



# JACK ROBERTSON

Based in London, UK.

## Education

**The Royal College of Art**

Sep 2023 - Jul 2024

MA Digital Direction

**Central Saint Martin's**

Sep 2019- Jul 2022

Communication Design

1st BA (Hons)

## Contact

jack@ya-ya.co.uk

07588-502 199

## Work

jack-robertson.co.uk

written.jack-robertson.co.uk

maya.jack-robertson.co.uk

## About

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.

## 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**

## Personal Skills

**Innovative & Strategic Thinker**

**End to End Production Ability**

**Collaborative Team Player**

**Politically & Ethically Aware**

**Data Visualisation:** React.js, D3, ObservablePlot, Plotly, ChartJS

**Web Development:** HTML, CSS, 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 NGO's in the MENA region to securing funding.

Played for 1st 15 rugby team for Plymouth Mannamead College.

RYA Powerboat and Sailing certification.

## Personal Interests

My interests other than the obvious communication stuff are:

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

**Music:** A dedicated fan of 1970s Lebanese funk.

## Information Designer

ICE-HUB

Jun 2024 - Present

- Led the development of innovative storytelling methods tailored specifically for corporate events.
- Reported directly to the Strategy Director, providing weekly project progress updates.
- Produced a pioneering web-based interactive research project using Next.js and D3, increasing community engagement by 40%.

## Digital Consultant

Pollster, Water Supplier, NHS

Jan 2023 – Present

- Consulted a top UK pollster to design D3 and JavaScript-based visualisations, simplifying complex polling data.
- Advised a major UK water supplier on AI integration to automate and enhance workflows.
- Developed JavaScript-based workflows for NHS Mental Health, boosting cross-team understanding.

## Junior/Mid Designer

Girardot

Sep 2022 - Sep 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

July 2018 - Jan 2020

- Worked with The Faculty on a major Capgemini event 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.

