



JACK ROBERTSON

Education

YEAR 2023- To Date
The Royal College of Art
Digital Direction MA

YEAR 2019-2022
CENTRAL SAINT MARTINS
Communication Design BA
1st Honers

Contact

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Work

jack-robertson.co.uk
written.jack-robertson.co.uk
maya.jack-robertson.co.uk

Automation Consultation - Water Infrastructure July – to date

I am advising one of the UK’s largest water suppliers on their transition to digital. This involves the adoption of automated workflows aimed at achieving sustainable efficiency gains, within the financial department.

Girardot
September 2022- 2023

Previously I delivered writing as well as print and digital advertising for the investing sector. Weekly, I produce a variety of work for editorials like The Saturday and Sunday Times, The Daily Telegraph, TheWeek and the Financial Times. Learning the fast-paced process of preparing work for industry leading media production houses.

YA-YA CREATE
July 2015 to 2019

Working directly with a creative director with over 40 years of advertising and marketing experience, I have generated corporate communication and design re-brands for restaurants, weddings and small businesses.

ICE-HUB
July 2016 to 2019

Project Manager
Over the years, this award and conference event provided me the understanding of the issues of short lead times for event build- ups. I solve complex problems quickly and creatively both before and during events.

About

I strive to create impact through research led inquiry that connects people and drives action on complex issues. My approach blends powerful storytelling, engaging visual narratives, and straightforward messaging to simplify and humanise topics like climate change and geopolitics, inspiring empathy and understanding.

INTERESTS

My interests other than the obvious research communication stuff are:

- Information overload
- Our economic society
- Global politics
- Good Jazz
- Architecture

ACHIEVEMENTS

- Won Complexity & Design Award at Central St Martins
- Delivered the creation of an online policy tool called Maya that aids NGO’s in the MENA region in securing funding from international donors
- Played for 1st 15 rugby team for Plymouth Mannamead College
- RYA Powerboat and Sailing

Work Placements

“Jack’s approach to solving problems is brilliant. A young person with a can-do attitude”. Sinead Sheils, The Faculty, Client Lead, Cap Gemini

“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