

Mr Alex Cowles

Born: 7th August 1983 in Scotland.
Residing: Perthshire, Scotland.
Pronouns: He/Him
alex@alexcowles.com

Most recently I was managing **design, UX and creative direction** for Brainnwave as part of the executive leadership team.

Experience

Brainnwave Ltd Creative Director

July 2017 - October 2024

- Quickly moved from initial secondment to full-time key employee on leadership/exec team.
- Helped re-define Brainnwave's core value proposition and direction.
- Re-designed and built Brainnwave's brand identity, website and marketing materials.
- Defined design systems and created suite of platform layouts, user flows and interface designs.
- Managed a small team during a period of expansion and high workload.

Mono Solutions Senior Designer

July 2016 - July 2017

- Swiftly embraced a SaaS product-orientated way of working.
- Took ownership of "education" area of business, travelling to clients and running workshops.
- Brought in on multiple new product development threads to provide ideas, feedback and a strong understanding of the overall product.
- Contributed to both internal interface design, external-facing template design and marketing materials.
- Taken to Los Angeles alongside CTO and CCO to help on-board our biggest ever (multi-million-dollar) client.

East Creative Owner

July 2013 - July 2016

- Founded East as a limited company, set up to solve design and brand related problems for clients.
- Rebranded a private medical practice, increasing online enquiries and appointment numbers. The first crucial step towards current expansion.
- Created a high-end recruitment agency brand ID & site and helped launch it alongside their existing organisation.
- Worked with one of Scotland's premier investors to bring lasting value and improved market position to a number of new investments.
- Designed websites for a brand new brew-pub in Glasgow's city centre, a popular gin & spirits brand, a web content agency, a big-data analysis company, a NYC-based law firm and many other clients.

QueryClick Senior Designer

October 2010 - July 2013

- Head hunted to be QueryClick's first designer.
- Rebranded the entire company, including everything from folder structure and internal documentation, to websites, stationary and even office decor and signage.
- Defined processes for creative work, setting a workflow and structure for future client work and employees.
- Proudly became brand ambassador as the small search marketing company grew from 6 to a 20-strong team in 2 prime locations with multinational SEO clients. Consistent branding played an integral part in this growth, making the company attractive and effective for potential clients as well as employees.
- Provided design as a service for clients including Ryanair, Hunter Boots, Allsaints and Aggreko.
- Brought back 3 years after leaving to fulfil a contract refresh of the website (with a focus on speed) as well as a number of additional brand items and illustrations.

Line Digital Designer

April 2007 - October 2010

- Fuelled by a desire to learn and improve I went from junior to senior designer in just 3 years.
- Managed IKEA's email marketing in Scotland, with regular emails to lists of 50,000+ recipients, and received a DADI Awards commendation for my work in 2009.
- 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. The site and work received a BAFTA Scotland New Talent award.
- Won both a BIMA award and a DADI Best Use Of Visual Design award in 2010 as part of a 3-strong team working on the Digital Podge website.
- Seconded to Tesco Bank for a month to manage their internal staff website design and updates.
- Worked on complex catalogue and ticketing sites for Edinburgh International Film Festival, Fringe Festival and Book Festival.
- Worked regularly with BBC International on countless marketing materials for Top Gear Magazine.
- Worked on a number of large financial websites for AEGON, Scottish Life and Standard Life.

Experience Continued

Other Design Related Achievements

Designer

2006 - Present

- 2022: Facilitated a work experience week for high-school student to help them understand the industry.
- 2017: Provided mentoring and guidance for a fellow designer.
- 2015: Attended the TEDx Riga conference in Riga.
- 2014: Attended the last ever Brooklyn Beta conference.
- 2011: Presented my thoughts on the future of email marketing at Refresh Talks in Edinburgh.
- 2007: Won a number of awards for the design of my own portfolio site.
- 2006: Took a key role in the design of the USA-wide "Film Your Issue" campaign.

Music Related Achievements

Music Producer

2006 - Present

- Under two aliases (DFRNT and subsequently Stillhead), I have produced over 10 albums (so far) and over 30 EPs and around 50 remixes as well as appearing on a number of big label compilations.
- Had international press coverage, and national radio airplay for many of my releases, including a track on Sasha's BBC6 Music mix, support from Mary Anne Hobbs, Annie Mac and both BBC and local radio in the UK, Italy, Czech Republic, Denmark and many more places.
- I have been fortunate enough to DJ and perform all over the world. From the USA and Puerto Rico to Europe and the UK (even a slot at a festival in Greenland).
- For 10 years I produced and hosted a regular podcast called Insight. For a short period, I also presented the podcast live to tens of thousands of listeners on FM Radio in Latvia.
- Have run a number of successful Kickstarter/crowdfunding campaigns for various musical releases over my musical career.
- Launched a successful subscription-based record label Cut, which delivered a new release every month to members, and a small electronic record label Brightest Dark Place releasing vinyl and digital EPs.
- Launched a course platform and educational blog called How To Self Release to help people selfrelease their own music and run their own record labels.
- Created "How To Send Me Music" in response to a decline in the quality of communication from new producers and promo companies. The site was referenced by many labels as an authority on best practice for sending demo materials.
- Ran successful club nights in Riga, Latvia, booking international artists, arranging everything from visuals and promotion, to logistics, set times, accommodation and travel.

Education

BA(Hons) - Computer Arts

University of Abertay Dundee

- Although admittedly not strictly design-led, I did learn a huge range of skills on the course, from traditional life drawing and photography to 3D modeling and animation in 3D Studio Max, HTML coding, Flash animation, Photoshop and even audio production methods.
- My final year paper was on the notion that a picture can tell a thousand stories. I explored the history of non text-based, visual storytelling from cave paintings, to modern day advertising, including reading on the rhetoric of the image and how we perceive visual information from images.

Nice people saying nice things...

Helen Davies - Product Designer, Elevate Supply

Alex is a very supportive manager, a very talented designer and an all round decent human being! 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.

Victoria Ameringer - Product Manager, Sinch ClickSend

Despite his seniority, he never imposed unnecessary pressure on me and instead created an atmosphere of collaboration and growth. Alex's transparency and clarity during meetings not only fostered a productive work environment but also enhanced our understanding of overall product goals. I will genuinely miss working with Alex and learning from him!

Chris Liversidge - Director, QueryClick

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.

I have no hesitation in recommending Alex as a designer, he's a first class professional.

Robbie Manson - Senior Product Designer, Facebook

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).

References available on request.

More information & portfolio at alexcowles.com