

CREATIVE LEAD VIDEO, DESIGN & AI-ASSISTED PRODUCTION



CONTACT INFORMATION



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PROFILE

Two decades leading creative production and brand identity for global brands, from full corporate rebrands to campaign video, motion and content.

I've built and run in-house creative teams, set the visual and quality bar across everything they ship, and stayed hands-on throughout, directing shoots, cutting the edit, designing the asset myself when it counts.

Most recently at Mews I built a suite of AI-assisted production tools from scratch, script generation, automated localisation, thumbnail pipelines, proof that I use AI to make more good creative work happen, not to replace the craft.

I'm equally comfortable setting brand direction at a strategic level and sitting down to make the thing myself, and I've spent years translating complex, technical products into stories that land with a real audience for the likes of Google, Vodafone and Nokia.

TIM ALLEN

SPECIALISATIONS

- Brand Identity & Creative Direction
- Creative Team Leadership & Mentoring
- Brand Systems & Corporate Rebrands
- Video & Motion Direction
- AI-Assisted Creative Production
- Stakeholder & Client Management
- Content Strategy & Storytelling
- Design & Visual Systems
- Cinematography & Live Production
- Workshop Facilitation & Discovery

EXPERIENCE

Senior Multimedia Specialist

MEWS

DEC 2025 – JUL 2026

Set creative direction and quality bar for Mews University's video, motion, animation and interactive content, mentoring a multi-person creative team.

Designed and shipped a suite of AI-assisted production tools, a Claude-based script generation workflow, a translation pipeline and a thumbnail automation system that rebranded 700+ assets across five languages with zero manual uploads, proving AI can scale creative output without diluting brand quality.

Built a Python analytics toolkit turning a 2,700+ video library into on-demand reporting on performance and engagement.

EXPERIENCE

Educational Content Creation Lead

MEWS

JAN 2024 – DEC 2025

Led a creative team of creatives, owning hiring, mentoring and creative development alongside delivery.

Built the content systems, quality standards and brand consistency rules that let video, product content and microlearning scale across a global SaaS audience without losing visual or narrative quality.

Production Manager / Head of Video

QUADMARK (GOOGLE L&D PARTNER)

FEB 2020 – AUG 2023

- Led a creative production team and owned brand quality, visual identity and multi-site studio standards for clients including Google, Nokia, Vodafone, BT and Openreach, including a corporate rebrand spanning 2,500+ assets brought in line with a new visual identity.
- Director of Photography on shoots for major product launches, translating client briefs and stakeholder input directly into creative direction.
- Trained and mentored editors, motion artists and creatives, and was promoted from Digital Learning Executive to Head of Video on the strength of that leadership.

Bonus: Started as Digital Learning Exec and promoted to Head of Video through capability growth and client trust.

Video & Learning Professional

FREELANCE

JUL 2017 – PRESENT

9+ years running my own creative practice across brand, video, motion and design for clients spanning tech, charity, fashion and food & drink, including concept art for a winning agency pitch (Full Fat Agency / Kronenbourg), cinematography for Superdry, and campaign video for Plan International and Mash Gang.

Direct client relationships throughout, no internal team scaffolding, brief to delivery on my own.

Selected credits:

- Concept Artist: Full Fat Agency (Dec 2023): Concept creation for the Kronenbourg pitch campaign.
- Cinematographer: Superdry (Dec 2023): Cinematography for Superdry brand event, Oxford Street.
- Rig Removal Artist: Statler & Waldorf (Sep 2023): Rig removal, rotoscoping and editing on a stop motion production.
- Video Editor & Motion Graphics Designer: Plan International (Sep 2023): Video creation for the #IDOG campaign across social media, adverts and websites.
- Video Production Lead: Mash Gang (Sep–Nov 2022): Filming, grading, editing, compositing and sound design for investor pitch video.

EXPERIENCE

Learning & Development Consultant

FREELANCE

JUL 2019 – PRESENT

Director of Photography on video shoots across the university's learning environment. Editor, motion graphics and QA lead for all video content produced. Advised on video kit, software and hardware selection across the institution. Also delivered SCORM-ready e-learning modules in Storyline.

E-learning Consultant

KING'S COLLEGE LONDON

OCT 2019 – FEB 2020

- Built digital learning modules & multimedia learning assets
- Delivered SCORM-ready content in Storyline
- Consulted on video strategy, workflows & tool selection for internal learning teams
- Created repeatable templates enabling continuity after engagement

Learning and Development and Video Specialist

"EDF ENERGY.

SEPT 2009 TO SEPT 2019"

- Produced multimedia and video content including large-scale TV advert production, motion graphics, infographics and internal campaigns.
- Designed and delivered face-to-face and blended learning programmes, with video and digital learning as the primary delivery format.
- Created SCORM-compliant digital learning using tools such as Storyline & Moodle.
- Ensured all video and learning content met accessibility standards (WCAG). Pioneered video-based L&D across the business, applying adult learning principles to drive adoption.

Impact: Introduced accessible video and learning standards that improved consistency across all L&D and multimedia assets, and delivered performance programmes linked to operational KPIs.

SOFTWARE & TOOLS

Video, Design & Motion

Premiere Pro
After Effects
DaVinci Resolve
Photoshop
Illustrator
Figma
Audition
Canva
Frame.io

E-Learning & LMS

Articulate Storyline
Rise 360
Evolve
Genially
Moodle
Intellum
LMS Authoring
SCORM / xAPI

Streaming & Recording

OBS
Camtasia
vMix

Collaboration & Project Management

Jira
Confluence
Asana
Miro
Microsoft Teams

Microsoft Office

Word
Excel
PowerPoint
Outlook
Keynote

Data & Automation

Power BI
Power Automate
Python
HTML
Linux

AI

Claude
ChatGPT
API Integration / AI Prototyping