

LETI

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Hello, my name is Leticia Tercini. I'm a Brazilian Senior Creative Art Director currently working at Wieden+Kennedy Portland, US. Over the past few years, I've had the chance to work with brands like Google, Uber, Nike, Nubank, Netflix and more.

My work has been recognized by industry awards around the world, including Cannes Lions, Clio Awards, and D&AD. In 2022, I was named Next Creative Leader by The One Club for Creativity.

Work Experience

Nov 24 - Present

Senior Art Director Wieden+Kennedy Portland

Leading concept-driven creative projects for global brands including Nike, DoorDash, Netflix, and Old Spice. Creating bold, culturally relevant campaigns across film, digital, and integrated platforms. Partnering with multidisciplinary teams to craft distinctive brand storytelling and execution.

May 22 - Nov 24

Associate Creative Director Wieden+Kennedy São Paulo

Led creative direction for Google, Old Spice, Uber, and Pepsi. Developed integrated campaign ideas and collaborated with teams and clients to deliver bold, culturally connected work.

Apr 21 - Apr 22

Senior Art Director AKQA

Worked with brands like Sprite, Nike, and Free Fire, one of the world's biggest mobile games. Developed concept-driven projects focused on technology, culture, and innovative digital experiences.

Mar 20 - Apr 21

Mid-Level Art Director Africa DDB

Focused mainly on Natura, one of Latin America's leading beauty and personal care brands. Delivered visually strong, design-led campaigns ensuring brand consistency and storytelling across platforms.

Nov 18 - Mar 2020

Junior Art Director Wunderman Thompson

Created visual work for Avon, a globally recognized beauty brand, across digital and integrated campaigns.

Education

Dez 14 - Jan 17

B.A. in Advertising and Communications

Centro Universitário
Belas Artes de São
Paulo, Brazil

Skills

Concept-driven Art Director focused on integrated storytelling across film and digital execution. Skilled in creative strategy, visual craft, and cross-functional collaboration, with a strong focus on culturally relevant work.

Tools: Photoshop, Illustrator, InDesign, Figma.

AI tools: Midjourney, Runway, Sora, Adobe Firefly, and others.

Languages

English - Advanced
Portuguese - Native

Awards

The One Club for Creativity
Next Creative Leader

Cannes Lions
3 Gold
5 Silver
1 Bronze
5 Shortlist

D&AD
2 Yellow Pencil
3 Wood Pencil
3 Shortlist

Clio Awards
1 Grand Clio
2 Gold
4 Silver
1 Bronze
1 Shortlist

The International Andy Awards
1 Gold

Webbys
3 Nominee

Brazilian Creative Club
3 Silver
1 Bronze
8 Yearbook