

# 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 – **Branded Objects**  
NOW  
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 – **Pragmatic Semiconductor**  
NOW  
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.

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## EDUCATION

Loughborough University  
BA Graphic Design  
2022 – 2026

## TECH STACK

Figma, Webflow  
HubSpot (CRM), Adobe Suite

## EXPERTISE

Digital Systems  
UX/UI Design  
Brand Identity