

THOMAS LEVENE

CONTACT

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SKILLS

Web Design: WordPress,
Elementor, Shopify, HTML, CSS

Graphic Design & Branding:
Photoshop, Illustrator, InDesign,
brand guideline creation

3D & Motion Graphics: Cinema 4D,
After Effects

UI/UX Design: Figma, Adobe XD

Accessibility Standards: WCAG,
ARIA knowledge

Video Editing & Post-Production:
Premiere Pro, DaVinci Resolve

Infrastructure Knowledge: Hosting,
CMS, CRM, Databases

SEO & Optimisation

Data Analysis: Google Analytics
GA4, Looker Studio, Tableau

Project Management: Agile, Scrum,
Waterfall Methodologies

Project Management Tools: Trello,
Notion, Jira

Email Marketing: Mailchimp

Stakeholder Management

Strong Communication and
Presentation

Problem-Solving

Strategic Planning

PROFILE

Designer and Digital Specialist with expertise in graphic design, 3D motion graphics, video production, and web design. Skilled in translating business needs into visually engaging and user-friendly digital solutions.

EXPERIENCE

DIGITAL PROJECTS LEAD • MEDISONAL LTD

August 2021 – December 2024

Medisonal is a healthcare technology start-up focused on improving communication, education, and operational efficiency in the medical field.

- **Graphic Design & Branding**
 - Designed 2 logos, 20+ flyers, and brand guidelines for Medsym, Medisonal, and Medisonal Clinic.
 - Created cohesive branding across all platforms, ensuring alignment with stakeholder expectations.
 - Designed and managed social media creatives to maintain brand consistency.
- **UI / UX Design**
 - Designed 40+ UI pages for the Medsym App
 - Led user testing via focus groups and interviews with doctors, refining user flows based on insights.
 - Improved navigation structures and workflows, making the platform more intuitive for clinicians.
- **3D Motion Graphics & Video Production**
 - Produced 5 promotional videos primarily used on Medisonal's websites.
- **Web Design & Development**
 - Designed and developed 10 websites for Medisonal, including Medsym, Medisonal Institute of Education (MIE), and Medisonal Clinic.
 - Managed POD Admin, a Medisonal-owned B2B design service, delivering websites for 3 clients alongside branding and social media assets.

Time Management and Attention to Detail

Copywriting and Proofreading

Creative Thinking and Innovation

EDUCATION

BSc (Hons) Film Production Technology

Nottingham Trent University

September 2017 – June 2020
Degree Classification: 2:2

ADDITIONAL INFORMATION

Full UK Driver's License

Enhanced DBS Checked

- **Cross-functional Collaboration & Leadership**

- Led all digital projects company wide.
- Acted as liaison between an external app development agency and Medisonal's leadership, ensuring alignment on technical requirements.
- Coordinated with 3 marketing/PR agencies to develop and execute digital strategies.
- Translated complex technical information for the CEO, Founder, and clinical stakeholders.

- **Compliance Adherence**

- Served as Data Protection Officer (DPO) for the Medisonal Clinic, ensuring GDPR compliance across digital platforms and aligning projects with industry standards, such as Cyber Essentials and ISO27001. Ensuring designs and adhere to accessible design principles such as WCAG.

FREELANCE WEB DEVELOPMENT & DIGITAL DESIGN

July 2020 – Present

Worked with various clients, including the Royal Air Force Benevolent Fund, Elegant Tiling Group, Camera Bodies and Silvercain.

- **Logo and Branding Projects**

- Designed unique brand identities, logos, and promotional materials for a variety of clients, incorporating feedback and ensuring alignment with their vision.

- **Web Design & Development**

- Built and launched responsive websites and eCommerce platforms for clients, including the Royal Air Force Benevolent Fund, using WordPress, Shopify and WooCommerce integrating HTML/CSS for custom features.