ALEX MARSHALL

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WORK

COHERENT

Coherent is an all-in-one management platform for coworking spaces

Design System Lead
JAN 2022 - FEB 2026 │ **BRIDGEND, UK + REMOTE**

- Created Hotdesk, Coherent's design system, establishing a unified design language, component architecture and token framework
- Defined system foundations, creating a single source of truth for design and development, improving long-term consistency and scalability
- Aligned design and code through shared naming conventions and token structures, improving developer handoff and reducing ambiguity
- Modernised our Figma component library, simplifying architecture, to improve usability and ease of maintenance
- Developed a component-documentation template covering usage, maintenance and requirements for technical implementation
- Supported developer handoff with interactive component prototypes and user flows to help developers build with more confidence

UI Design Lead
SEPT 2019 - JAN 2022 │ **MUNICH, DE + REMOTE**

- Owned UI and UX direction as the product matured, improving quality, consistency and usability across the platform
- Worked with development to introduce structured workflows using mockups and flows to shorten iteration cycles, accelerating releases
- Considered long-term UI scalability, ensuring new features aligned with our standards, fit into our evolving structure and enhanced UX

Product Manager
JUN 2017 - SEPT 2019 │ **BRISTOL, UK + REMOTE**

- Owned product direction and delivery - defining the roadmap and release process across design, development and commercial team
- Worked with customer to translate their needs into features. Led QA to ensure that shipped features met user and business requirements
- Acted as the central point in our team, managing and aligning development, sales, marketing and support

Business Development Manager
JUN 2016 - JUN 2017 │ **BRISTOL, UK + REMOTE**

- Worked closely with beta users to understand pain points and collect feedback that informed product development
- Project managed feature development to ensure an on-schedule, on-budget product launch
- Ran a successful crowdfunding campaign, launched the product out of beta and led customer onboarding and support post-launch

EDUCATION

University of Bath
SEPT 2011 - JUN 2015

2:1 BSc International Management & Modern Languages (German)

SKILLS

Design systems, design tokens, UI/UX design, product design, component libraries, advanced prototyping, remote working, asynchronous working

TOOLS

Figma, auto-layout, variables, prototypes, VScode

INTERESTS

Running, coffee, video games, comics & manga, cooking