

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

LANGUAGES

Spanish (Native) English (C1 – Cambridge Certificate)

SOFT SKILLS

Creative and detail-oriented, adaptable, organized, collaborative, empathetic, strong communicator, capable of leading projects under pressure and maintaining brand consistency, with a user-centered mindset that enhances both design and teamwork.

HARD SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Keynote, Canva, Procreate, Microsoft Office Suite (PowerPoint, Word, Excel) and Google Workspace (Docs, Sheets, Slides, Drive)

PROFESSIONAL EXPERIENCE

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

- Responsible for the visual design and creative coordination of integrated campaigns across ATL, BTL, and digital channels.
- Development of interactive interfaces and real-time visual assets aimed at enhancing user experience and audience engagement.
- Creation of dynamic motion pieces and visual storytelling content for digital platforms, reinforcing brand identity and online presence.
- Development of corporate presentations in Canva Keynote or PowerPoint, aligned with brand guidelines and established visual systems.
- Adaptation of design materials to diverse channels and formats, ensuring brand consistency and visual coherence.
- Collaboration with multidisciplinary teams in the implementation of innovative UX/UI and experiential marketing design solutions.
- Supervision of production and on-site brand execution during live events.
- Management of timelines, creative workflows, and post-event reporting.
- Proven ability to adapt design strategies and materials to global markets while maintaining cultural relevance and visual brand consistency.

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

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

- Led the design of brand identity, packaging, and editorial campaigns aligned with the brand's creative direction and visual guidelines.
- Produced high-quality product photography and multimedia content to strengthen brand storytelling and online visibility.
- Developed digital strategies, copywriting, and content scheduling for social media channels, ensuring consistency across platforms.
- Created animations, short-form videos, and digital pieces that enhanced engagement and user experience.

Freelance – Design & Creative Content 2021 –Present

- Development of brand identities and visual systems for emerging brands and startups.
- Creation of digital illustrations, editorial layouts, and motion graphics tailored for social media and marketing campaigns.
- Video editing and post-production for audiovisual content across digital platforms.
- Application of UX/UI principles to improve visual communication and audience interaction

COURSES

Design Serving the Experience – Alianza Francesa, 2023
Food Styling Workshop – Universidad Veritas, 2023
Online Master Ai for Creatives– Microsoft&Freepick, 2025– Present