

ANDREA BRENES LEIVA

Advertising Designer

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PROFESSIONAL PROFILE

Integrated advertising designer with experience in agencies, personal brands, and freelance projects. Proven ability to adapt to multiple areas of design: from creating visual identities to motion graphics, 360° campaigns, digital and print design, audiovisual content, and creative conceptualization. Organized professional with a strategic mindset and strong skills to lead processes from start to finish.

EDUCATION

Universidad Véritas, San José, Costa Rica 2019-2023
Bachelor's Degree in Advertising Design

Colegio Calasanz, San José, Costa Rica 2006-2018
High School

LANGUAGES

Spanish (Native) English (C1 – Cambridge Certificate)

SOFTWARE



PROFESSIONAL EXPERIENCE

Reason Agency – Advertising Designer 2023 – Present
Brand activations and experiential marketing agency.

- Visual design for integrated campaigns, activations, promotional kits, and digital content.
- Development of stands and graphic materials for activations (banners, uniforms, signage, etc.).
- Graphic conceptualization and creative coordination in high-impact projects.
- On-site supervision during events to ensure proper brand execution.
- Design of client presentations, animated visuals, and video editing.
- Management of deadlines, production follow-up, and preparation of post-event reports.

Brand Experience: Rexona, Dove, Lizano, Saba, Sedal, Takis, Marinela, Unilever, Bimbo, etc...

Golden Bay Jewelry – Designer & Community Manager 2020 – 2024
Costa Rican jewelry brand.

- Design of visual identity, packaging, and editorial campaigns.
- Product photography, content production, and social media management.
- Copywriting, content scheduling, and performance analysis for digital platforms.

Freelance – Design & Creative Content 2021 – Present

- Development of visual identities for emerging brands and startups.
- Digital illustration, editorial design, and motion graphics.
- Video editing and audiovisual content for social media and campaigns.
- Visual conceptualization, creative strategy, and graphic storytelling.

COURSES

Design Serving the Experience – Alianza Francesa, 2023

Food Styling Workshop – Universidad Veritas, 2023