

MULTIMEDIA LEARNING & CONTENT STRATEGIST



CONTACT INFORMATION



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PROFILE

Two decades across production and learning & development, video, motion graphics, design, e-learning and AI-assisted production.

Directed shoots and led content for 50+ major brands including Google, Samsung, Amazon and Nokia, and most recently built AI-assisted production tools at Mews Software that cut turnaround from days to minutes and automated work at a scale no manual process could match.

Equally comfortable directing a shoot, building an e-learning module, prototyping with AI, consulting on learning and content strategy, or running a roadmap across international stakeholders — including consultancy work for organisations like King's College London.

Currently open to Instructional Design, eLearning/L&D consultancy, video & motion, or something new.

TIM ALLEN

SPECIALISATIONS

- Learning Experience Design & Strategy
- Stakeholder Engagement & Consultancy
- Instructional Design & Storytelling
- Digital Learning Platforms (SCORM, xAPI, LMS)
- Behaviour-Change & Performance Enablement
- Accessibility (WCAG) & Inclusive Learning
- Video & Motion Direction + Editing
- Brand Systems & Corporate Design
- Workshop Facilitation & Discovery
- Creative Leadership & Mentoring
- Content Systems & Process Design
- AI-Assisted Production & Workflow Automation

EXPERIENCE

Senior Multimedia Specialist

MEWS

DEC 2025 – JUL 2026

Bridged creative production and strategy for Mews University: video, motion graphics, animation and interactive media, creative direction, mentoring and quality assurance.

Built and shipped a suite of AI-assisted production tools, including a multi-language (FR/DE/ES/NL) translation pipeline, a Claude-based script generation workflow that cut first-draft time from hours to minutes, and a course thumbnail automation pipeline that rebranded 700+ e-learning thumbnails 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.

Leader in Multimedia strategy, rebrands and quality assurance.

EXPERIENCE

Educational Content Creation Lead

MEWS

JAN 2024 - DEC 2025

Led strategy and delivery of product education and learning experiences for a global SaaS audience. Line-managed a team of three, covering onboarding, upskilling, 1:1s and broader people management. Partnered with SMEs, product and enablement teams to analyse needs and design targeted learning solutions; built scalable content systems spanning video learning, product walkthroughs, microlearning and support resources. Implemented feedback loops, quality standards, accessibility and UDL principles across content, and mentored designers and creatives to elevate output.

Production Manager / Head of Video

QUADMARK (GOOGLE L&D PARTNER)

FEB 2020 - AUG 2023

- Led a creative learning content team delivering training for Google, Nokia, Vodafone
- Worked with global stakeholders to define learning needs & creative direction
- Delivered blended content for product enablement, onboarding and feature releases
- Ensured brand, learning quality and accessibility standards across all output
- Trained and mentored editors, motion artists and learning 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

E-learning consultation, development, creation and delivery. Blended and remote learning solutions, LMS management, video production, graphic design and instructional design.

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"

- Designed and delivered face-to-face and blended learning programmes for internal teams
- Created SCORM-compliant digital learning using tools such as Storyline & Moodle
- Partnered with senior stakeholders to diagnose learning needs and define learning outcomes
- Applied adult learning and behavioural psychology principles to build skills and drive adoption
- Led evaluation cycles, reporting on impact, behaviour change and ROI where required
- Produced multimedia learning content, infographics, microlearning and internal campaigns
- Developed coaching frameworks, competency programmes, and capability uplift initiatives
- Ensured all learning content met accessibility standards (WCAG)

Impact & Notable Contributions

- Designed, developed and delivered onboarding and skills pathways that improved role readiness and confidence
- Delivered targeted performance-improvement programmes linked to operational KPIs
- Introduced accessible learning standards and improved consistency across L&D assets

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