

Max McIsted

BRAND DESIGNER

Currently working at Pragmatic Semiconductor while finishing a BA in Graphic Design & Communication. Previously at Arm [brand rollout]. I build brands that survive implementation.

WORK EXPERIENCE

Brand Designer / Pragmatic Semiconductor

JULY 2025 - PRESENT / Contract

Built an internal model to generate accurate visuals from CAD models and technical diagrams using specialised 3D datasets.

UX / UI Design Intern / Arm

MAR 2025 - JUN 2025 / Internship

Focused on UI design, refining visual consistency across Arm's digital platforms. Bridged the new brand identity with legacy sites to ensure seamless user experience and cohesive look.

UI/UX Product Designer / Arm

JUL 2024 - FEB 2025 / Internship

Supported global rebrand rollout across digital, print, and events. Led creative on campaigns involving high-profile clients like Aston Martin F1 and National Geographic. Contributed to measurable brand growth during rebrand rollout, as shown in the brand awareness survey:

- Increased Brand Equity Score by 15.9%
- Boosted Unprompted Awareness to 9.5%
- Improved 'Innovative' Brand Association by 35%

Personal Studio

JANUARY 2022 - PRESENT / Part-time, freelance

Crafted identity systems, landing pages, and marketing assets for ecommerce and startups. Focused on durable design solutions that can scale.



mcisted.com

mcistedmax@gmail.com

+44 07403682228

Cambridge, UK

EDUCATION

2022 | 2026

Graphic Design
& Communication

LOUGHBOROUGH
UNIVERSITY

TECH STACK

Design: Figma, Illustrator,
Photoshop, InDesign

Web: Cursor, GitHub, React,
Tailwind CSS, Framer

SOCIAL

[LinkedIn](#)

[Email](#)