



Alex Cowles | CV / Résumé
alex@alexcowles.com
Born: 7th August 1983
Edinburgh, Scotland.



With over 12 years of design experience in freelance, agency and product-side roles, my love is working with those that understand the value of brand, UX and visual design, while giving myself fresh challenges and learning opportunities.”

Confident With:

- Conceptualisation & idea generation
- Wireframing & prototyping
- Design concepts & design development
- HTML & CSS
- Responsive design & build
- Adobe Creative Suite (PS, AI, ID)
- Client contact & pitching
- Education & persona-creation workshops
- Writing educational materials
- Recognising and fostering talent in others
- Working with and instructing junior creatives

Also Able To Do:

- Print, graphic & brand material design
- Copywriting for the web
- HTML Email build
- Photography & photo editing
- Video making & editing (Adobe Premiere)
- Social media management
- Electronic music production (and DJing)
- A couple of half-decent card tricks

HEAD OF DESIGN | BRAINNWAVE | APRIL 2018 - PRESENT

- Shifted from secondment to full-time key employee with Brainnwave.

UX INTERACTION DESIGNER | NILE / BRAINNWAVE | JULY 2017 - APRIL 2018

- Brought on at Nile to work with new client Brainnwave in-house as UX resource and sprint implementor.
- Re-designed and built from scratch Brainnwave's updated website.
- Helped re-define Brainnwave's updated core value proposition.
- Worked on major interface UX and UI updates.

SENIOR DESIGNER | MONO SOLUTIONS | JULY 2016 - JULY 2017

- Was able to swiftly embrace a SaaS product-orientated way of working.
- Took ownership of “education” area of business, travelling to clients and running workshops. Trusted to travel to resellers alone in order to run workshops.
- Brought in on multiple new 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/reseller.

FOUNDER | EAST CREATIVE | 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 sites 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.

SENIOR DESIGNER | QUERYCLICK | 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 and followed 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 people in a small back-office, 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 QueryClick's clients and worked with companies like Ryanair, Hunter Boots, Allsaints and Aggreko.
- Brought back on 3 years after leaving to fulfil a refresh of the website (with a focus on speed) as well as a number of additional brand items.

DESIGNER | LINE DIGITAL | 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 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.

OTHER DESIGN RELATED ACHIEVEMENTS

- Presented my thoughts on the future of email marketing at Refresh Talks in Edinburgh.
- Took a key role in the design of the USA-wide "Film Your Issue" campaign in 2006.
- Won a number of awards for the design of my own portfolio site, back in 2007.
- Attended the last ever Brooklyn Beta conference in 2014.
- Attended the TEDx Riga conference in Riga, 2015.

MUSIC RELATED ACHIEVEMENTS

- Under two aliases (DFRNT and subsequently Stillhead), I have produced 6 albums, over 25 EPs and almost 40 remixes as well as appearing on Nick Warren's Renaissance Masters compilation.
- 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 able 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).
- I produce and host a regular podcast called Insight. For a short period, I also presented the podcast live to tens of thousands on FM Radio in Latvia.
- 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 self-release 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 is now 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.

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.

Chris Liversidge - Director, QueryClick

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 - Senior Product Designer, Facebook

Alex is this, and simply this - a Very Good Designer. Skilled at both branding, UX, incorporating SEO and commercial concerns and often hacking low-res jpgs from non-designers into functional and beautiful frameworks.

Bob Cook - Project Manager, Union

Alex was brought onboard with Mono as a designer but very quickly took a pivotal role within the company to work on not only the usual "design tasks" but also to play a pivotal customer facing role in on-boarding, educating, and ensuring successful launches for some of Mono's largest channel partners. 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. I would recommend Alex without any hesitation and would be happy to discuss further.

Matt Matergia - Business Development, Mono Solutions

Alex is a great example of creative talent blended with good technical skills. He has a genuine interest in design and cares about ensuring the standard of work meets client expectations.

Luke Maxwell - Director, Codepunk

I consider Alex to be exceptionally talented and technically adept in his work. He combines a sound knowledge of web development with creative flair and vision, and isn't afraid to express his opinion or bounce new ideas.

Nathan Thompson - Creative Digital Marketer