

WAGNER LUANDER



Designer & Art Director — Branding, visual systems and digital product

Rio de Janeiro, RJ

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PROFESSIONAL SUMMARY

I am a Designer and Art Director with 8 years of experience in branding, visual identity and multichannel communication, currently a Product Designer at MEDGRUPO. I combine visual expertise, systems thinking and concept-to-delivery execution across brand projects, interfaces and digital experiences. Throughout my career, I have developed over 50 brands and independently led complex projects with a high approval rate, working across healthcare, technology, retail, services, audiovisual, sports and education.

CORE SKILLS

ART DIRECTION & CREATION

Art direction, visual identity, branding, key visuals, campaigns, visual storytelling, composition, image manipulation, editorial design and presentations.

SYSTEMS & DIGITAL

UI design, responsive design, information architecture, prototyping, components, variables, tokens, design systems, documentation and handoff.

PROFESSIONAL EXPERIENCE

JUN 2025 — PRESENT Remote / Rio de Janeiro

Product Designer

MEDGRUPO

- I design and evolve digital experiences for a medical education platform, turning business needs and product requirements into clear, consistent interfaces.
- I collaborate with product, development and stakeholders to build components, variables, tokens, prototypes and documentation in Figma.
- I created the visual direction for the brand's physical-products store, combining interface design and AI-generated imagery to show products in use; the proposal was approved as the basis for development.

JAN 2023 — JUN 2025 Remote / Rio de Janeiro

Art Director

GRUPO BLEND

- I led end-to-end projects in visual identity, key visuals, social media, packaging, presentations and multichannel materials, from brief to final delivery.
- I worked independently on brand projects delivered in cycles of up to two weeks, with a good approval rate and few rounds of revisions.
- I worked on complex projects with direct client contact, contributing to decisions and delivery.

EXPERIENCE
CONTINUED

JUL 2019 — DEC 2022 Hybrid / Rio de Janeiro

Graphic Designer

GRUPO BLEND

- I progressed from intern to junior and mid-level designer, building a foundation in branding, visual identity, art direction and execution across digital, print and editorial media.
- I developed project rationale from the outset, connecting concept, audience, positioning and visual expression rather than focusing solely on execution.

2018 — PRESENT Remote / Rio de Janeiro

Designer

INDEPENDENT PRACTICE

- I develop brand projects alongside my corporate career, using a personal method that connects purpose, language and visual expression.

TOOLS & TECHNOLOGIES

Design: Adobe Photoshop, Illustrator, InDesign and Figma.

Product & publishing: Framer, Make, Codex and Claude Code.

Generative AI: ChatGPT, Midjourney, Veo, Nano Banana and Seedance.

LANGUAGES

Portuguese Native

English B1 (intermediate), with advanced reading and listening comprehension; intermediate speaking.

EDUCATION & DEVELOPMENT

Technology Degree in Graphic Design — Unigranrio

2019 / Higher education in graphic design, visual communication and design processes.

ID CLASS — Marcelo Kimura / FORMA

2022 / Training in strategic branding and visual identity.

Art Direction for Creative Visual Branding — Domestika

2022 / Online course in art direction and branding.

Figma PRO — Scalable Design Systems — Feux Design

In progress, 2025–2026 / 30 hours and over 130 lessons on components, variables, tokens, governance and documentation.

Workshops

2026 / AI Advertising Campaigns — Human Academy; Figma to Framer — Human; Creating with AI — TERA.