

Alex Rich



With over 25 years of experience spanning Financial, Sales and Information Technology markets, a straightforward approach to solving complex business problems and a childhood fascination with all things tech related, Alex was always destined to be a tech entrepreneur.

From a young age, Alex had a passion for information technology, having partnered for his first business in his hometown of Bournemouth, England, at 17 marketing technology for printed shopper dockets shortly after designing personal electronic greeting cards for his family and friends by code back in 1989 with the help of a Commodore Amiga 512 after he was introduced to coding by his mother with a Commodore 64 at the young age of 8.

Alex believes it's his passion to create something that didn't exist and create code for business ideas that could help consumers needs that fuelled his love for wanting to stay connected in the design technology space.

Through the mid-nineties, Alex sold his original businesses and focused primarily on an array of consulting and financial roles in large enterprises and software houses.

In 2008, Alex decided to move to Australia to allow him to spend more quality time with his family but continued his consulting activities primarily in Australia and Asia as Regional Director of multiple companies.

After moving to Australia and having multiple businesses on the go, Alex and his co-founders realised that there was a lack of resources in design. "We found in-house designers just couldn't deliver the turnaround and flexibility that we needed, and so the need for a new platform that was simple and quick and that anyone could use was developed."



DESYGNER

Desygner was born in 2016, and the success of Desygner was rapid when it launched. It became the first design solution for apps in the market and the world's first cross-platform design tool.

Fast forward from where Desygner started with only 1,000 users in 2016, Desygner now boasts over 21 million users and 60,000 business subscribers worldwide.

Alex believes it's because of his ability to motivate the underdog to succeed against the huge billionaire companies that Desygner has retained its original staff from inception and it is why Desygner has a valuable hold in the marketplace even through tough times.

Along with this, being part of a bootstrap company while having many pros and cons has actually turned out to be an advantage in the market and Alex takes pride in how far Desygner has grown without a VC start.

“We didn’t have a choice when we started, coming from literally nothing but now we don’t have as much pressure from outside sources as our competitors do, and that’s something we are all very proud of,” he says.



DESYGNER