

Andrew Leto

Creative Designer

Phone: +61 423 712 200

Email: andrewleto1993@gmail.com

Portfolio: andrewleto.com.au

Profile

Experienced through-the-line creative designer with over 10 years' expertise across digital, print, experiential, and packaging design. Proven track record of delivering high-quality work on time for projects ranging from small business ventures to globally recognised campaigns. Highly adaptable and deadline-focused, with a passion for delivering innovative and impactful design solutions.

Collaborated with renowned brands and parent companies, including Unilever, SC Johnson, R.M. Williams, Campari, Volkswagen Group, and Disney.

Work Experience

The Borough Design, Sydney

Nov 2013 - Present

As part of a multidisciplinary studio, my core responsibilities include project management, creative direction, and overseeing project quotations, budgets, and estimates. I specialise in fast-moving consumer goods (FMCG), frequently managing 'last-minute' deadlines that demand quick turnaround. In my role as 3rd in charge (3IC), I also onboard to in-house studios to art direct or lead teams, ensuring brand consistency and alignment with overall goals.

Working in an agile environment, I adapt to both independent and collaborative roles, depending on project scope. I am proficient in project management and time-tracking tools such as Jira, Confluence, and Harvest, with extensive experience in client and studio communication and collaboration.

Key Responsibilities and Services

- Creative generation and brand development
- Packaging concepts and final artwork
- POS & POP design (digital and print)
- Advertising media (motion graphics and outdoor ads)
- Responsive creative design (UI/UX)
- Managing project quotations, budgets, and estimates including invoicing
- Proficient in WordPress, WooCommerce, Shopify, HTML and CSS and other eCommerce experiences
- SEO & SEM expertise
- Adhering to global brand guidelines
- Server management (VPS Ubuntu/Apache)

Digital Designer, Drafter & 3D Modeler

Jan 2010 - Sep 2014

At Watts Commercial Furniture, I served as the company's designer, junior draftsman, and 3D designer. I managed the company's branding, including regularly updating the website and brochures. In 2012, I led a complete rebranding, modernising the logo, website, business cards, brochures, and other print media. The previous branding dated back to the 1980s, and the new image received widespread appreciation, particularly for the updated website.

Skills

Creative Direction
Brand & Identity Strategy
Packaging & Product Development
POS & POP Strategy
Customer Journey Optimisation
Experiential & Experience
HTML5 & CSS3 Code & Development
3D Design & Development
Animation & Video Editing
SEO & SEM Strategies
Start-to-Finish Campaigns (StF)
Campaign Roll-out & Delivery
Analytical Research & Reporting
Photo Manipulation & Retouching
Visual Design & Communication

Design Softwares:

Full Adobe Suite, Rhino 7 + V Ray, Origami, Figma

Web-based Application:

Wordpress, WooCommerce, Shopify, MAMP & XAMPP

Research Tools:

SEO & SEM Vanilla Platforms, Seobility & Semrush

Collaboration Tools:

Harvest, Asana, Jira & Confluence

Education

Bachelor of Visual Communications

University of Western Sydney

Achievements

SEMIFINALIST - Adobe ADAA Competition

Jul 2013

FINALIST - Sydney Design Awards

Nov 2013

References

Referees available on request