



# LE D'ANDREA

Italian | Brazilian | Swedish  
Based in Sweden - working in Denmark

## CONTACT

+46 (0) 70 550 90 62

+45 60 34 81 84

[hello@ledandrea.com](mailto:hello@ledandrea.com)

## LINKS

<https://ledandrea.com>

<https://linkedin.com/in/leandrodandrea>

## ABOUT ME

I started my career in animation and art direction, where I learned that great experiences are built through storytelling, rhythm, and emotion.

Since then, I've spent more than 30 years helping organizations transform complexity into products, services, and systems that people can understand and trust. My experience spans fintech, enterprise software, digital media, and global brands, working across product design, service design, design systems, and leadership.

Today, at the LEGO Group, I continue exploring the space where business strategy, human needs, and creative thinking meet.

Outside of work, I'm inspired by family, art, skateboarding, coffee, and the belief that creativity grows when people feel safe to experiment, learn, and play.

## AREAS OF EXPERTISE

### Design Leadership

Organizational Design • Team Development • Executive Alignment • Design Strategy

### Product & Service Design

Product Discovery • Service Design • Research • Customer Experience

### Design Systems & Operations

Design Systems • DesignOps • Accessibility • Governance

### Creative Direction

Storytelling • Brand Systems • Motion & Visual Communication

## LANGUAGES

**Portuguese** Native

**English** Full professional

**Spanish** Full professional

**Swedish** Basic

## WORK EXPERIENCES

### 15. The LEGO Group

#### Senior Digital Product Designer

Jan 2023 - Current | Billund, Denmark / Hybrid

##### Design System Leadership (Jan 2023 - Mar 2024)

- Contributed to the evolution of LEGO's enterprise Design System, aligning product, engineering, and brand teams around scalable UX and accessibility standards.
- Established governance models, documentation practices, and adoption strategies that improved design-development collaboration.
- Partnered with UX Research to strengthen data-informed design processes across teams.
- Mentored designers and championed consistency, usability, and design quality at scale.

##### Service Design & Product Strategy (Apr 2024 - Current)

- Leading service design initiatives for LEGO's global Revenue Management organization.
- Partnering with senior stakeholders to align business strategy, operational processes, and user needs.
- Facilitating discovery and systems-mapping activities that inform roadmap priorities and organizational decision-making.
- Driving human-centered transformation across complex enterprise services.

### 14. Mitigram AB

#### Lead Product Designer

Nov 2020 - Dec 2023 | Stockholm, Sweden / Hybrid

- Led the evolution of Mitigram's design practice, helping scale the organization from startup to enterprise fintech.
- Defined design strategy, established a company-wide design system, and improved cross-functional ways of working.
- Partnered with product, engineering, and executive leadership to align customer needs with business priorities.
- Mentored designers and helped cultivate a strong design culture centered on collaboration, experimentation, and craft.
- Unified brand and product experience through consistent design standards and strategic direction.

### 13. Hive Streaming AB

#### Lead Product Designer

May 2018 - Nov 2020 | Stockholm, Sweden / On-site

- Led the maturation of Hive's design practice, helping transform its enterprise streaming platform into a more scalable and customer-centered product.
- Established the company's first Design System and design processes, enabling consistency across teams and products.
- Partnered with Product, Engineering, and leadership to align user needs, business goals, and product strategy.
- Introduced research and discovery practices that informed decision-making and product direction.
- Mentored designers and championed a collaborative design culture across the organization.

### 12. Qliro AB

#### Senior Product Designer

Oct 2016 - May 2018 | Stockholm, Sweden / On-site

- Played a key role in Qliro's transformation from e-commerce payments provider to regulated fintech.
- Defined the company's first cohesive design strategy, integrating UX, visual identity, and accessibility across products.
- Partnered with Product, Marketing, and Compliance to simplify complex financial services into intuitive customer experiences.
- Introduced design review practices that improved consistency and collaboration across teams.
- Mentored designers and product managers, helping advance design thinking and UX maturity across the organization.
- Strengthened trust and credibility through user-centered design in a highly regulated environment.



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## EDUCATION

1993 - 1996

**UNESP - Institute of Arts / SP / Brazil**

BA in Visual Arts

1993

**PUC / SP / Brazil**

BA in Advertising

1996

**Mackenzie University / SP / Brazil**

BA in Industrial Design

## ADDITIONAL EDUCATION

1994

**HGN TV & Cinema / SP / Brazil**

2D Character Animation

2009

**ESP / SP / Brazil**

Children Book Illustration

2010

**ESP / SP / Brazil**

Art Direction for TV and Film

2015 - 2016

**Animation Mentor / CA / USA**

3D Character Animation with Pixar mentors

2025

**IDEO U**

Creative leadership training

## WORK EXPERIENCES

### 11. Split Stockholm / Ericsson (Consultant: 3 month contract)

Senior Product Designer

Jul 2016 - Oct 2016 | Stockholm, Sweden / On-site

- Defined the UX vision for a next-generation analytics platform used by global operations teams.
- Designed scalable data visualization and dashboard frameworks for complex enterprise environments.
- Collaborated with engineering, data science, and product teams to translate analytics into actionable user experiences.
- Contributed foundational design principles later reflected in Ericsson's broader Design System.

### 10. Titans Group

Head of Product Design

Oct 2010 - Jun 2016 | São Paulo, Brazil / Hybrid

- Built and led the company's product design organization, supporting telecom products deployed across the Americas.
- Defined design strategy, operating models, and scalable design practices across multiple product lines.
- Established an early Design System and DesignOps foundation that improved consistency and delivery efficiency.
- Partnered with executives to align product vision, business goals, and customer needs.
- Recruited, mentored, and grew the design team into a mature in-house function.
- Led innovation initiatives across emerging digital platforms, including mobile, tablet, TV, and wearables.

### 09. Grupo Bel / Oi FM

Head of Design

Sep 2004 - Oct 2010 | São Paulo, Brazil / Hybrid

- Led digital transformation initiatives across web, mobile, content, and brand experiences.
- Built and managed a multidisciplinary design and marketing team, establishing design as a strategic function within the organization.
- Defined product and brand strategies that positioned Oi FM as an early leader in digital music and community engagement.
- Partnered with business, marketing, and engineering leaders to launch new digital products and audience experiences.
- Fostered a culture of creativity, collaboration, and innovation across teams.

### 08. F.biz (WPP Group)

Art Director

Feb 2003 - Aug 2004 | São Paulo, Brazil / On-site

- Directed digital campaigns and interactive experiences for global brands including MTV, McDonald's, Unilever, and Peugeot.
- Applied early UX and interaction design principles to web, gaming, and digital marketing projects.
- Partnered with creative, technology, and strategy teams to deliver engaging cross-platform experiences.

### 07. Grupo ZAP / zapimoveis.com.br

Senior Designer

Jan 2002 - Dec 2002 | São Paulo, Brazil / On-site

- Designed digital experiences for one of Brazil's first online real estate platforms.
- Worked across product, marketing, and sales to improve usability, engagement, and conversion.
- Contributed to the evolution of early UX practices within the organization.



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## ADDITIONAL LEADERSHIP EXPERIENCE

### Estudio Drops

Founder/Head of Design

2000 - Current

Founded and led an independent design studio serving global brands, agencies, and startups across design, motion, illustration, and digital products.

Delivering creative and product design work for clients including Disney, Microsoft, VISA, Adidas, MTV, and McDonald's since 2000s.

## MENTORSHIP

### Instituto Criar de TV e Cinema

Mentor in Digital Design and New Media

Jun 2007 — Jul 2011

Mentored groups of aspiring designers and creators in digital media, interactive storytelling, and game design.

Supported the development of creative, technical, and professional skills for careers in the creative industries.

## WORK EXPERIENCES

### 06. Banco Santander / Patagon.com

Senior Designer

Nov 2000 — Dec 2001 | São Paulo, Brazil / On-site

- Designed customer-facing experiences for online banking, trading, and investment products.
- Collaborated with product and engineering teams to simplify complex financial workflows and data-rich interfaces.
- Led the implementation of Razorfish's global design vision, coordinating an international team to deliver a large-scale digital banking platform.

### 05. Fulano.com

Designer

Apr 2000 — Nov 2000 | São Paulo, Brazil / On-site

- Designed brand identity and user experiences for an early gaming and entertainment platform, combining visual design, interaction design, and gamification principles.
- Contributed to end-to-end product development across design, marketing, and front-end implementation.

### 04. Widesoft Systems Ltd

Head of Design

Feb 1998 — Mar 2000 | Limeira, Brazil / On-site

- Led design for B2B SaaS and ISP solutions, overseeing product experience, branding, and digital communications.
- Introduced shared UX and visual standards across products, creating a more consistent customer experience.

### 03. Mauricio de Sousa Productions

Character Animation Assistant

Jul 1997 — Jan 1998 | São Paulo, Brazil / On-site

- Contributed to the production of animated series for one of Latin America's largest entertainment studios.
- Developed a strong foundation in storytelling, visual narrative, and character-driven experiences.

### 02. Walt Disney Animation / Buena Vista International (through HGN Brazil)

Character Animation Assistant

May 1994 — Dec 1995 | São Paulo, Brazil / On-site

- Supported character animation and production for Disney's regional adaptation of the Aladdin animated series.
- Gained early experience in storytelling, craft excellence, and multidisciplinary collaboration.

### 01. FCB/Siboney Brazil

Art Director Trainee

Feb 1994 — Mar 1994 | São Paulo, Brazil / On-site

- Assisted senior creative teams in campaign development for global brands.
- Learned the fundamentals of creative strategy, visual communication, and collaborative design practice.