

Jack Robertson

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I am a dedicated and insightful communicator; I specialise in data-driven storytelling that bridges complex information with clear, engaging narratives. Blending analytical knowledge with creative thinking, I make specialist fields both accessible and memorable. My strategic mindset drives impactful solutions, while my empathetic approach ensures each message resonates with diverse audiences. As an agile collaborator, I excel across disciplines, guiding data through design to create meaningful, real-world insights. With expertise in visualisation and digital communication, I am committed to delivering projects that foster understanding and action.

Personal Skills

- **Innovative & Strategic Thinker**
- **Full Project Lifecycle Management**
- **Team Player with Strong Collaboration Skills**
- **Politically & Ethically Aware**
- **Agile Project Management & Workshop Facilitation**
- **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

Work Testimonials

- “Jack’s approach to solving problems is brilliant. A young person with a can-do attitude”.
Sinead Sheils, Client Lead, Capgemini
- “Jack is a valuable member of the ICE onsite team. He is very personable to delegates and is a great problem solver”.
Anita Howard, Director, ICE
- “My technical director just popped into my office and also said what a delightful young man Jack is. Very knowledgeable and quick on the uptake on various technical aspects. He’ll go far!”
Donna Head, MD, Scramble

Education

The Royal College of Art

Sep 2023 - Jul 2024

MA Digital Direction

- Developed Maya, a tool for Middle East-based NGOs, enabling better funding communication through sophisticated data visualisation and interactive features.

Central Saint Martin’s

Sep 2019- Jul 2022

Communication Design 1st BA (Hons)

- Specialised in Graphic Communication Design, with an emphasis on data visualisation and UX, cultivating storytelling skills for complex data.

Plymouth Mannamead College Independent School

Sep 2012 - Jul 2019

- A Level Photography: Achieved a 98% grade, completing the qualification two years early at the age of 15.
- Art and Design Level 3 - Guaranteed me a place at Central St Martins if achieved a high grade.
- Cambridge IGCSE English
- Edexcel IGCSE Maths
- IGCSE Triple Science
- GCSEs: Art, Design Technology, and Photography

Professional Experience

Information Designer

ICE-HUB, London, UK

Jun 2024 - Present

- **Strategic Storytelling:** Developed innovative data-driven storytelling techniques tailored for corporate event research, enhancing the clarity and impact of complex insights for a professional audience.
- **Interactive Web Project:** Created a dynamic, interactive research project using Next.js and D3, resulting in a 40% increase in user engagement by allowing clients to explore data insights in an immersive way.
- **Client Collaboration:** Worked closely with the Strategy Director and key clients, adapting project deliverables based on real-time feedback to better align with client objectives and expectations.
- **Engagement Metrics:** Leveraged analytical tools to track and optimise project success, helping the company identify key engagement drivers that can be applied across future projects.

Digital Consultant

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

July 2023 – Present

- **Visualising Complex Data:** Consulted for a leading UK pollster, translating intricate social science data into accessible visualisations, which broadened understanding for non-specialist audiences.
- **AI-Driven Efficiency:** Recommended and implemented AI-driven workflow optimisations for the finance department of a major UK water supplier, achieving significant time savings and enhancing accuracy.
- **Workshop Facilitation for NHS:** Designed and facilitated workshops for NHS clinical teams, enabling frontline staff to identify workflow bottlenecks and address service challenges. Created a JavaScript-based co-pilot tool that improved cross-functional understanding within mental health services.
- **Cross-Functional Collaboration:** Partnered with diverse NHS departments to implement feedback from workshops into actionable improvements, fostering a culture of collaborative problem-solving.

Junior/Mid Designer

Girardot, London, UK

September 2022 - 2023

- **Editorial Content Creation:** Produced timely, impactful editorial content for high-profile publications such as *The Times*, *The Week*, *The Spectator*, and *Condé Nast*, developing strong narrative skills under strict deadlines.
- **Advertising for Finance:** Designed data-driven advertising and visual materials for equity funds, using tools like Adobe Creative Cloud and Plotly to deliver content that increased client engagement by over 180%.
- **Client-Centric Approach:** Collaborated directly with clients to refine content based on performance feedback, resulting in improved customer satisfaction and a more personalised content strategy.

Production Assistant

Capgemini Invent, Pairs, France

July 2018 -2020

- **Event Execution & Visual Design:** Supported Capgemini's high-profile events in Paris, crafting visual assets with Adobe Illustrator and After Effects to enhance attendee experience and brand engagement.
- **Stakeholder Relations:** Built and maintained strong client relationships by providing attentive, high-quality support at events, reinforcing Capgemini's reputation for seamless execution.
- **Innovative Event Support:** Assisted in the development of event standard operating procedures (SOPs), enabling smoother operations and contributing to the brand's prestigious image.

Achievements

- **Royal College of Art**
Developed a tool supporting NGOs in the MENA region to secure vital funding.
- **Central Saint Martins**
Complexity & Design Award
- **Plymouth Mannamead College**
1st XV Rugby Team Player
- 1st VII Sailing Team, raced weekly against the British Navy
- RYA Powerboat and Sailing Certification

Personal Interests

Sustainability: Engaged in water scarcity research, collaborating with experts to address access issues for this vital resource.

Technology: I experiment with various technologies, from physical computing to automate my home to developing apps like a PINTS a cheap pint finder for central London.

Music: A dedicated fan of 1970s Lebanese funk.

Sailing GP: I'm a keen supporter of Team GB.