

Max McIsted

PRODUCT MARKETING & BRAND DESIGN

Email LinkedIn Website

ABOUT

Designer and marketer focused on clarity. I build scalable brand systems and commercial narratives that bridge the gap between engineering and the market.

WORK

- JAN 2023 –
NOW

Branded Objects

FOUNDER

Full-stack commercial execution for stealth hardware and deep tech ventures. Delivering end-to-end systems: Webflow development, HubSpot CRM integration, and investor-facing assets.
- JUL 2025 –
NOW

Pragmatic Semiconductor

BRAND DESIGNER

Automated the visual pipeline to generate accurate marketing assets directly from CAD data. Reduced asset creation time and created investor materials for commercial scaling.
- JAN – JUN
2025

Arm

UX / UI DESIGN INTERN

Refined visual consistency across Arm's digital platforms. Bridged the new brand identity with legacy sites to ensure seamless user experience.
- JUL – DEC
2024

Arm

BRAND DESIGN INTERN

Supported global rebrand rollout. Led creative direction for cross-sector campaigns involving high-profile clients like Aston Martin F1.

EDUCATION

Loughborough University
BA Graphic Design
2022 – 2026

TECH STACK

Figma, Webflow
HubSpot (CRM), Adobe Suite

EXPERTISE

Digital Systems
UX/UI Design
Brand Identity