

Wagner Rosa

Senior Product Designer | UX Lead | Design Systems and Front-End Implementation

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Open to remote roles across Brazil, Europe and US time zones (GMT-3). Available as full-time employee, contractor or EOR.

PROFESSIONAL SUMMARY

Senior Product Designer with over 10 years of experience designing and shipping digital products across education, AI and sustainability. Transforms complex business challenges into intuitive product experiences by combining product thinking, UX strategy, scalable design systems and production-ready React interfaces.

Works closely with engineering to bridge the gap between design decisions and implementation, using AI-assisted workflows to accelerate exploration, development and validation. Background spans marketing, product design and front-end fundamentals, with experience in B2B SaaS, Climate Tech, EdTech and AI-driven products.

CORE COMPETENCIES

Product Design, User Experience (UX) Design, User Interface (UI) Design, Design Systems, Design Tokens, Information Architecture, User Flows, Interaction Design, Prototyping, UX Research, Usability, Design-to-Code, Art Direction, Web Design, Digital Strategy, Applied Artificial Intelligence (AI), B2B SaaS, Cross-Functional Collaboration, Stakeholder Management.

TECHNICAL SKILLS

Design: Figma, Design Systems, Design Tokens, Prototyping, Motion Design, Adobe Creative Suite

Design-to-Code: React, Tailwind CSS, shadcn/ui, HTML5, CSS3, Git – implements production components alongside engineering, using AI-assisted workflows (Claude Code, Codex, Model Context Protocol)

Content: Sanity CMS, next-intl (internationalization)

PROFESSIONAL EXPERIENCE

UX Lead

Nelogica | Porto Alegre, Brazil | August 2026 - Present

- Contributing to user experience 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 | Porto Alegre, Brazil | January 2026 - August 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.
- Designed and shipped Planton Academy, a B2B corporate learning platform serving enterprise clients: three user roles on a shared dataset, a 12-state onboarding flow, quiz-gated certification and an AI tutor with human handoff.
- Delivered a multilingual B2B website from visual direction to production: 9 fully localized pages in 18 days across 221 commits.
- Implemented production front-ends in React, Next.js and TypeScript with AI-assisted workflows, 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.

Web Art Director / Digital Art Director / Art Director

Sistema FIERGS | Porto Alegre, Brazil | July 2018 - January 2026

Progressed through Art Director (July 2018 - October 2020), Digital Art Director (October 2020 - February 2025) and Web Art Director (February 2025 - January 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.
- Acted as the primary designer responsible for websites and landing pages across the system, leading interface structure, information hierarchy, user flows and digital consistency standards while maintaining art direction duties.
- Joined a newly formed team within SESI focused on Health and Education products, leading the design of websites, landing pages and portals while improving usability and clarity across touchpoints.
- Collaborated closely with stakeholders, copywriters and engineering teams to translate diverse institutional requirements into cohesive and scalable digital experiences, managing multiple projects simultaneously.
- Delivered a complete navigation restructuring and UX redesign for IEL-RS, published as a case study.

EARLIER EXPERIENCE

Web Designer, MStech, Porto Alegre, Brazil | 2017 - 2018

Responsive websites, landing pages and digital portals, applying HTML5, CSS3 and JavaScript alongside Adobe tools, in close collaboration with engineering.

Freelance Multidisciplinary Designer, Fundação Mais, Lisbon, Portugal | 2014 - 2017

Landing pages and CMS-based websites for early-stage and social-impact initiatives in Lisbon's startup ecosystem, marking the transition to web design.

Video Editor, Poa Produções, Porto Alegre, Brazil | 2012 - 2014

Audiovisual editing and production, on-set video capture and final delivery.

Designer Intern, Banrisul, Porto Alegre, Brazil | 2011 - 2012

Email marketing campaigns, promotional materials and digital content for institutional campaigns; first exposure to the Adobe toolset.

EDUCATION

International Professional Diploma in UX Design (Certified UX Designer)

UX Design Institute, in partnership with ESPM | October 2024 - June 2025

Bachelor of Arts, Marketing and Advertising

IADE - Creative University (Institute of Arts and Design of Lisbon), Lisbon, Portugal | 2014 - 2016

Marketing and Communication

Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS), Porto Alegre, Brazil | 2011 - 2014

CERTIFICATIONS

Claude Code in Action · UX Design, UX Design Institute · Git and GitHub · Ruby on Rails · Film Editing

LANGUAGES

Portuguese (Native) · English (Professional Working Proficiency) · Italian (Limited Working Proficiency, in progress)

SELECTED CASE STUDIES

Planton Academy: Designing a Corporate Learning Platform, End to End

wagnerrosa.com/case-studies/planton-academy.html

From Editorial Brand to Product System: Building Planton UI

wagnerrosa.com/case-studies/planton-ui-design-system.html

IEL-RS: Navigation and UX Restructuring

wagnerrosa.com/case-studies/iel-rs-ux-redesign.html