



# JACK ROBERTSON

## Education

The Royal College of Art  
MA Digital Direction

CENTRAL SAINT MARTINS  
BA Communication Design  
1st Honers

## Contact

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## Work

jack-robertson.co.uk

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Information Consultant - UK Pollster  
April – to date

I am collaborating with one of the UK’s leading pollsters to enhance their information design processes and the interactivity of their data. My role involves developing solutions and systems that effectively communicate complex social polling data to a broader audience.

Automation Consultation - Water Supplier  
July – to date

I advised one of the UK’s top three largest water suppliers on their digital transition. This involved brainstorming, conducting workshops, and designing automated workflows. These efforts led to sustainable efficiency gains within the financial department.

Girardot  
September 2022- 2023

I delivered copywriting and data-driven advertising for multiple Global Equity Income Funds, increasing their value by over 180%. I also produced weekly editorial content for The Saturday and Sunday Times, The Daily Telegraph, The Week, and the Financial Times, gaining experience in fast-paced media production.

Capgemini Invent  
July 2018 to 2020

I worked with The Faculty on a major Capgemini event in Paris. My role involved assisting the team in delivering a successful event, as well as documenting the build-up and creating iconography to enhance the event’s visual appeal.

## About

I strive to create impact through research-led inquiry that connects people and drives action on complex issues. My approach combines powerful storytelling, engaging visual narratives, and straightforward messaging to simplify and humanize topics like climate change, geopolitics, and more, 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 certification

## 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