguese (Native)
- Italian (WIP)

EDUCATION

- Bachelor's Degree:
- Marketing and Communication Sciences (2011-2016) – IADE University (Lisbon, Portugal)
 - International Professional Diploma in UX Design (2024-2025) – UX Design Institute + ESPM

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WAGNER
ROSA

PS:
ALL LINKS
ARE CLICKABLE!

UX LEAD / SENIOR PRODUCT DESIGNER

EXPERIENCE

UX LEAD
NELOGICA – NELOGICA.COM.BR
2026 until now

- Working across UX and Product Design, contributing to UX direction and product experiences across Nelogica's digital ecosystem, within a team of 5 UX Designers.
- Collaborating with Product and Engineering to establish scalable UX practices and improve consistency across platforms.

SENIOR UX DESIGNER / PRODUCT DESIGNER
PLANTON – PLANTON.ECO.BR
2026 until ago/2026

- Led UX and Product Design across Planton's digital ecosystem, including carbon management software, AI-powered products, educational platforms and corporate sustainability initiatives.
- Designed end-to-end product experiences, transforming business requirements into scalable user journeys, information architecture and interaction models.
- Created and evolved the Planton UI Design System, establishing reusable components, design tokens and documentation shared across multiple products.
- Implemented production frontends in React, Next.js and TypeScript, collaborating closely with engineering to reduce design-to-code friction and ensure consistency between design and shipped interfaces.
- Applied AI throughout design and development workflows to accelerate exploration, implementation, documentation and validation of product decisions.

DESIGNER / ART DIRECTOR
FIERGS & SESI – FIERGS.ORG.BR / SESIRS.ORG.BR
2018 until 2026

- Led digital and web initiatives across the FIERGS system, including SESI, SENAI, IEL, CIERGS and FIERGS, working across websites, portals, landing pages and digital products.
- Collaborated with multidisciplinary and engineering teams to translate business and communication requirements into digital experiences, interfaces and visual systems.
- Worked across UX/UI, visual design, web design and digital communication, contributing to digital products, websites, portals and marketing initiatives.

WEB DESIGNER
MS TECH – MSTECH.COM.BR
2017 until 2018

Designed responsive websites and digital platforms, collaborating with development teams on interaction flows and implementation.

FUNDAÇÃO+ (Lisbon, PT)	FREE LANCER DESIGNER	2015 – 2016
POA PRODUCOES	VIDEO MAKER	2012 – 2014
BANRISUL	INTERN DESIGNER	2011 – 2012

SKILLS

PROFESSIONAL	SOFTWARES & APPS	5 to 9
Creative Thinking UX Design Advertising Audiovisual Strategy Technology Enthusiast	Figma React TypeScript GitHub Claude Code / Codex MCP / AI Adobe Suite	Riding Motorcycles Running Studying Italian Petting my cats Rock climbing