



# LEANDRO D'ANDREA

Designer / Illustrator / Art Director  
Italian raised in Brazil and based in Sweden.  
<http://estudiodrops.com.br>

## CONTACT

+46 70- 550 90 62  
[hello@dropsandbits.com](mailto:hello@dropsandbits.com)

## EDUCATION

- 1992 - 1996  
**Bachelor in Fine Arts**  
UNESP - Institute of Arts / SP / Brazil
- 1992 - 1993  
**Advertising/Communication**  
PUC / SP / Brazil
- 1995 - 1996  
**Industrial Design**  
Mackenzie University / SP / Brazil
- 2015 - 2016  
**Character Animation**  
Animation Mentor / CA / USA
- 2010  
**Art Direction (for TV and Film)**  
Escola São Paulo - Vera Hamburger (Brazil)
- 2009  
**Children Book Illustration**  
Escola São Paulo - Maria Eugenia (Brazil)

1994  
**2D Traditional Animation**  
HGN TV & Cinema

## VOLUNTARY WORK

Jun 2007 – Jul 2011  
**Educator @ Instituto Criar**  
Brazilian NGO focused on the inclusion of teenagers - from underprivileged communities - in the business of film production and advertising. I was responsible for teaching new media and interactive stories.



## ESTUDIO DROPS MY OWN DESIGN STUDIO

Doing freelance work since 2000  
**Design and Illustration for clients:**  
MTV, Disney, McDonald's, Kwasila, McAfee, Microsoft, Wunderman, DPZ, Datamidia, Electrolux, Absolut, Kia, Panini, VISA, Adidas, Sadia, Oi FM, Saraiva, Sabesp and many others.



## LED + DROPS & BITS

Personal work since I was a child  
**Visual storytelling**  
Drops & Bits is an art collective where I invite some friends to work together or do some solo gigs. I do it under the pseudonym LED and I have been doing paintings, authoral comic books, illustrations and a lot of other things that you can check at <http://dropsandbits.com>

## WORK EXPERIENCE

01. Nov 2020 - Current  
**Mitigram AB**  
**Lead Product Designer**  
Fintech fixing the Trade Finance business, I'm helping to build a team and implement design processes.
02. May 2018 - Nov 2020  
**Hive Streaming AB**  
**Senior Product Designer**  
SaaS for enterprise video streaming. I took care of the whole design experience throughout the company.  

READ THE HIVE CASE
03. Oct 2016 - May 2018  
**Qliro AB @ Qliro Group (Former CDON Group)**  
**Senior Product Designer**  
B2C Fintech in the Nordics, started as a payment solution and now offering all sort of financial services (Payments, Loans, Savings), I was taking care of the app and web experiences in a team of 5 designers and copywriters.  

READ THE QLIRO CASE
04. Jul 2016 - Oct 2016  
**Split Stockholm / Consultant**  
**Senior Product Designer**  
My first assignment in Sweden. I spent a few months helping the design team at Ericsson as a consultant, designing dashboards and visualizations of complex systems and network.
05. Oct 2010 -Jun 2016  
**Titans Group + knowledge4Life**  
**Head of Design**  
Saas distributor for the largest cellular operators in Latin America. At Titans I developed Cloud and Education services. I was responsible for keeping the design team in sync while integrated into cross-functional teams working in an Agile environment.
06. Sep 2004 – Oct 2010  
**Grupo Bel / Oi FM**  
**Lead Designer**  
FM radio station - online and offline - from the Brazilian mobile operator Oi. I was responsible for the online experience and also pioneered a mobile app experience for iOS and Android in the early days of mobile development.
07. Feb 2003 –Aug 2004  
**F.biz - WPP Group - fbiz.com.br**  
**Art Director / Lead Designer**  
First online advertising agency in Brazil born from Fulano.com (see point 10). I was responsible for accounts like AXE, McDonald's, ESPN, Unilever, Peugeot and others.



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## LANGUAGES

### Portuguese

Native

### English

Full work proficiency

### Spanish

Full work proficiency

### Swedish

Limited understanding but evolving

### Italian

Limited understanding - from close contact to some relatives

## CURIOSITIES THAT DEFINES ME

### Tag cloud

Family, friends, Art, Music, Creative economy, Graffiti, Comics, Paintings, Film, Games, Architecture, Food, Coffee, Wine, Beer, Fika, Sketchbooks, Radical sports, Skateboard, Surf, Longboard, Beach, Travel, History.

### Fun fact

My family has been producing machines, silos and engineering solutions for coffee producers for over 100 years, but it was only later in life that I started to enjoy and drink coffee myself.

I'm also considered the "ugly duck" in the family circle for not following the path of engineering and / or administration, but despite this, I have always had full support in my decision to study art and design. ♥

08.

Jan 2002 – Dec 2002

[Grupo ZAP / zapimoveis.com.br](#)

### Senior Designer

Ex-PlanetaImovel.com and then Zap Imóveis, the first and largest Brazilian online real estate service to date.

09.

Nov 2000 – Dec 2001

[Banco Santander / Patagon.com](#)

### Senior Designer

A company founded by 2 Argentinians and acquired by BSCH Group, now Banco Santander, S.A. It was a fintech before all fintechs. I was responsible for the checking and stock market accounts experiences and a point of contact with Razorfish, the agency responsible for the Patagon brand at the time.

10.

Apr 2000 - Nov 2000

[Fulano.com](#)

### Designer

Brazilian entertainment website. A huge success case, Fulano started as a Quiz game and advertising platform and evolved to become [fanatee.com](#), a game developer and gave born to the first fully digital advertising agency in Brazil: F.Biz (see point 7) where I was invited to return and to help shape it.

11.

Feb 1998 - Mar 2000

[Widesoft Systems Ltd](#)

### Designer

ISP and B2B Solutions. Here is where my online design career started. I designed a CRM for clients like Bosch, Xerox, Rockwell, Transitions Lens, just to name a few.

12.

Jul 1997 - Jan 1998

[MSP - Mauricio de Sousa Productions](#)

### Animation Assistant

Traditional animation studio. I worked on a series of animations called "Video Gibi" with a talented international team.

13.

May 1994 - Dec 1995

[Walt Disney Animation - Buena Vista International](#)

### Animation Assistant

Through the former HGN animation studio in Brazil, I participated in the production of Disney Alladin's TV series, animating the characters traditionally: pencil and paper.

14.

Feb 1994 - Mar 1994

[FCB/Sibonney](#)

### Trainee - Art Director

I was chosen for the first trainee program from FCB/Sibonney, one of the biggest advertising agencies in Brazil at the time, fulfilling my student's dream of becoming an art director. But my career was about to turn 180° on my next work experience.