



# 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 including teenagers - from poor communities - in the film and advertising production business. I was responsible to teach new medias and interactive stories.



### ESTUDIO DROPS "ONE MAN BAND" 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. And where I use the LED pseudonym. I have been doing authoral comics, illustrations, paintings 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.

03.

Oct 2016 - May 2018

### Qliro AB @ Qliro Group (Former CDON Group)

#### Senior Product Designer

B2C Fintech in the Nordics, I was taking care of the app and web experiences in a team of 5 designers.

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.

05.

Oct 2010 -Jun 2016

### Titans Group + knowledge4Life

#### Head of Design

SaaS distribution for the biggest Mobile operators in LATAM. developing Cloud and Education services, I was responsible to keep the design team in sync while embedded in multi-functional teams working in an Agile environment.

06.

Sep 2004 – Oct 2010

### Grupo Bel / Oi FM

#### Lead Designer

Brazilian mobile operator's - online and offline - FM Radio Station. I was responsible for the whole online and also pioneering mobile app experience.

07.

Feb 2003 –Aug 2004

### F.biz - WPP Group - fbiz.com.br

#### Art Director / Lead Designer

Brazil's first online advertising agency born from Fulano.com (see point 10). I was responsible for accounts like AXE, McDonald's, ESPN, Unilever, Peugeot and many others..

08.

Jan 2002 – Dec 2002

### Grupo ZAP / zapimoveis.com.br

#### Senior Designer

Former PlanetaImovel.com and after became Zap Imóveis, Brazilian first and biggest online real estate service to date.

09.

Nov 2000 – Dec 2001

### Banco Santander / Patagon.com

#### Senior Designer

BSCH Group's financial site. A FinTech before all FinTechs. I was responsible for the online consumer experience.



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## LANGUAGES

**Portuguese**  
Native language

**English**  
Full work proficiency

**Spanish**  
Full work proficiency

**Swedish**  
Limited reading proficiency and evolving

**Italian**  
Limited understanding- from some relatives

## THINGS 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 more than 100 years now, but it was only later in life that I started appreciating and drinking coffee myself.  
  
I'm also the "ugly duck" in the family circle by not following an engineering and/or administration path but despite this I always got full support on my decision to study art & design. ♥

10.

Apr 2000 - Nov 2000

Fulano.com

Designer

Brazilian entertainment ebsite. 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. Where my online design career emerged designing a CRM for clients like Bosch, Xerox, Rockwell, Transitions Lens and so many other enterprises.
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 former HGN animation studio in Brazil, I participated in the production of Disney Alladin's TV series, animating the characters in the traditional way: 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.