

CONTACT

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EDUCATION

Leeds Metropolitan University

BS (HONS) Music Technology (2009-2012)

Music Recording & Production, Graphic Design, Video Editing, Business Studies

PORTFOLIO

[HTTPS://HOWSONDIGITAL.COM/TOM-HOWSON-PORTFOLIO/](https://howsondigital.com/tom-howson-portfolio/)

ABOUT ME

Innovative Director of Design with 10+ years leading and working in high-performing teams to produce premium social and digital marketing content for global brands. Recognised expert in building and developing teams from the ground up and implementing efficient processes, emerging technologies and creative cultures.

Talented hands-on creative director experienced in overseeing shoots and leveraging tools like Adobe Creative Cloud to deliver best-in-class motion graphics, video, audio, and interactive content. Driven leader focused on strategic vision, optimising content performance, and pushing creative boundaries.

SKILLS

CREATIVE DEVELOPMENT



STAKEHOLDER MANAGEMENT



DATA & ANALYTICS



LEADERSHIP



TECH IMPLEMENTATION



PROCESS AND STRATEGIC THINKING



OTHER SKILLS

- STRATEGIC MARKETING
- SOCIAL MEDIA
- AI IMPLEMENTATION
- VIDEO PRODUCTION
- WEB DESIGN
- UX DESIGN
- VIDEO MARKETING
- COACHING & DEVELOPMENT
- BUDGETING
- RECRUITMENT
- STUDIO MANAGEMENT
- BUSINESS TRANSFORMATION

DIRECTOR OF DESIGN - VIDSY- JULY 2023 - NOV 2023 (MAT COVER)

Moved into the role of Director, to oversee the entire design / creative department for all of EMEA, creating high quality marketing content for global brands.

- Ensures consistent design and process standards across North America and EMEA teams and leads global design initiatives.
- Developed full AI production process utilizing large language model AI to analyse briefs and recommend templates, assets, animation styles and processing tools to achieve creative excellence.
- Embedded a culture of creative excellence to produce best-in-class social and digital content through workshops and initiatives that encourage innovative thinking.
- Engages cross-functionally with other departments on changes and joint business-wide initiatives.
- Analyses data to evaluate content performance and optimize internal production processes.

PREVIOUS EXPERIENCE

MOTION DESIGN MANAGER - VIDSY- FEB 2023 - JULY 2023 (MAT COVER)

Managing 3 teams consisting of 11 motion content designers across video editing, 2D & 3D animation, graphic design. Producing content for brands such as Pepsi, EA, Ubisoft, Amazon, Activision, Lays, TikTok, Meta, Henkel and other major brands across all of Europe.

- Implemented a coaching framework for continual growth and development to ensure creatives perform at the highest standards
- Led implementation and testing of AI technologies like image generation, AI voiceover and video processing to lead the industry in production techniques.
- Created new initiatives scheme for creatives to rapidly test and develop tools/processes to adapt and pivot quickly.
- Transitioned entire department to Jira and Kanban with agile methodology to streamline production processes.
- Built BI dashboards with SQL/Trevor BI to fully analyse client feedback and track creative issues.
- Set up initiatives to reduce internal edits, reducing waste and improving throughput which has seen a 50% reduction in wastage allowing for the development

MOTION DESIGN STUDIO MANAGER - DIGITAL DESIGN / SOCIAL - ASDA - JUN 2021 - FEB 2023

In-housed and set up a brand new internal social / digital marketing team at Asda consisting of Social Producers (paid and organic), Videographer, Motion Designers & a Jnr. Designer which involved:

- Recruitment and on-boarding of 6 new colleagues and multiple long term freelance designers
- Implementation of new processes and stakeholder engagement into a large complex business using Adobe Workfront
- Yearly budgeting (£250,000) and purchasing of software, editing hardware, film/lighting equipment
- Infrastructure / tech setup and acquiring of production space
- Building external agency relationships and freelance creator portfolio
- Developing and planning social strategies to meet business goals
- Development & strategic planning of Asda social transformation strategy
- Final sign off on social content / delivery from the team
- Organising and managing multiple shoots small/medium across the UK to produce video adverts ranging from long format, interviews, events, product, social native and food
- Worked closely with CRM and Web teams to develop content for both CRM and Web
- Managing and analysis of team resourcing to meet business goals

My role involved managing the planning and creation of social / digital content for Asda channels both paid and organic whilst working with agencies such as Havas to develop branding for each campaign. Worked directly on the launch of the Asda Rewards App, all major seasonal campaigns, local and national partnerships with brands such as Decathlon, Claires, Panku, B&Q and more.

As Studio Manager, I had full responsibility for the professional development of team members, which involved conducting weekly one-on-one meetings to collaborate on personalized development plans, facilitating annual and quarterly reviews, implementing team coaching structures and workshops, enabling growth opportunities outside the team, and managing all HR-related issues including time off. My leadership focused on supporting individuals through ongoing coaching and reviews, as well as creating team-wide systems to foster skills, provide feedback, and expand responsibilities.

PREVIOUS EXPERIENCE

DIGITAL LEARNING DESIGNER - ASDA - JUN 2019 - JUN 2021

Responsible for finding creative solutions to the learning needs of all areas of Asda including Office, Warehouse/Logistics and store roles for over 140,000 colleagues primarily specialising in innovative digital solutions.

- Project management of a trial mobile learning app involving development, UX design, content and testing
- VR/360 video in-house production capabilities testing, trial and on-boarding of a new supplier
- Video production and planning for the creation of training videos utilising 'Adobe CC'
- Web design using 'Adobe Experience Manager' to manage internal learning sites, analyse performance data of web pages to allow for better UX design and measure the effectiveness of pages
- Creation of interactive HTML5 learning modules utilising the 'Articulate 360' software
- Stakeholder and project management working with other teams across various parts of the business

FREELANCE - HOWSON DIGITAL - JUN 2019 - CURRENT

In addition to my day job, I also pick up some freelance projects for large and small businesses.

- Video planning, production and editing
- Web design & SEO
- Interactive digital media creation
- OOH media design
- Social & digital strategy



Web based interactive digital experience
I've designed and built for Team17

RECRUITMENT CONSULTANT - PAGE GROUP - JAN 2018 - JUN 2019

Working as a recruitment consultant at Page Personnel within the social housing and facilities management sector. I was responsible for generating business, managing my workload whilst using creative and intuitive ways to grab attention within a competitive market place. I built and managed key relationships with customers, enabling continued work and business to meet financial targets.

RECRUITMENT TEAM LEADER - PROFESSIONAL SECURITY - AUG 2018 - JAN 2019

Managing a team of two that were responsible for the recruitment of security staff across the north of the UK and all of Scotland. On average recruiting between 50-750 staff per week including the management of interview sessions, organising RTW documents and working with key stakeholders in each region.

SOCIAL MEDIA EXEC & RECRUITMENT COORDINATOR - PROFESSIONAL SECURITY - JUL 2017 - AUG 2018

Maintained and monitored social media outlets for the business by creating new recruitment content to generate interest within the industry. Over the space of a year, the Facebook page went from 4000 likes to 70,000 due to the increased activity on the page.

SELF EMPLOYED - DJ/PRODUCER - SEP 2012 - JUN 2019

Full-time professional DJ/Producer playing cities across the north of the UK and signed to labels in London and America. Playing with artists such as Fat Boy Slim and Martin Garrix, managing all aspects of the business from accounts to marketing, with contracts with nationwide club brands and playing to 1000-3000 people 4-6 nights a week.

PERSONAL INTERESTS

FITNESS



ROCK
CLIMBING



SNOW
BOARDING



3D
ANIMATION



MUSIC
PRODUCTION



EDITING &
VIDEOGRAPHY

