



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

RELEVANT EDUCATION ▼

1992 - 1996

Bachelor in Fine Arts

UNESP - Institute of Arts / SP / Brazil

1992 - 1993

Advertising/Communication

PUC / SP / Brazil

1994

2D Traditional Animation

HGN TV & Cinema /SP / Brazil

1995 - 1996

Industrial Design

Mackenzie University / SP / Brazil

2009

Children Book Illustration

ESP / SP / Brazil

2010

Art Direction (for TV and Film)

ESP / SP / Brazil

2015 - 2016

Character Animation

Animation Mentor / CA / USA

VOLUNTARY WORK

Jun 2007 – Jul 2011

Mentor @ 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 mentoring groups into new media and telling interactive stories.

ESTUDIO DROPS

My own design studio

Doing freelance work since 2000

Designing for

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 collab

Ongoing personal work

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 pen name 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 ^

14. 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.

13. 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.

12. 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.

11. 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.

10. 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.

09. 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.

08. 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 5 below). I was responsible for accounts like C&A, AXE, McDonald's, ESPN, Unilever, Peugeot and others.

07. 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.



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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

WHAT DEFINES ME

Tag cloud

Family, Friends, Art, Music, Creative economy, Graffiti, Comics, Paintings, Film, Games, Series, Architecture, Food, Coffee, Wine, Beer, Fika, Sketchbooks, Extreme sports, Skateboard, Surf, Longboard, Beach, Travel, History and I'm sure that I'm missing something else.

Fun fact(s)

Coffee

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.

Support

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. At least they feel proud when saying "Oh, and he is the artist in the family", when in fact I'm - primarily - a designer.

Skateboard

At the age of 13 me and my older brother (16) started selling skateboard parts at our garage for friends and 1 year later we had a full physical skateshop - all with the help of our mother-in-law in the finance and administration. But then my brother left for the University 1 year later, and following him I left for the University too - both away from home and the shop was still relying a lot in our own hard work at that time - and my Mother-in-law got pregnant from my now-not-so-little sister and we had to close our doors. I'm not sure if that makes me an early entrepreneur but I like to think so anyway. Truth is I just love skateboarding.

06.

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.

05.

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 birth to the first fully digital advertising agency in Brazil: F.Biz (see point 8 above) where I was invited to return and to help shape it.

04.

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.

03.

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.

02.

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 Aladdin's TV series, animating the characters traditionally: pencil and paper.

01.

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.

Hive

Peer to peer enterprise video streaming • 2018-2020

Problem

When I started at Hive Streaming, they had no design in place nor designers working on their solutions, only engineers, which led to:

1. Hive Streaming having many different systems, so customers needed to login to each one every time with different credentials
2. Each system had a different user interface and experience weren't consistent.

My role

I started as their **first Product Designer**, covering both UX and UI for existing platforms, but also helping to design new products and offers. I spent most of my time with customer interviews, investigations, prototypes, AB test, and implementation of a design system and design library. We opted for **qualitative** under **quantitative** since the number of people that logs in to Hive are in the thousands (down to hundreds monthly) even though Hive have million of end users. It's just the nature of enterprise solutions and B2B.

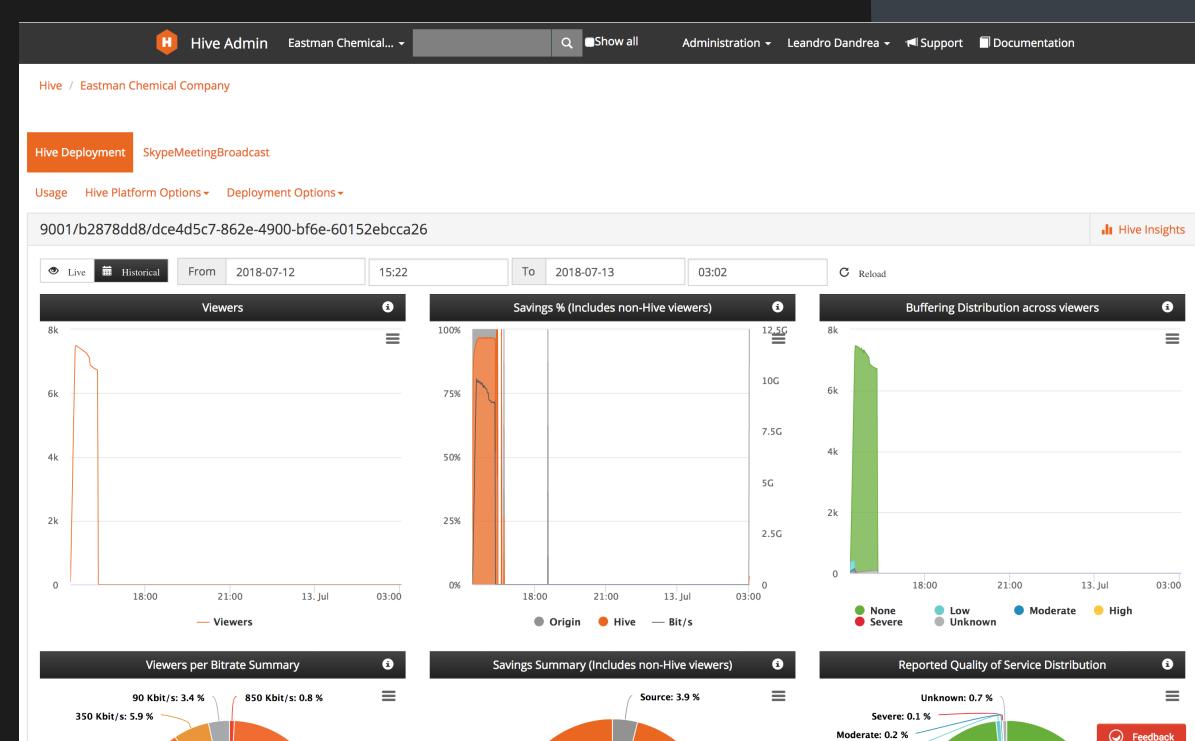
Result

A **Hive Portal** including all the old systems in one place with single sign-on (SSO) from Microsoft (optional, but more than 90% of all Hive customers are big Corps using MS solutions). The old systems became **Products** in the side menu and later on Hive expanded its own product portfolio offering inside Hive Portal.

SIDE BY SIDE COMPARISON

BEFORE

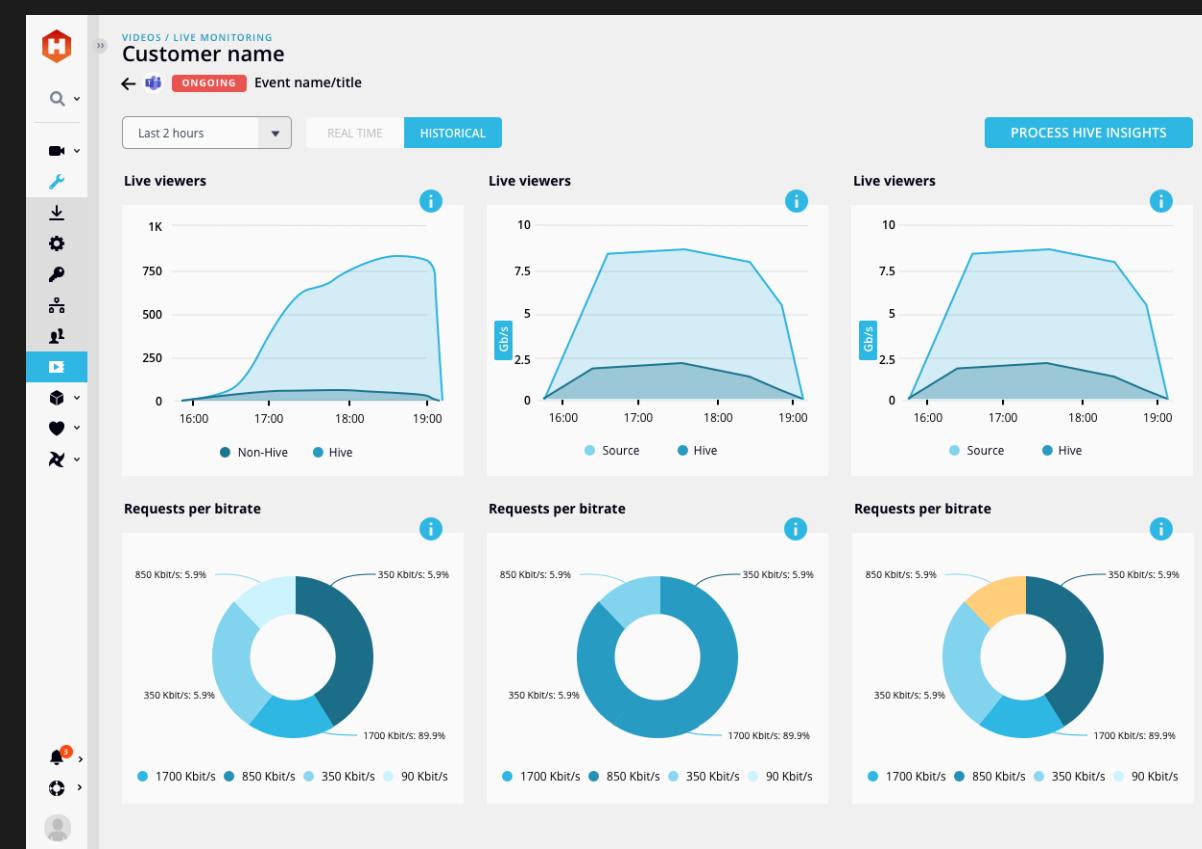
One of the many systems from the time I started at Hive Streaming.



This screenshot shows the 'Hive Admin' interface for Eastman Chemical Company, specifically the 'Events' section. The top navigation bar is identical to the previous screenshot. The main content area is titled 'Latest events' and lists events for the week of July 28, 2018, through July 15, 2018. Each event entry includes columns for 'Day', 'Live', 'Savings', 'Quality of Experience', 'Unique Viewers', 'Started At', 'Avg Viewed Time', and 'Identifier'. The interface uses tabs for 'Day', 'Week', 'Month', and 'Year' to switch between different time periods.

AFTER

Hive Portal with all updated components and SSO.



This screenshot shows the 'Hive Admin' interface for Eastman Chemical Company, focusing on a detailed data table. The top of the table has summary statistics: 'Videos: 32', '4370 viewers', 'ONGOING: 2', '1306 viewers', 'Average QoE: Excellent', 'Average savings: 87.6%', and 'Average viewing time: 16min'. The main body of the table is a grid of rows for specific events, with columns for 'Event start', 'Status', 'Name or Identifier', 'Viewers', 'Type', 'Savings (all sites)', 'QoE', and 'Avg View...'. The table is organized into sections for August, July, June, May, and April, with a navigation bar at the bottom ranging from 1 to 100.

Clear navigation
Consistent data visualization
Design system in place

Improved data tables
Summary on top of all table components

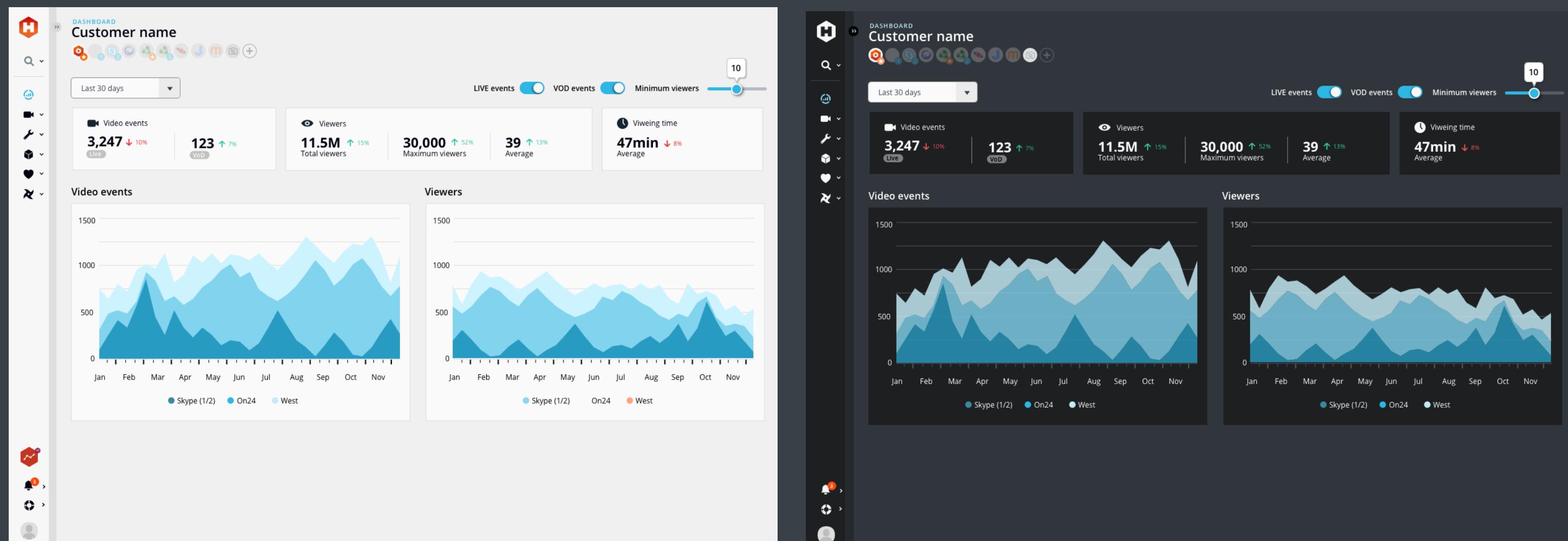
Tabbed navigation
Tabs as menus and submenus - clearly causing confusion.

Sidebar navigation
A sidebar to navigate between the different products and settings.

Hive

Peer to peer enterprise video streaming • 2018-2020

MODES LIGHT / DARK



After a few customer interviews, was clear that the **light mode** was easier to read for non-frequent users and C-Level customers while a **dark mode** was much better for producers and other use cases where the monitoring is being used for a long period of time in big displays.

DESIGN LIBRARY

A glimpse of Hive design library created to be used within Hive Portal and all future products. Design Library is a live entity being updated with new and improved components.

A grid of 15 cards, each representing a different UI component or system within the Hive Design Library:

- Titles**: Various title and header components.
- Buttons**: A collection of button styles including primary, secondary, and tertiary buttons.
- Toolips 2**: Examples of tooltip variations like sharp, rounded, and map bubbles.
- Toolips 1**: Examples of tooltip variations like single, multiple, and highlight bubbles.
- TEXT FIELDS 1**: Examples of text field variations like input, search, and text area.
- TEXT FIELDS 2**: Examples of text field variations like search, text area, and file input.
- Navigation 2**: Examples of navigation components like full menus and dropdowns.
- Navigation 1**: Examples of navigation components like header menus and individual pages.
- Toaster**: Examples of toast notification components.
- Selection**: Examples of selection components like checkboxes, radios, and sliders.
- Administration**: A sidebar navigation for administration with links to Downloads & Configs, Settings, License keys, Network info, and Users.
- Customer**: A sidebar navigation for the Customer section with links to Tickets (highlighted in blue), Downloads & Configs, Settings, License keys, Network info, and Users.
- Chips**: Examples of chip-based input components.
- Options**: Examples of options and dropdown components.
- Scale**: Examples of scale and range input components.
- Map**: Examples of map and location-based components.

SIDE MENU NAVIGATION

Navigating through a complex system - full of data visualizations, settings and tables for different personas - required a revamped navigation system.

The navigation itself became a dedicated topic within the **Hive design library**.

Hive

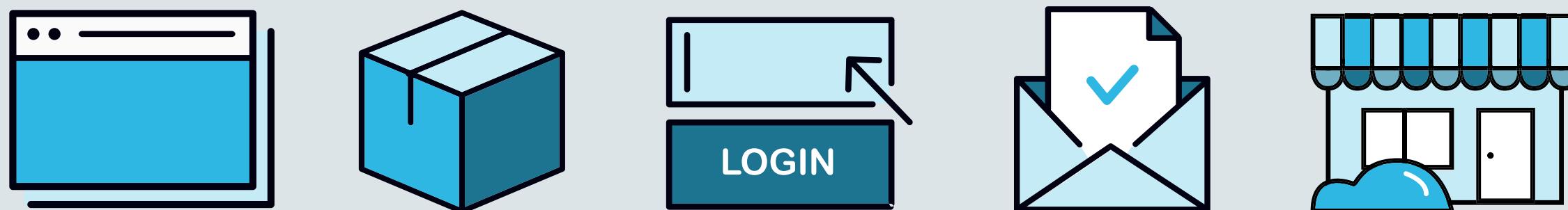
Peer to peer enterprise video streaming • 2018-2020

DESIGN SYSTEM

I also created all assets for the Hive design system, from icons, color palette, fonts, tone of voice and up to illustrations, below a few examples of branded icons (used in presentations, marketing, etc...), and system icons.

BRAND ICONS

Outlined icons
Shaded (any secondary or tertiary hues)
Freely scalable
More detailed



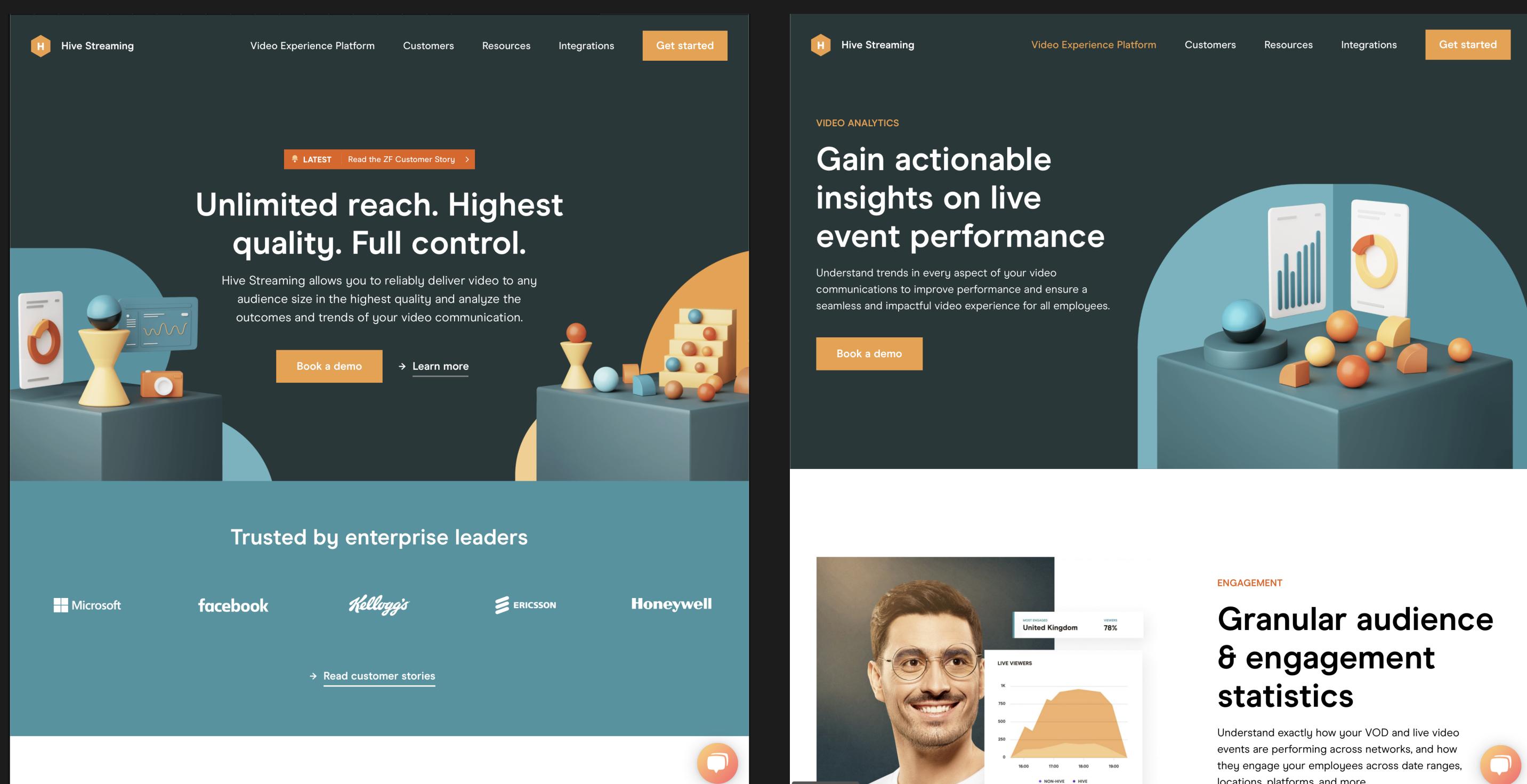
SYSTEM ICONS

Solid icons
Flat single color
base8 scale system
MUST be readable in very small sizes



FINAL ASSIGNMENT

My last assignment at Hive consisted of helping with the rebrand alongside London based agency called Together and below you can see the nice final result. I would have loved to see this rebrand rolling out to the platform before moving on to my next challenge within the FinTech world.



Qliro

Qliro financial services • 2016-2018

Problem

Qliro was launched first as a payment solution to be used inside CDON Group's companies (the biggest e-commerce group in the Nordics), to replace the costly and consolidated Klarna. After payment solution the natural second step for Qliro was to provide other financial services to consumers, like Loans, Savings, and Credits. First problem: How to offer other services when consumers download Qliro's app only to pay their invoices? Second problem: How to do that without interrupting their payment flow? Side job: Doing a quick temporary solution to fix urgent problems while we developed the long term solution.

My role

I was part of a design team of 5, including one UX writer, as a product designer I navigated between UX, UI, and research, and always collaborating closely with developers and POs.

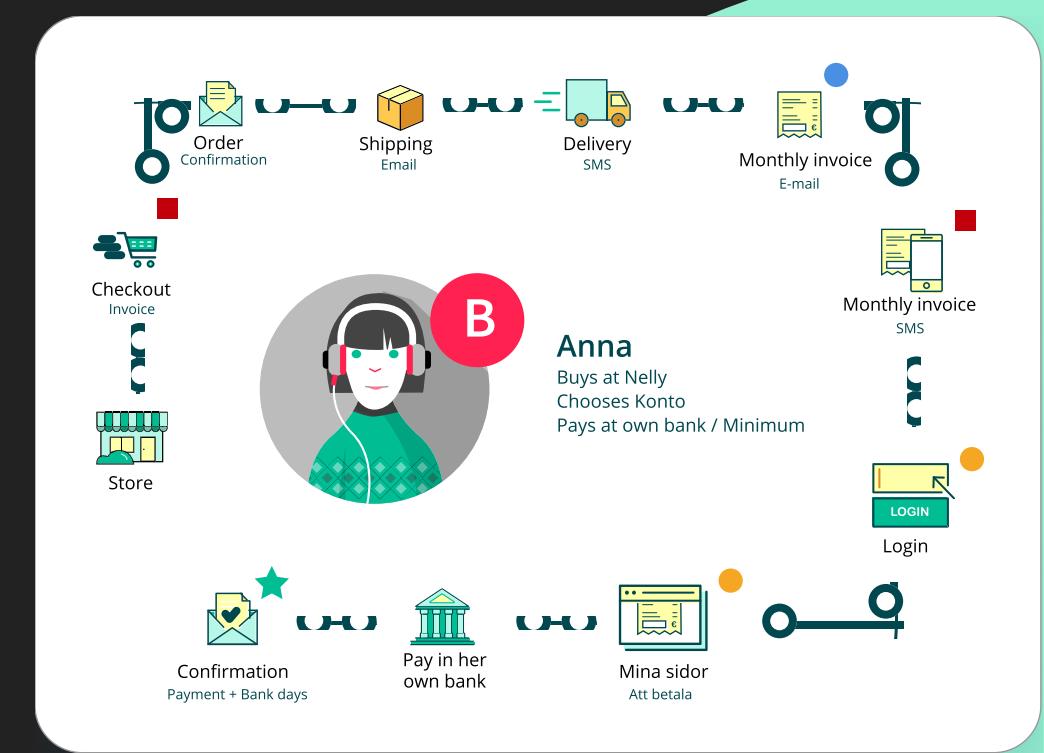
Result

We launched a new app and web application, alongside with the new products, and during many weeks after launch, we were on the top 10 at App Store with very good reviews. Payments continued growing as usual, with a great peak during Black Friday, and the launch of Loans was a success case.

1. Flows and journeys

Understanding the needs of our consumers, and where - during their journey - were more sensitive to approach them with a new product. We combined user interviews, face to face and also using Lookback, together with quantitative data from Qliro's sister companies to find the sweet spot

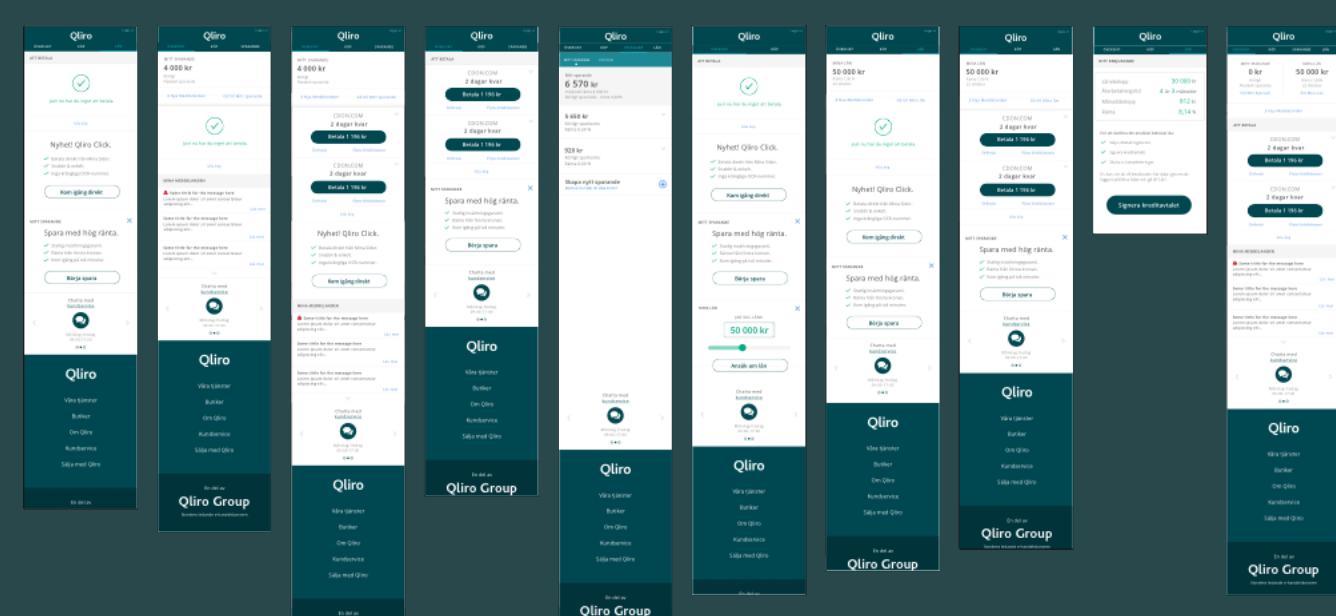
User journeys and flows



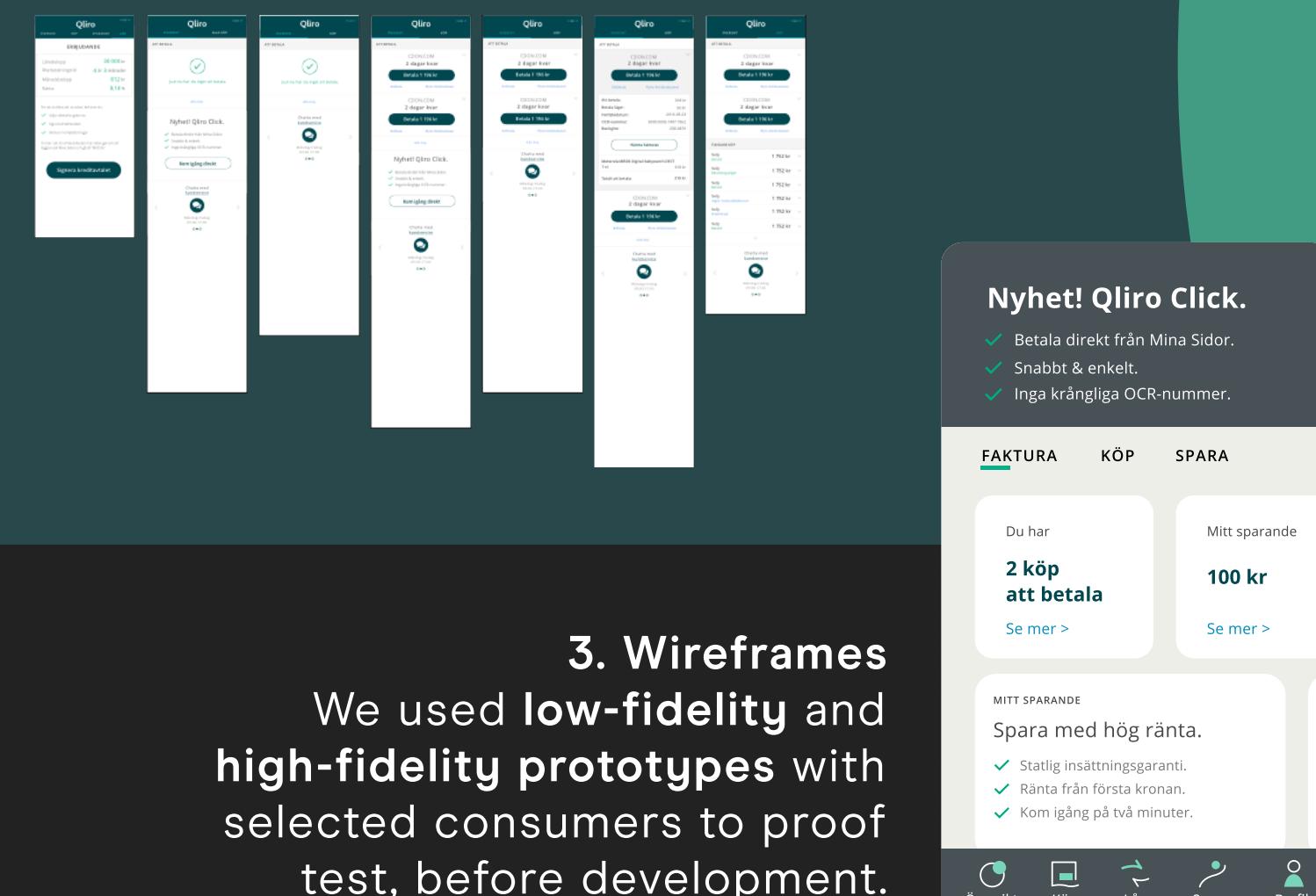
2. Sketch + Flint + Zeplin

Tools chosen within the design team to prototype and to handover to developers.

Pay direct from the overview / with recurring payment

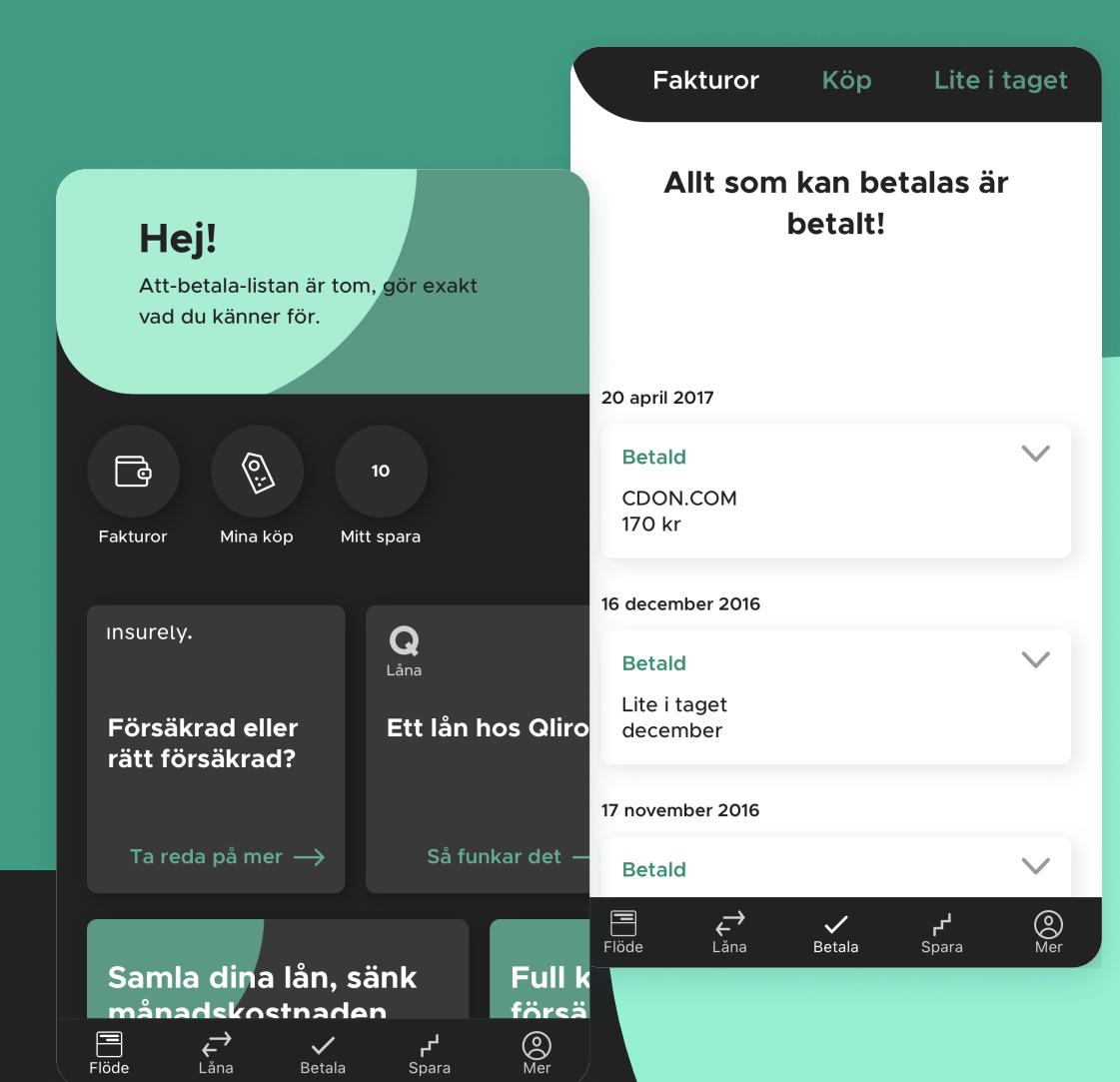
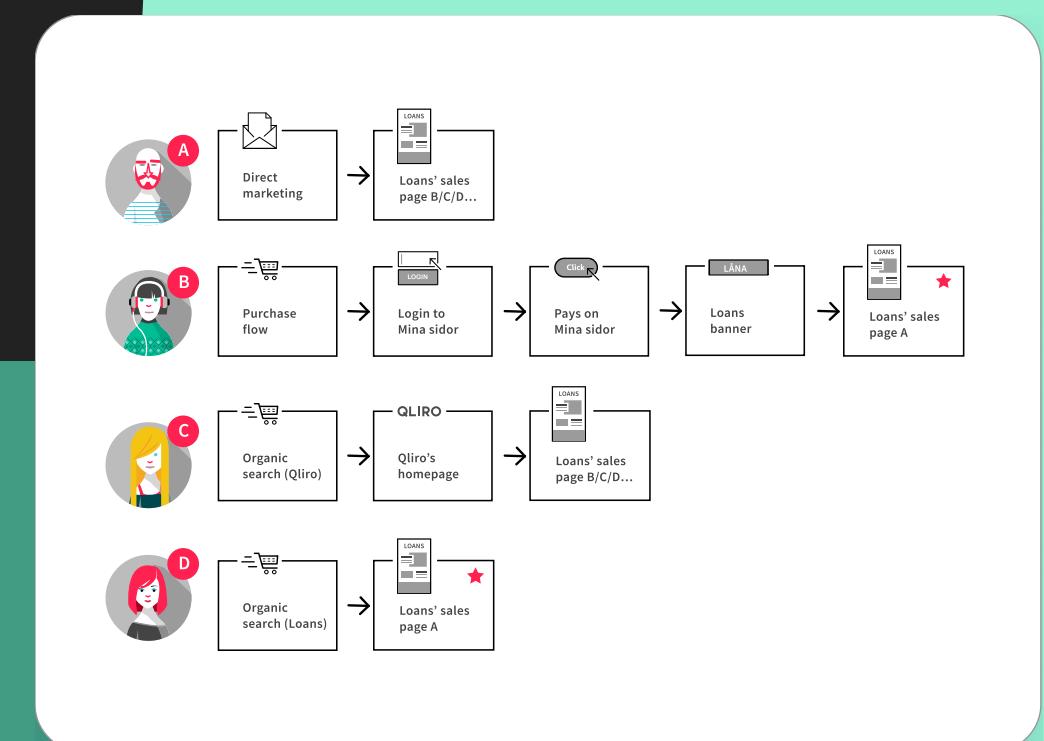


Pay direct from the overview



3. Wireframes

We used **low-fidelity** and **high-fidelity prototypes** with selected consumers to proof test, before development.



4. Final App

The final version of the app with all the offers in the overview screen.

Product icons

Enabled



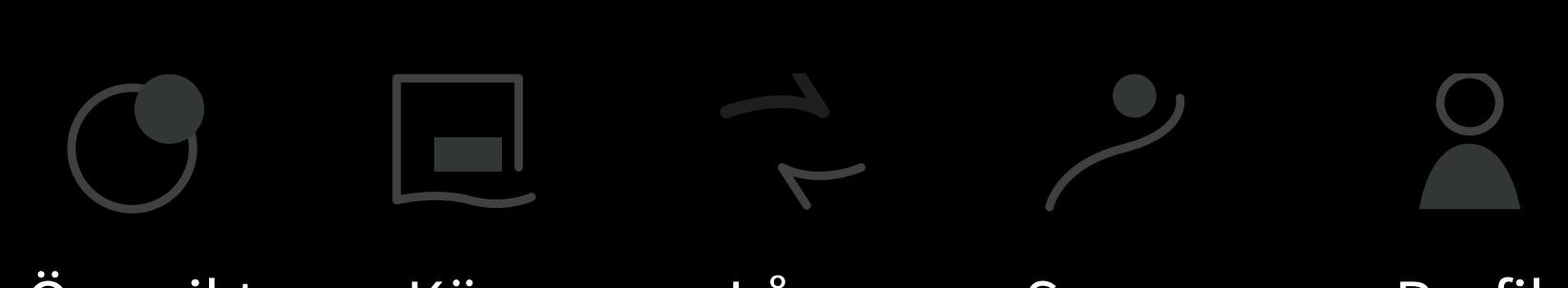
Enabled



Disabled



Disabled



Extras

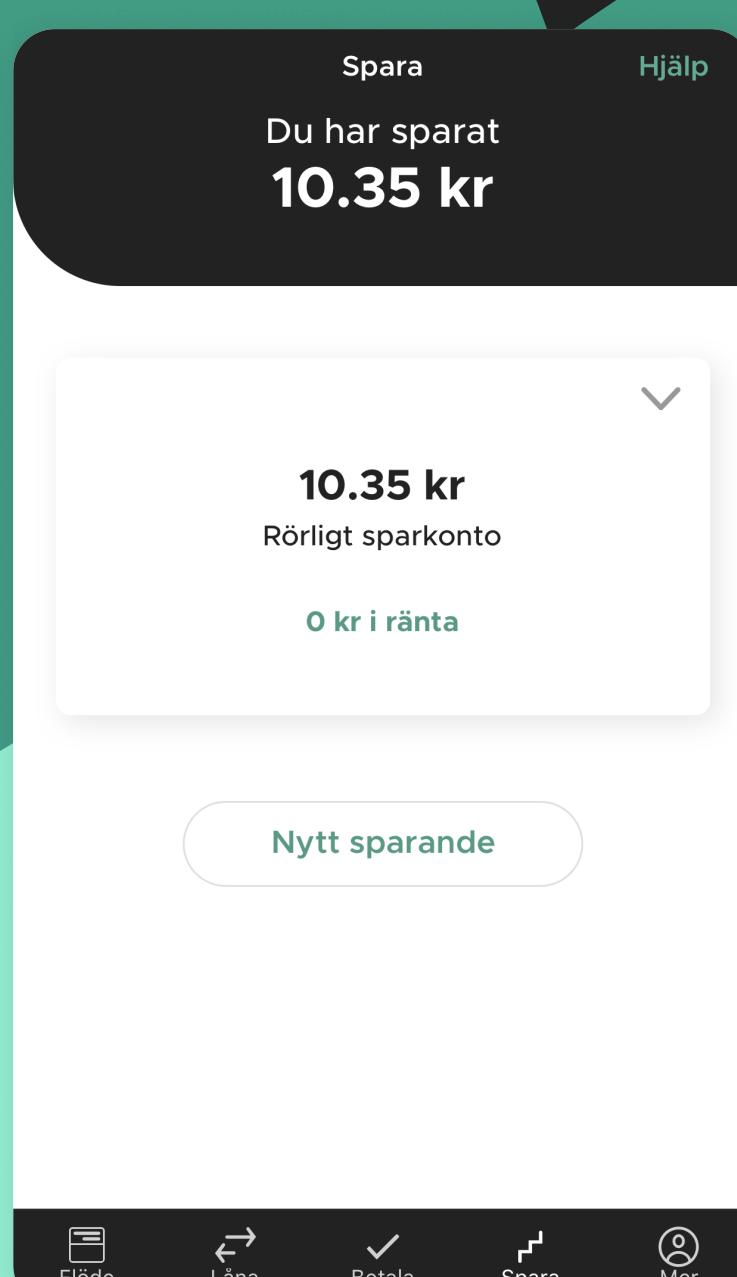


Extras



Savings and Loans

Qliro got **Finansinspektionen** approval to become a financial institution **one year after** I started at the company, but we started designing **Savings accounts and Loans** from day 1.



Qliro

Qliro financial services • 2016-2018

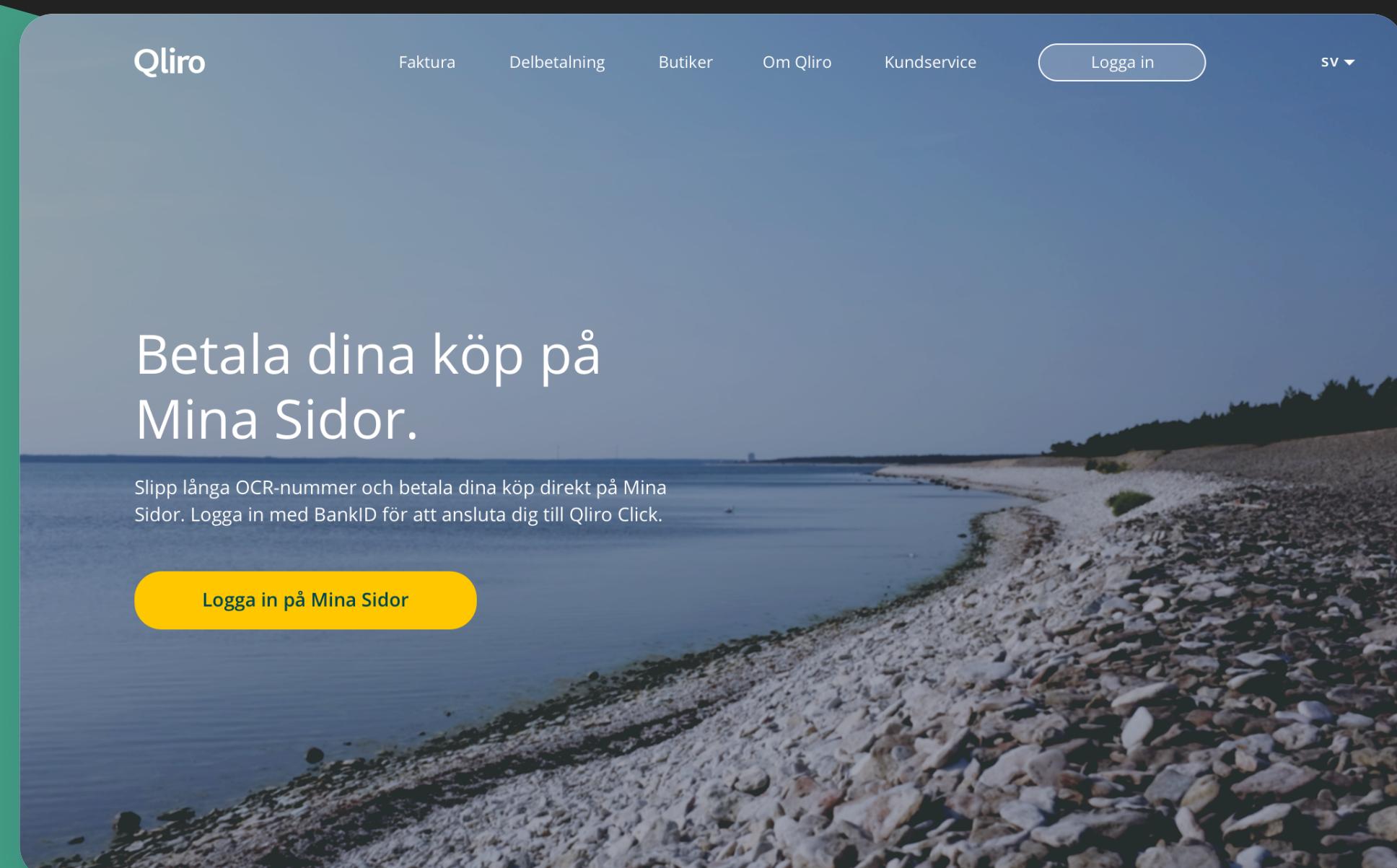
Qliro 1.0

The website when I started at the company had serious navigation issues.



Qliro 1.5

The temporary fix before the long rebranding we were working on.



Qliro 2.0

The rebranded Qliro, new colors, logo, tone of voice and overhauled touchpoints.

