

# Alexandra Menglide

Brooklyn, New York  
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menglide.com

## EDUCATION

**Pratt Institute**  
Sept 2009–May 2012  
MS, Interior Design

Thesis titled “Main Street Arcade Project” explored the design of a pedestrian arcade and its potential to serve the community as more than just a circulation path. Selected for the 2012 Pratt Show, an annual juried exhibition.

Designed and built a chair while studying abroad in Copenhagen, which was featured in exhibitions at the Danish School of Design and Pratt Institute.

**University of Virginia**  
Sept 2005–May 2009  
BA, English & Spanish

Semester Study Abroad in Valencia, Spain

**Stuyvesant High School**  
Sept 2001–May 2005

## SKILLS

### Technical Skills

Photoshop  
Illustrator  
InDesign  
After Effects  
Sketch  
InVision  
HTML, CSS

### Life Skills

Making lists  
Interior design  
Walking long distances  
Finding the bright side

## EXPERIENCE

**Senior Director, Ad Design & Innovation**  
Kargo / New York, NY

Jan 2018–Present

- Responsible for the creative strategy and execution of Kargo’s product roadmap, working closely with the VP of Ad Product, as well as stakeholders across the organization.
- Attend external meetings to present Kargo’s ad products and educate clients on creative best practices for mobile web.
- Leverage data to gain an understanding of user behavior across different audience groups and verticals, and ultimately drive measurable outcomes for advertisers.
- Foster a healthy work environment for the Ad Design team where everyone feels recognized and supported.

**Co-Founder & Design Lead**  
Stareable / New York, NY

Oct 2015–Present

- Designed brand identity, user interface (desktop and mobile), newsletters and marketing collateral.
- Conducted user testing, facilitated sprints and led design reviews.
- Developed product roadmap with the CEO and Lead Engineer.

**Director, Ad Design & Innovation**  
Kargo / New York, NY

Nov 2016–Dec 2017

- Managed a team of seven designers, based in New York and LA.
- Oversaw production of hundreds of mobile campaigns (contributing to \$130 million in annual revenue), ensuring that quality standards were met and that each ad creative reflected Kargo’s commitment to “art in ad tech”.
- Designed and built immersive ad experiences across all vertical markets, for brands such as Nike, AT&T, Discover and Target.
- Strategized and designed product packages for Kargo partnerships.
- Ideated, developed and prototyped mobile ad formats and executions.
- Evangelized design throughout the organization. Examples include starting a design newsletter and launching a SME (Subject Matter Experts) program to encourage cross-department collaboration.

**Senior Interactive Designer**  
Interactive Designer  
Kargo / New York, NY

Mar 2015–Oct 2016  
Sept 2013–Feb 2015

- Led Ad Design team efforts to help Kargo drive \$100 million in ad revenue.
- Designed and built complex ad executions, working in tandem with JavaScript engineers to create experiences that drove high engagement and conversion.
- Streamlined workflow and communication and coordinated migration to JIRA for project management.
- Developed proficiency in various ad building platforms, including Celtra AdCreator, Google Web Designer and Apple iAd Producer.
- Responsible for training and onboarding for new designers.