

About

For the last twenty years I've worked across brand, product and digital - often in small, ambitious companies where the answer isn't obvious and the boundaries between disciplines aren't particularly useful.

I've built brands from scratch, helped turn complicated ideas into understandable products, created websites, campaigns and experiences, and worked with founders and leadership teams to figure out what something should be before worrying too much about what to call the job.

I'm at my best at the beginning: asking questions, connecting dots, finding the idea and turning it into something real.

Highlights

20+ years across startups, agencies, freelance and enterprise technology.

Creative Director spanning brand, product, digital, marketing and strategy.

Built brands and digital products from scratch, from early ideas through to launch.

Helped secure **\$10m Series A investment** through product redesign.

Full company rebrand contributed to **£1m additional seed funding**.

Designed enterprise platforms contributing to **£1m+ customer sales and 1000%+ ROI**.

Built internal design capability, hiring and mentoring designers.

Comfortable moving from blank-page strategy to hands-on delivery.

Experience across...

Brand/Creative

Strategy Positioning Naming Identity Messaging Campaigns

Building the idea as well as the identity around it.

Digital

Websites Content Prototyping HTML/CSS Wordpress Digital Experiences

From early ideas through to things people can actually use.

Product

UX UI Design Systems Research Information Architecture

From early concepts through to scalable enterprise platforms.

Leadership

Creative Direction Hiring Mentoring Cross-functional Leadership

Building design capability, developing designers and helping teams work better together.

Communication

Copywriting Documentation Motion Presentations Storytelling

Explaining complex ideas in ways people actually understand.

Technology

AI Workflows HTML/CSS Wordpress Front-end Collaboration

Comfortable getting hands-on when needed and using technology to improve the design process rather than replace it.

A few things I keep coming back to...

- Ask "Why?"
- Make things make sense.
- Context defines. Content informs.
- Understanding beats simplicity.
- Design for users, not meetings.
- Clarity over brevity.

Career

Creative Director Cosmo Tech | September 2025 – October 2026

Worked closely with the leadership team to rethink the company's key platform, website and wider creative direction, and improve how highly complex technology is communicated.

Managed and mentored a designer while helping shape the company's wider design capability and creative direction.

Designer & Content Editor People's Postcode Lottery | April – August 2025

Joined to support a website migration before quickly becoming involved across product design, print, digital content and wider creative strategy.

The initial three-month contract was extended after becoming embedded within the wider design team.

Creative Director Brainnwave | July 2017 – November 2024

Led product, brand and marketing design during a period of rapid growth, working closely with founders, leadership, engineering, sales and marketing to shape both the product and the company around it.

Hired and mentored the company's first dedicated product designer, establishing internal design capability while continuing to lead strategy and execution.

- £1m+ customer sales following a complete product redesign.
- £1m additional seed funding following company rebrand.
- Supported a \$10m Series A investment through platform redesign.
- Designed Aggreko's asset management platform, contributing to a 25% increase in pipeline and 1000%+ ROI.
- Built design systems, marketing materials, product strategy and company brand under one creative vision.

Senior Designer Mono Solutions (Copenhagen) | July 2016 – July 2017

Worked across product, marketing and enterprise customer education for a global website platform.

Regularly represented the business during onboarding and training sessions, using customer research and feedback to influence future product development.

Freelance Designer & Director (Latvia) July 2013 – July 2016

Partnered with startups and established businesses across healthcare, hospitality, recruitment and professional

services, helping clients define brands, improve digital experiences and solve communication challenges.

Head of Design QueryClick | October 2010 – July 2013

Built the company's brand from the ground up while helping evolve the business beyond SEO into creative/marketing.

Worked across branding, websites, product, marketing and business strategy as the company grew from a small agency into an established digital business.

Designer Line Digital | April 2007 – October 2010

Websites, branding and digital campaigns for organisations including IKEA, BBC International and Tesco Bank.

Combined visual design with front-end development while contributing to multiple award-winning projects.

Selected Clients

Aggreko • BBC International • IKEA • Tesco Bank • Hunter Boots • Ryanair • People's Postcode Lottery • Hatch • AllSaints

Outside of work

Outside of work I build creative projects. My award winning mini painting and associated YouTube channel, Alex Paints, has grown to **over 20,000 subs in 2 years**, while as music producer **Stillhead** I've released **10+ albums** on vinyl, CD & digital, and performed across the USA, Puerto Rico, Europe, the UK and Greenland!