

Jack Robertson

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I am a communicator specialising in data-driven storytelling and visual communication. My expertise lies in blending powerful storytelling, data analytics, and engaging visual narratives with effective messaging to simplify complex topics such as climate change, geopolitics, and social sciences. I excel in creating accessible and visually compelling data visualisations using modern web technologies to inspire empathetic understanding.

Education

The Royal College of Art

Sep 2023 - Jul 2024

MA Digital Direction

- Developed "Maya," a tool for Middle East based NGOs to interpret complex data, utilising advanced data visualisation techniques and web-based technologies such as Next.js and D3. appeal.

Central Saint Martin's

Sep 2019- Jul 2022

Communication Design 1st BA (Hons)

- Specialised in Graphic Communication Design with a focus on data visualisation and user experience design.

Professional Experience

Information Designer

ICE-HUB, London, UK

Jun 2024 - Present

- Led the development of cutting-edge storytelling methods tailored for corporate events.
- Produced an industry-first, web- based interactive research project using Next.js and D3, boosting community engagement by 40%.

Digital Consultant

UK Pollster, UK Water Supplier and the NHS, London, UK

July 2023 – Present

- Consulted leading UK pollster to design web-based interactive visualisations using D3 and JavaScript, making complex polling data accessible.
- Advised one of the UK's largest water suppliers on integrating AI processes to automate, and improve workflows.
- Developed automated workflows using JavaScript for the NHS Mental Health, resulting in improved cross-team understanding within the mental health system.

Junior/Mid Designer

Girardot, London, UK

September 2022 - 2023

- Produced weekly editorial content for The Times, The Week, The Spectator and Condé Nast, honing skills in rapid content production and storytelling.
- Delivered data-driven advertising and visual content for multiple Global Equity Income.
- Funds, utilising tools like Adobe Creative Cloud Excel, and Plotly to increase their value by over 180%.

Production Assistant

Capgemini Invent, Pairs, France

July 2018 -2020

- Worked with The Faculty on a major Capgemini Invent in Paris, assisting in event execution and visual design.
- Created iconography and visual assets using Adobe Illustrator and After Effects to enhance the event's visual appeal.

Personal Skills

- **Innovative & Strategic Thinker**
- **End to End Production Ability**
- **Collaborative Team Player**
- **Politically & Ethically Aware**
- **Data Visualisation:** React, D3, ObservablePlot, Plotly, ChartJS
- **Web Development:** HTML, CSS, Tailwind, JavaScript, Next.js
- **Mapping Technologies:** MapLibre, DeckGL, Leaflet, Mapbox
- **Data Management & Analysis:** Python, Excel
- **Design & Visual Communication:** Full Stack Adobe Creative Cloud
- **Project Management:** Agile methodologies, workshop facilitation

Achievements

- Won Complexity & Design Award at Central St Martins.
- Delivered the creation of Maya a policy tool that aids NGOs in the MENA region to securing funding.
- Played for 1st 15 rugby team for Plymouth Mannamead College.
- RYA Powerboat and Sailing certification.

Personal Interests

- **Sustainability:** Engaged in water scarcity research, collaborating with experts to address access issues for this vital resource.
- **Podcasts:** I use podcasts to explore innovative communication methods, enhancing my knowledge in bridging spoken and written journalism.
- **Music:** A dedicated fan of 1970s Lebanese funk.
- **Sailing GP:** I'm a keen supporter of Team GB.
- **Technology:** I frequently experiment with various technologies, from using physical computing to automate my home to developing apps like a PINTS a cheap pint finder for central London.