

Max McIsted

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About Me

Design-driven digital thinker with experience across brand systems, UX/UI, and platform design. Focused on building scalable, coherent digital experiences that bridge creative and technical teams. Interested in digital governance, design systems, and how it works with infrastructure.

Expertise

- + Digital Systems: UX/UI design, CMS workflows, design systems, digital asset management
- + Tools: Figma, Framer, Illustrator, Photoshop, InDesign
- + Web Stack: React, Tailwind CSS, GitHub, Cursor
- + Core Strengths: cross-functional comms, information architecture, scalable design ops

Education

Loughborough University · BA Graphic Design & Visual Communication

(2022–26 expected) · 1:1 · Loughborough

Interests

- + Digital governance, product ecosystems, human-tech interfaces, visual systems

Experience

Pragmatic Semiconductor · Brand Designer

Jul 2025 - Present · Cambridge

- Built an internal model to generate accurate visuals from CAD and technical data, streamlining how engineering outputs are translated for marketing and digital channels.
- Introduced a repeatable process for converting complex technical content into user-friendly visual assets.

→ [Link](#)

Arm · UX/UI Design Intern

Dec 2025 - Jul 2025 · Cambridge

- Improved interface consistency across Arm's web estate by auditing and aligning UI components with the new design system.
- Partnered with developers to implement scalable design tokens and cross-platform visual standards.

→ [Link](#)

Arm · Brand Design Intern

Jul 2024 - Nov 2025 · Cambridge

- Supported global rebrand rollout across digital, print, and events.
- Led creative direction for cross-sector campaigns (Aston Martin F1, National Geographic).
- Contributed to measurable uplift in brand performance: +15.9 % Brand Equity, +9.5 % Unprompted Awareness, +35 % "Innovative" association.

→ [Link](#)

Personal Studio · Consultant

2022 - Present · Remote

- Designed identity systems and landing pages for e-commerce and early-stage startups.
- Focused on modular, durable design frameworks that scale with product growth.
- Managed small freelance teams for site builds and brand launches.

→ [Link](#)