



Leandro Vila

Freelance Art Director & Designer

📍 Chiavari, Metropolitan City of Genoa, Italy

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Languages

English (Fluent)

German (Basic)

Spanish (Native)

About

Graphic Design / Illustration / Art Direction <https://www.behance.net/leavila>

BRANDS WORKED WITH

Creative Director

Experience

- **Senior Art Director at Wunderman Thompson**

| Sep 2021 -

- **Senior Art Director**

| May 2018 -

In this studio I attend the position of Senior Art Director. I am in charge of the art of all the accounts at the Studio, having to guide the designers to get beautiful and powerful pieces. Showing them different artistic options to sort out any piece of designing.

I worked for Coca-Cola, Fanta, Kellogg's, Pringles.

- **Art Director**

| Jan 2018 -

I was in charge of the art for advertising communication for Chevrolet. I had to take very important decisions regarding tone, references, look & feel and aesthetics of every piece.

- **Art Director**

| Jul 2017 -

I was in charge of the art for advertising communication for Chevrolet. I had to take very important decisions regarding tone, references, look & feel and aesthetics of every piece.

- **Dupla Creativa/Arte**

| Dec 2016 -

I was given different projects as a freelance designer. I would work with a copywriter being involved in both parts creative and graphic.

In this studio I did projects for Argentine Wines, Dermaglos, Firmax Spanish Real State, among others.

- **Freelance Designer**

| Dec 2016 -

I was involved in the leading of several projects for these studios. I did illustration, design and creativity.

- **Senior Art Director**

Creative Director | Sep 2012 -

I started working at this studio as a Senior Graphic Designer. At the end of my first year of work there, I was offered to attend the position of Senior Art Director, being in charge of the artistic part of every project and working along with the Creative Director. This was a very enriching experience for me because it allowed me to suggest ideas and discuss them with him, learning in each project about the duties and process of the creative part of the work. Without knowing, since I was a very curious person, I was taken the most out of it to be capable of accepting the offer to attend the Creative Director position.

Regarding Art Direction position I took part in TVC shootings, Photo shooting and graphic design leading.

- **Senior Graphic Designer**

Creative Director | Sep 2011 -

Al entrar en el estudio, ocupaba el cargo de DG Sr. Mis tareas eran realizar propuestas gráficas, key visuals, propuestas de packaging, POP, BTL, debatidas previamente con el DA y el DC.

Así es como realicé propuestas para el Quilmes Rock, Pepsi Music, Personal Fest, Ediciones especiales de packs para Brahma y Budweiser, y otras.

- **Director de arte**

| Aug 2009 -

This is a small agency with global clients. I attended the position of Art Direction, working for clients from different places and different markets like US, China and European Countries.

- **Diseñador Senior**

| Aug 2006 -

At this studio I worked in designing of several different pieces, like editorial, branding, POS, Corporate Manuals, Illustration and Web Design.

- **Director de producción y diseño**

| May 2003 -

This is a Printing Press with a design department. I worked in the design department, being my duties the design of different pieces and preparation of files to print them.

- **Diseñador freelance**

| Mar 2000 -

Proyectos de autogestión.