



LEANDRO D'ANDREA

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

CONTACT

+46 70- 550 90 62
hello@dropsandbits.com

RELEVANT EDUCATION ▾

- 1993 - 1996
Bachelor in Fine Arts
UNESP - Institute of Arts / SP / Brazil
- 1993
Advertising/Communication
PUC / SP / Brazil
- 1994
2D Traditional Animation
HGN TV & Cinema /SP / Brazil
- 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.

READ THE HIVE CASE (3 PAGES - PDF - 5.8MB)
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.

READ THE QLIRO CASE (3 PAGES - PDF - 13MB)
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.



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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.

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.

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 born 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 Alladin'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.