

Suzana Alexandrescu

suzana-alexa.com

As a multidisciplinary senior creative, I offer end-to-end strategic creative direction & leadership – from insights, processes and concept development to distinct visual systems, precise execution and rollout.

CURRENTLY WORKING AS

Fractional Brand Partner and Creative Director

With a background in brand strategy & transformation, identity & image, advertising & design, I bring over a decade of experience working with startups, mission-driven and luxury brands across fashion, beauty & lifestyle – leading creative holistically across all stages to ultimately build brand awareness, strengthen cultural role & positioning, and support scalable growth.

STRATEGIC APPROACH

- I develop & transform strong brand-aligned identities, visual design systems, image refinement, insight-driven campaigns, social-first content strategies, 360° marketing & advertising backed by thoughtful, holistic creative strategy that boosts brand impact for clear, measurable results.
- Drawing on cultural currency, I create work that resonates across fashion, luxury, beauty, lifestyle, travel, film, and sports. From brand storytelling to full-scale campaigns and processes, I uncover hidden opportunities and translate them into bold, brand-building, and culturally attuned creative systems.
- I offer visionary and perceptive creative team leadership, with tailored hands-on guidance, resourceful problem-solving, and smooth GTM execution processes, all with a strong focus on quality delivery.
- I develop tailored creative solutions aligned with the brand's goals – whether that means starting from scratch or refining what already works. The focus is always on forging a strong connection between brand, product, and experience, using design to drive meaningful impact, clarity, boost relevance, differentiate in the market, fuel growth, and deliver measurable, long-term results.
- Powerful brands are built detail by detail. I approach every project, regardless of scale, with the same level of care and intention. With a focus on omnichannel, structure, impact, and inclusivity, all projects are seen through a true humanistic lens which ultimately fuels brand authenticity.

CREATIVE SERVICES

Creative Direction (Full-Scope)
360° Art Direction & Visual Design
Photo Art Direction
Creative Team Structure & Integration
Advertising Design
Styling Direction

Brand & Marketing Strategy
Brand Image, Consulting
Campaign GTM & Post Support
Content Strategy & Production
Social Media Content Strategy & Design
Experiential Design

Brand Identity, Design Systems, Templates
Creative Workflows, Processes, Systems
Creative Team Leadership & Coaching
Editorial Design
Casting Direction
Print & Publication Design

MONTREAL-BASED. WORKING WORLDWIDE.

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Experience

Sr. Brand Creative Leader with proven track record in leading brand identity, strategy, image, art direction, design, and managing creative teams at prominent contemporary, luxury fashion and lifestyle brands. Expertise in elevating visual and verbal identity, brand building and impactful marketing campaigns. Proficient in mentoring creative teams to deliver exceptional results.

Education

Dawson College

DEC - Graphic Design, Art Direction
Montreal, Quebec

'N. Tonitza' Fine Arts School

Visual Arts & Design Baccalaureate
Bucharest, Romania

Achievements

Featured in
Behance Graphic Design Served
Infopresse Grand Prix Lux Award, 2019
Best photo fashion campaign of the year.

STALE – Interactive Exhibition
POPOP Gallery at the Belgo, 2015
Styling lead and contributing visual artist.

Transforming Futures – Art Exhibit
Warren G Flowers Gallery, 2012

Languages

NATIVE: English, French, Romanian
BEGINNER: German, Italian
I hold both Canadian and European citizenships.

Skills

Photoshop, Illustrator, InDesign, After Effects, Acrobat, Firefly, Figma, CaptureOne, Lightroom, Final Cut Pro, Cinema4D, Visual Electric, ElevenLabs, Sora, Midjourney, Office, Keynote, JIRA, CentricPLM, etc.

Direction, production: graphic design, photography, styling on/off-figure, still-life, prop & set design, UI/UX, content creation, video, animation, production, curation, copywriting, narrative; Moodboarding, storyboarding, typography, interior & experiential design, illustration.

Leadership, project/team management, budgeting, creative 360 advertising strategy, brand & creative strategy, consulting, planning, communication, production, problem-solving, process building, hiring, training, mentoring.

Global Brand Art Director, MACKAGE + SOIA & KYO

Central creative lead role, focused on elevating global brand image and 360° marketing from contemporary fashion into luxury. Refreshing brand guidelines & relevant imagery, crafting a conscientious design direction, visual design systems, creative infrastructure, elevating casting direction, and refining creative applications on all brand levels, from traditional/digital advertising to culture-led social media content strategy and real-life activations. Leveraging AI and cultural currency for key brand moments. Mentoring and leading creative studio, overseeing web & social editorial line, freelancers, web teams, production studios across all disciplines.

Montreal, 2024 - 2025

Brand and Creative Director, Omy Laboratoires

Leadership role spearheading branding, strategy, elevated creative direction, design systems while leading identity development and brand building. Drove product launch campaigns, art direction, storytelling, design, and creative strategy. Managed creative marketing ideation focused on vulgarization, social-first content, advertising trends. Conducted trend research to fuel product and brand innovation into 2025. Trained and led a creative team of designers & copywriters, overseeing web/social editorial line, web teams, freelancers, consultants, agencies.

Montreal, 2023 - 2023

Art Director and Creative Lead, Frank And Oak

Senior creative and concept lead for Canadian B-Corp brand Frank And Oak, focused on premium brand expression to shift customer perception. Directed brand and seasonal campaigns, graphic design and content production from concept to execution ensuring narrative integrity. Managed and oversaw 360° marketing campaign assets for a cohesive omnichannel execution (both digital and traditional), ensuring seamless brand representation. Researched trends, co-creative directed quarterly collections. Built and led creative team (photographers, retoucher, producer, designers, copywriters, stylist, social manager), freelancers, etc.

Montreal, 2019 - 2023

Art Director, Judith & Charles

Key lead creative role for luxury womenswear brand J&C, centered on brand image development, directing advertising campaigns for a premium omnichannel experience. Delivery from conception to execution of brand and marketing campaigns, with editorial and ecom photoshoots, videos, lookbooks, digital & print ads, OOH, retail, social, wholesale assets, PR; Development of creative partnerships with artists, in-store activations and various branding projects: website redesign, packaging & collateral materials, sub-brand, etc. Directing styling, castings, social media and editorial line, content creation and curation, photography, design and copywriting to reflect core brand values.

Montreal, 2017 - 2019

Designer and Art Director, TAXI Montreal

Design and art direction for national 360° ad campaigns. Launched innovative brand platforms rooted in the understanding of brand values, behaviours and objectives. Led advertising creative work and design systems aligned with breakthrough strategies focused on changing consumer perceptions. Ideation and direction for creative content production. Proactively sought new creative territories fuelled by digital and brand strategy, social capital, and consumer insights for multiple agency clients. **Clients:** Fido, Vice Media, Canadian Tire, Heinz, Mile Inn, Viagra, Incognito, Danone, Canadian Museum of History, Audi, Promutuel, Ombrelle.

Montreal, 2016 - 2017

Graphic Designer and Art Director, SGM Agence Montreal/Paris

Branding and identity for Quebec and French commercial real estate clients. Signage and wayfinding, retail and digital activations, event and experience design, social media content, digital and print campaigns, OOH, etc. Pitches for full expansion into the French market. **Clients:** Complexe Desjardins, First Capital, Carrefour, Cora (France), SIEC Paris, etc.

Montreal/Paris, 2015 - 2016

Graphic Designer, SID LEE

Global Brand Team Designer for numerous national and international brands. Anything from logo design to brandbooks and 360° campaign work for clients such as: Cirque du Soleil + CDS Group, OneDrop, Sports Experts, North Face, Adidas, Samsung, MAC Museum, Videotron, 99Cents, Keurig, IGA, SAQ, Lole, Lise Watier, Sid Lee Architecture and others.

Montreal, 2014 - 2015