



Nat Cowx

nat@studiocowx.com  
+44 (0)7963431804

studiocowx.com

## About me

---

I am an award winning ideas-based strategic brand consultant and have spent over twenty years creating meaningful experiences for the private, public and non-profit sectors with both local and international agencies. My main expertise is in advertising, branding, communication, identities and strategy.

I love taking an idea all the way from the post-it-note to production, either in pixel or paper form.

## Strengths

---

I am a confident communicator who is organised, reliable, supportive and strategic. I approach creative challenges and deadlines with focus, logic, direction and energy. I highly value creative collaborations, as well as independently problem solving when it comes to achieving organisational goals.

## Skills

---

InDesign / Photoshop / Illustrator / AfterEffects / Acrobat Pro / Hootsuite / WordPress / Microsoft 365 / Miro / Figma / Canva

## Interests

---

CrossFit, running, ballet, paddleboarding (when the tide is right) muraling, regularly catching up with friends and hanging out with my family. Currently renovating our home, which has since evolved in to an obsessive hobby of sorts.

## Education

---

1998 - 2002 *BACHELOR OF DESIGN AND HONOURS (GRAPHIC DESIGN) 2:1*  
Duncan of Jordanstone College of Art and Design, Dundee

## Awards

---

*AWARD* Scottish Design Awards Best Use of Corporate Identity (Navyblue, Edinburgh)  
*AWARD* International Society of Typographic Designers membership

*AWARD* Transform Award for best re-brand of a service for Cinven – Bronze (Pauffley, London)

*AWARD* D&AD Award Multi Media Animation: TV Titles – Commendation

*FINALIST* Shine Awards Coley Porter Bell London

*FINALIST* Drum Roses Awards: Self Promotion

## References

---

Available on request

## Work history

---

2024 + *BRAND AND MARKETING MANAGER EAST OF SCOTLAND GROWERS*

Led a full brand transformation and multi-channel communications strategy across ESG companies, strengthening the key message of simplifying the supply chain and launching campaigns like 'Neeps rising' to reposition swede and support ESG Co-operative member growers. Delivered digital and print content, social media and newsletters, strengthening engagement, brand identity and retailer partnerships.

2024 *BRAND AND MARKETING MANAGER GROWERS GARDEN*

Led brand marketing for a fast-growing Scottish snacking start-up, prioritising brand repositioning to create a bold, sustainable identity. Launched multiple vegetable crisp ranges into major UK retailers, driving engagement and sales through multi-channel campaigns, creative content and data-driven insights.

2010 - 2024 *OWNER AND BRAND CONSULTANT STUDIO COWX*

Creating brand experiences through collaborating closely with various clients to reach their targets by liaising with the studio's small network of reputable suppliers, project managing the process to ensure deadlines are met and standards are constantly being raised.

2009 - 2020 *FREELANCE SENIOR CREATIVE*

Designate, Ogilvey & Mather UK, Rare London, Study Group, TBWA, The Brand Union (Design Bridge and Partners), The Forest Studios, Virgin Atlantic, Virgin Trains, Wasserman and Wild Dog Design.

2008 - 2009 *MID-WEIGHT GRAPHIC DESIGNER PAUFFLEY (FLEISHMANHILLARD), LONDON*

Lead Designer for managing the Intertek client account resulting in pitch win for their annual report and customer brochure. Lead Designer for large multi-million buyout company Cinven, responsible for ongoing client relations and development of the award-winning re-brand.

2007 - 2008 *TRAVELLING*

Produced assets for Sony Playstation 2 Motorstorm. Developed personal illustration style, learned the art of the spray can and exhibited globally.

2005 - 2007 *GRAPHIC DESIGNER SALT DESIGN, BRISBANE*

Design, project management, client liaison and reporting directly to the Creative Director for large private, non-profit and public sectors.

2005 *TRAVELLING*

Freelanced for The Big Hill Group, Melbourne.

2003 - 2005 *GRAPHIC DESIGNER NAVYBLUE DESIGN GROUP, EDINBURGH*

Creation of award-winning experiences for SME's, non-profit, public and large blue chip clients. Client and supplier liaison. Overseeing production and passing on press. Collaboration with New Media and 3D, creating designs for online and interior environments. Progressed into leadership role, managing briefs with junior Designers and reporting directly to the Creative Director.