



LEANDRO D'ANDREA

Designer doing | Product | Service | UX | UI |
Italian | Brazilian | Swedish
hello@estudiodrops.com
+46 70 550 90 62

CASE STUDIES (FIGMA PROTOTYPE)

EDUCATION & COURSES

- 1993 - 1996
UNESP - Institute of Arts / SP / Brazil
Bachelor in Fine Arts
- 1993
PUC / SP / Brazil
Advertising/Communication
- 1994
HGN TV & Cinema /SP / Brazil
2D Traditional Animation
- 1996
Mackenzie University / SP / Brazil
Industrial Design
- 2009
ESP / SP / Brazil
Children Book Illustration
- 2010
ESP / SP / Brazil
Art Direction (for TV and Film)
- 2015 - 2016
Animation Mentor / CA / USA
Character Animation

VOLUNTARY WORK

- Jun 2007 – Jul 2011
Instituto Criar de TV e Cinema
Mentor - Digital Designer
Brazilian NGO dedicated to fostering the inclusion of teenagers from underprivileged communities in the film production and advertising industry, my role encompassed mentoring groups in the realm of new media and crafting interactive narratives.

ENTREPRENEURIAL WORK

- since 2000
Estudio Drops
Head fo Design
What: My own design studio
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.
- since 2010
Drops & Bits by LED
Art Director / Artist / Illustrator
What: An art collective
For: Personal projects and crazy ideas, alone or together with fellow artists, illustrators, motion designers, musicians.... <http://dropsandbits.com>

WORK EXPERIENCES

15. Jan 2023 - Current
The LEGO® Group
Senior Digital Product Designer
What: The biggest toy brand in the world.
Working on: Design System & Documentation.
14. Nov 2020 - Dec 2022
Mitigram AB
Lead Product Designer
What: Trade Finance fintech.
Working on: Design System, Brand, UX, UI & Mentoring.
13. May 2018 - Nov 2020
Hive Streaming AB
Lead Product Designer
What: Peer-to-peer video streaming for enterprises.
Working on: Design System, Brand, UX, UI & Mentoring.
12. Oct 2016 - May 2018
Qliro AB @ Qliro Group (Former CDON Group)
Senior Product Designer
What: Fintech with payments, savings and loans.
Working on: Brand, UX, UI & Mentoring.
11. Jul 2016 - Oct 2016
Split Stockholm / Consultant
Senior Product Designer
What: Consulting at Ericsson.
Working on: Dashboard, Dataviz, Design System, UX, UI.
10. Oct 2010 -Jun 2016
Titans Group + knowledge4Life
Head of Product Design
What: White label Mobile apps for Mobile Operators.
Working on: Mobile apps, Design System, Design management & direction, Design strategy, Hiring & Training, Concept, Research & Development & Mentoring.
09. Sep 2004 – Oct 2010
Grupo Bel / Oi FM
Head of Design
What: Mobile operator online & offline FM Radio.
Working on: UX,UI, advertisement, marketing, mobile apps, web campaigns.
08. Feb 2003 –Aug 2004
F.biz - WPP Group - fbiz.com.br
Art Director
What: Advertising agency. Some clients: C&A, AXE, MTV, McDonald's, ESPN, Unilever & Peugeot.
Working on:Online games, game design, advertisement, marketing, art direction, UX, UI, Concepts, web campaigns.



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LANGUAGES

Portuguese

Native

English

Full work proficiency

Spanish

Full work proficiency

Swedish

Basic

Italian

Basic

FUN FACTS

Skateboard ♥

At the age of 13, my older brother—then 16—and I embarked on a skateboarding venture, initially selling parts from our garage to friends. With the invaluable assistance of our mother-in-law managing finances and administration, within a year, we transformed our humble setup into a full-fledged physical skate shop. However, when my brother and I both left for university, leaving home and the shop behind, the business struggled to sustain itself without our constant dedication. Eventually, with my mother-in-law expecting my now-not-so-little sister, we sadly had to close our doors. While some may consider this early entrepreneurship, for me, it's simply a testament to my enduring love for skateboarding.

Career path & support

I'm often seen as the unconventional outlier, having opted for a path in art and design rather than the more traditional routes of engineering or administration within my core family. Nonetheless, I've consistently received wholehearted support for my decision. It's amusing how they proudly introduce me as "the artist in the family", even though my main focus is on design.

Brewing some taste

While my (engineering) family has been innovating in the coffee industry for over a century—designing machines, silos, and engineering solutions for coffee producers—it wasn't until later in life that I developed a taste for and began enjoying coffee myself.

TAGS

#family #friends #art #music #creativeeconomy
#graffiti #comics #paintings #film #games #series
#architecture #food #coffee #wine #beer #fika
#sketchbooks #extremesports #skateboard #surf
#longboard #beach #travel #history and I'm sure that I'm missing a lot more.

WORK EXPERIENCES

07.

Jan 2002 – Dec 2002

Grupo ZAP / zapimoveis.com.br

Senior Designer

What: Real State website

Working on: Campaigns, advertisement, UX, UI, marketing.
06.

Nov 2000 – Dec 2001

Banco Santander / Patagon.com

Senior Designer

What: Day trade and investment website.

Working on: Information architecture, Brand, marketing, UI, Concept, HTML, CSS & JS.
05.

Apr 2000 - Nov 2000

Fulano.com

Designer

What: Quiz game website.

Working on: Brand, Information architecture, UI, advertisement, marketing, game development, illustration & design guidelines.
04.

Feb 1998 - Mar 2000

Widesoft Systems Ltd

Designer

What: ISP and B2B SAAS.

Working on: UI, concept, advertisement, marketing, illustration, HTML, CSS and JS, Server-side development, database management, Graphic design & Print design.
03.

Jul 1997 - Jan 1998

MSP - Mauricio de Sousa Productions

Animation Assistant

What: Traditional animation studio.

Working on: Character animation, animation, in between & clean up artwork.
02.

May 1994 - Dec 1995

Walt Disney Animation - Buena Vista International

Animation Assistant

What: Traditional animation studio / HGN Brazil.

Working on: Character animation, animation, in between & clean up artwork.
01.

Feb 1994 - Mar 1994

FCB/Sibonney

Trainee - Art Director

What: Advertising agency

Working on: Art director trainee.