

VIDEO, MOTION & CREATIVE DIRECTION



CONTACT INFORMATION



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PROFILE

Two decades directing, producing and editing video and motion content for global brands, with 18+ years leading creative production and post-production teams.

Directed shoots and led content for 50+ major brands including Google, Samsung, Amazon and Nokia: cinematography, motion graphics, colour grading and brand systems across broadcast, social and corporate work. Most recently built AI-assisted production tools at Mews Software that cut edit and turnaround time from days to minutes.

Equally comfortable behind the camera, in the edit suite, directing a crew on location, or leading a multimedia team — with the stakeholder and instructional experience to make sure the story lands with the right audience.

Currently open to Video Production, Motion Design, Creative Direction, or something new.

TIM ALLEN

SPECIALISATIONS

- Video & Motion Direction + Editing
 - Cinematography & Live Production
 - Creative Direction & Brand Systems
 - Motion Graphics & Animation
 - Workshop Facilitation & Discovery
 - Content Systems & Process Design
 - AI-Assisted Production & Workflow Automation
 - Creative Leadership & Mentoring
 - Stakeholder Engagement & Consultancy
 - Instructional Design & Storytelling
 - Accessibility (WCAG) & Inclusive Learning
- Learning Experience Design & Strategy

EXPERIENCE

Senior Multimedia Specialist

MEWS

DEC 2025 – JUL 2026

Led video, motion graphics, animation and interactive media production for Mews University, providing creative direction, mentoring and quality assurance across a multi-person content team. Directed and shipped a suite of AI-assisted production tools that cut production turnaround from days to minutes, including a Claude-based script generation workflow and a thumbnail automation pipeline that rebranded 700+ assets across five languages with zero manual uploads. Built a Python analytics toolkit turning a 2,700+ video library into on-demand reporting on plays, watch rate and caption coverage. Owned multimedia strategy, brand rebrands and quality assurance across the full content library.

EXPERIENCE

Educational Content Creation Lead

MEWS

JAN 2024 – DEC 2025

Led a creative content team producing video learning, product walkthroughs and microlearning for a global SaaS audience, managing a team of three including 1:1s, upskilling and creative development. Built scalable video and content production systems in partnership with SMEs, product and enablement teams, and set quality, accessibility and brand standards across all video output. Mentored designers and creatives to elevate visual and production quality.

Production Manager / Head of Video

QUADMARK (GOOGLE L&D PARTNER)

FEB 2020 – AUG 2023

- Led a creative video production team delivering campaigns and training content for Google, Nokia, Vodafone, BT and Openreach.
- Director of Photography on shoots for major product launches and feature releases;
- Managed multi-site studios and full-service production from concept to delivery.
- Worked with global stakeholders to define creative direction and content strategy.
- Set and maintained brand, quality and accessibility (broadcast WCAG) standards across all video output.
- Trained and mentored editors, motion artists and video creators.

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 of freelance work spanning video editing, motion graphics, e-learning, social media content, YouTube productions, music videos and live events. Clients across tech, charity, fashion, food & drink and education sectors.

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