

# Alejandro Carlos Santandrea

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## OVERVIEW

Creative Director and Design Manager with over 20 years experience leading both in-house and agency creative teams to produce brand identities, content, campaigns and systems. Achievements include over 40 industry awards, launching an agency at Condé Nast and taking a billion-dollar tech company public.

## EXPERIENCE

- 2023-Present **Creative Director & Founder:** Solidquality, Weston, CT  
Founded boutique creative studio producing brand identities, campaigns, content, websites and experiences. First operated in 2001 to 2003, relaunched 2023.
- 2018-2023 **Creative Director:** Braze, New York, NY  
Scaled all marketing and brand creative for a high growth SaaS company growing their valuation from \$850M to \$8.5B. Projects included global brand awareness campaigns, style guide revamp, content marketing expansion (over 500 articles and 75 guides), website redesign, 1000+ attendee events and taking the company public in 2021 at Nasdaq. Managed a global team of Art Directors, Designers, Copywriters and network of freelance talent. Founded Somos, a Latino ERG to grow DEI through cultural programming and activities.
- 2017-2018 **Head of Design:** LittleBits, New York, NY  
Produced packaging, marketing, video and event assets for an innovative toy company. Launched a 'fast lane' process (from concept to packaging in six weeks), oversaw Toy Fair booth design and brought to market Star Wars and Marvel licensed products, with key partners Amazon and Walmart.
- 2016-2017 **VP, Creative:** Manifest, New York, NY  
Lead creative department of 40 across four US cities, including art directors, designers, editors and copywriters. Overseeing creation and production of content across digital, video and print to achieve client business goals. Clients included: Ritz Carlton, Marriott, UPS, AT&T, Charles Schwab, CBS, WebMD, Nationwide and PNC Bank.
- 2007-2016 **Creative Director:** Condé Nast, New York, NY  
Managed and launched in-house agency, 23 Stories, producing digital, print and video campaigns appearing in Condé Nast's network of brands, including Wired, The New Yorker and Vogue. Clients included: American Express, Chevrolet, Estée Lauder, Kraft, L'Oreal, Macy's, Mercedes-Benz, Microsoft, P&G, Ralph Lauren, Samsung, Shell, Toyota and Unilever.  
**Promotions:** Creative Director (2010), Design Director (2009), Senior Art Director (2008)  
**Employer Awards:** '2010 Innovator of the Year' and '2009 Marketer of the Year.'
- 2006-2007 **Art Director:** AOL, New York, NY  
Design leader for team responsible for the user interface and content of AOL editorial properties, including: Music, MovieFone, BlackVoices, Food, Body and Coaches. Managed a designer and mentored interns.
- 2003-2006 **Associate Art Director:** Community Connect, New York, NY  
Lead and managed in-house agency producing campaigns for clients including Bacardi, Heineken, GM, McDonald's, New Balance, P&G, Showtime and State Farm.
- 1999-2001 **Senior Designer:** Listen.com, San Francisco, CA  
Senior team member responsible for brand marketing and user interface for Rhapsody, a digital music service.
- 1997-1999 **Designer:** Latina Magazine, New York, NY  
Managed the website, designed marketing and aided in print production of Hispanic woman's magazine.
- ## BACHELOR'S DEGREE
- 1993-1997 Wesleyan University (Middletown, CT)  
Bachelor of Arts with Honors, Double Major: Studio Art (Honors Thesis) and Religion.
- ## CONTINUING EDUCATION
- 2019 MIT Sloan Executive Education (Virtual, Boston, MA)  
Certificate in Mastering Design Thinking
- 1997-2005 School of Visual Arts (School of Continuing Education, New York, NY)  
Courses in: Graphic Design, Typography, Animation.
- 1999 New York University (School of Continuing Education, New York, NY)  
Certificate in Multimedia for the WWW.