

# ALEXANDER

# RUSHFIRTH

*designer +++*

Design  
systems  
specialist  
focused on  
creating  
practical  
solutions to  
complex  
challenges

*[portfolio]*

## EDUCATION

### University of York

2016 - 2020

BA Philosophy/Sociology  
First Class Honours

### Leeds College of Music

2011 - 2013

BTEC Level 3 Music Tech  
D\*D\*D\* - Top of Class 2013

## SKILLS

Figma

Framer

Photoshop

Illustrator

Lightroom

After Effects

PowerPoint

Final Cut

Logic Pro

HTML/CSS

LLM/AI Tools

## EXPERIENCE

### Designer

2022 - Present

Omnicom Production | London/Remote

#### Design Systems

- Built systems for Kraken, HIVE, Electrolux, Bacardi, and Expedia balancing brand and efficiency

#### Process Optimisation

- Designed database-integrated systems for client content management
- Created multi-regional component libraries with translation management

#### Graphic Design

- Designed global campaigns for AXA, TikTok, LinkedIn, British Gas, PICO, MAN
- Lead designer on large documents for LEGO, adidas, and Cartier

### Founder & Design Lead

2013 - Present

Studio 10000

- Diverse client portfolio across print, digital, and product channels
- Managed client expectations through clear user-centred design processes

### Creative Director & Editor

2018 - 2020

HARD Magazine, University of York

- Led creative team producing 5 issues, implemented design system via Adobe CC
- Won York Student Media Award for Best Branding and Design

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