



Alumnus of the Week

Name: Rob Yeo

Year of Completion: 2010

Programme of Study: International Business

Job Title: Creative Director

Employer: m/SIX Communications

What you liked about Hertfordshire Business School?

The opportunity to study abroad for two years was the reason I applied to UH. Being immersed in two completely different cultures not only enriched my study, but matured me as a person, after all, it's not easy starting fresh in a new country, especially when they speak another language. But the language skills, life experiences, and the incredible people I encountered made it one of the best experiences of my life.

What you do in your job?

At m/SIX I'm responsible for the way the agency is presented; from creating and managing the corporate branding, ensuring all work we produce looks perfect and running the website. I'm also in charge of creating storyboards, concept art, logos, animation and videos for new business pitches to impress potential clients. In my spare time I'm also a freelance graphic designer and illustrator.

Whom you would like to connect with in the Alumni Network?

I'd be happy to hear from anyone from the business school, especially anyone who also has a passion for art and design


Contact Details

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 Hertfordshire Business School Alumni

 @UHBusAlumOfcl

 Hertfordshire Business School Alumni Network

Our Community Thriving Together

Please email hbsalumni@herts.ac.uk if you have any candidate(s) for Alumnus of the week

go.herts.ac.uk/HBSalumni