

Alex Cowles

alex@alexcowles.com
+44 7378 433 557

I'm a **user-obsessed** senior/lead designer with 20 years of experience in design and marketing agencies, product and SaaS companies and as a freelancer.

I'm seeking a role where I can work with a small team on visual design, brand identity, product design, web, UX, graphic design, brand strategy and strong creative.
That's all :)

My portfolio is at alexcowles.com

Experience:

Jul 2017 – Nov 2024

Brainnwave

Head of Design & Creative Director

“ Alex was exceptional. He showed creative vision and was always pushing us forward in evolving our product, our UX and corporate identity. He always delivered on time (in most cases ahead of time) and was a great member of the leadership team.”

Steve Coates

CEO & Co-founder at Brainnwave

“ Alex was a very supportive manager... I learned a lot from our time working together, always felt I could come to him with questions or for advice and feel very grateful for the trust and faith he put in me in my first official product design role.”

Helen Davies

Direct report at Brainnwave

“ I worked with Alex for nearly two years, during which I quickly discovered his professional & understanding nature. Despite his seniority, he never imposed unnecessary pressure on me and instead created an atmosphere of collaboration and growth.”

Victoria Ameringer

Junior colleague at Brainnwave

Sales boost: Within my first year I re-designed the core product, helping the company achieve over £1m in customer sales.

Re-brand to secure funding: Entirely re-branded company with a fresh corporate image helping to secure a further £1m in seed funding.

Data platform designs: I had design control over a data platform we developed for Aggreko which resulted in a 25% increase in their pipeline and phenomenal 1000%+ ROI.

Further investment: In 2019, I re-aligned the core platform to make it relevant for a joint venture partner securing a \$10m Series A investment.

Strategic Direction: As part of the leadership and executive team I was trusted with decision making and autonomy with regard to design and creative decisions.

Stakeholder Engagement: I worked with cross-functional business teams regularly, taking new design features from concept to completion. I contributed to user interviews, dug into analytics and helped bridge gaps between executive requests, product requirements, development team abilities and user expectations.

Leadership and Mentoring: I hired and managed a direct report, fostering their design skills and working with them to create designs and encouraging them to build autonomy.

International team collaboration: Worked closely on developing multiple product designs with Hatch design teams and engineers in Canada, the USA and Australia.

Recruitment process refinement: Seeing low numbers of applicants I took the initiative to analyse and improve our job descriptions, company culture website pages, interview process and on-boarding. This involved everything from analysing gender-coded words and understanding what items were missing or could be added to encourage diversity right through to post-interview chats with applicants and new starts. We went from very little interest to 100s of diverse applicants for every position with our careers section being the top performing part of our website.

Also: Became very literally “the voice of Brainnwave” after recording our telephony system answering messages and voicing most of our platform walk-through videos.

Jul 2016 – Jul 2017

Mono Solutions

Senior Designer

“ Alex has a knack for simplifying and communicating high level conceptual ideas. Beyond being a design and product champion, Alex was an joy to work with and a great team member.”

Matt Matergia
Colleague at Mono Solutions

Education: Repeatedly trusted to represent the business and on-board new clients (including our biggest ever multi-million dollar client) through in-person education sessions and Q&As leading to stronger uptake from enterprise clients and users.

User research: Education & on-boarding sessions also became valuable user research, gathering feedback and a strong understanding of how users were working with the platform.

Collaboration: I was part of the senior design team for new feature development, I worked with product and marketing to help support with required creative materials, I also worked with the three founders to help implement design requirements and I worked closely with the development team when reporting bugs or testing new functionality.

Jul 2013 – Jul 2016

Freelance

Designer/Director

Solving design and brand related problems for freelance clients including re-branding a private medical practice (and seeing an increase in new patients), an executive recruitment agency, a new bar and restaurant in Glasgow's West End, a NYC-based law firm and others.

I often worked with one of Scotland's biggest investors to bring lasting value and improved market position to his new investments.

Oct 2010 – Jul 2013

QueryClick

Head of Design

“ Alex came on board at QueryClick and transformed our company brand. He has an excellent process and vision and is a great chap to boot.”

Chris Liversidge
CEO & Founder at QueryClick

Creative Leadership and Brand Development: Overhauled QueryClick's brand identity and processes. From internal docs and structure to complete website, graphic and logo designs, touching all aspects of the business.

Strategic Direction: Defined and rolled-out new creative offering. This meant business operations expansion and a shift towards more powerful marketing and design work for clients.

Repeat Business: 3 years after leaving QueryClick I was brought back on to refresh the website, brand visuals and fresh identity for a new suite of tools.

Profile boost: In my time at QC we grew confidently from a team of less than 10 to a 30-strong team in a prime location, driven by new service offerings and a strong brand identity.

Apr 2007 – Oct 2010

Line Digital

Junior > Senior Designer

“ Alex is among the rarest breed of designer I know: a genuinely creative thinker with all the taste, technical chops and efficiency to consistently execute his ideas to the full (and somehow on time).”

Robbie Manson
Colleague at Line Digital,
now Product Design Lead at Meta

Asset and full project production: Banner ads, email marketing, website designs as well as full project design: I was often tasked with full end-to-end design and build processes for websites and branding pieces.

Development: One of the only designers at Line who was also able to hand-code in clean HTML/CSS.

Client management: Given direct contact with a number of clients e.g. IKEA, BBC International and a number of large financial organisations.

DADI & BIMA awards in 2009 for visual design: For work on Digital Podge.

BAFTA Scotland New Talent award: Worked as part of a 3-strong team with Running Productions, LG and 20th Century Fox on a “Mission 1212” site linked to the 2008 film The Day The Earth Stood Still.

DADI Awards commendation in 2009: Managed IKEA's email marketing in Scotland, with regular emails to lists of 50,000+ recipients.