

## Tom Allison

**Date of Birth:** 06/10/91 **Nationality:** British  
**Email:** hello@tomalliso.com **Website:** www.tomalliso.com  
**LinkedIn:** www.linkedin.com/in/toallison

### Profile

Currently a Product Designer at Shazam, acting as the leading ambassador of design for Shazam.com. Formerly at Pulselive, Hawk-Eye Innovations (A SONY Company) as a UX Designer; a role that stretched from UX, UI design and HTML5/SASS/JS mark-up. 1st Class Honours Graduate of BA (Hons) Interactive Media Production at Bournemouth University; the single Centre for Excellence in Media Practice (CEMP) in the UK.

### Experience

#### **Shazam Entertainment: Product Designer (April 2015 - Present)**

I have established myself as the leading ambassador of design for Shazam.com and have become a fundamental part of the Web Team development process. I enjoy the responsibility of taking full ownership of design, and demand the opportunity to be directly involved in its implementation. Top 25% performer in the company-wide yearly performance reviews.

- Introduced formal Design Reviews into the Web Team development process which involves me undertaking work above and beyond my job description e.g. making code contributions (HTML5/SASS) to improve and streamline the design implementation process.
- I was largely responsible for the Design Team's migration to Sketch, and Zeplin; collaboration tool for UI designers and front-end developers.
- The growth of Shazam.com in 2015 was spectacular, finishing the year with 8.6M MAU, making the Web the most successful product at Shazam in driving that metric and for the first time, contributing to the total MAU goal of the company.

Deliveries include the introduction of a Style Guide, the 'Follow On Shazam' worldwide marketing campaign asset suite and the new Homepage, News Feed, Search and Video Playlists on Shazam.com.

*Awards/Nominations: Shazam.com, as part of the wider Shazam offering, was voted 'The Webby Awards: Mobile Sites & Apps in Music' winner and 'People's Voice' winner.*

#### **Pulselive, Hawk-Eye Innovations (A SONY Company): UX Designer (July 2014 - April 2015)**

Hawk-Eye Innovations provide world leading ball tracking technology and deliver trusted officiating, advanced simulators and coaching systems for the sporting world. The digital limb of Hawk-Eye Innovations; Pulselive works with sports federations, media companies and sponsors to deliver content solutions that make sport more interactive, engaging and accessible for their audiences.

- Designed and built worldrugby.org and rugbyworldcup.com Match Centre, Fixtures/Results and Live Blog features.
- Designed the Official ICC Cricket World Cup 2015 iOS/Android mobile and tablet applications which amassed 4.6M downloads, was the no. 1 app in 5 countries and no. 1 sports app in 50 countries.
- Face-to-face liaising and collaborating with clients i.e. global sports federations, media companies and sponsors, to identify and implement creative solutions.

*Awards/Nominations: The ICC Cricket World Cup tournament site and apps were nominated as part of 'The Sports Technology Awards' for 'Best Tournament App', 'The 8th Annual Shorty Awards' for 'Sports' and 'The BT Sports Industry Awards 2016' for 'Digital Platform of the Year'.*

**The Team: Digital Designer Intern (August 2013)**

**Hovertip: Co-Founder (September 2013 - June 2014)**

Hovertip is an idea lab that builds companies. Working with clients from around the world, as part of a student start-up creative agency, inspired me to establish myself as innovator of my own digital products.

**8bit Lemon: Co-Founder (October 2011 - June 2013)**

8bit Lemon was a student start-up creative agency founded by five first year BA (Hons) Interactive Media Production Undergraduates at Bournemouth University. Highlights include liaising with Uptrending; Silicon Valley Web Design Agency, case studied and featured as part of Adobe Creative Week 2012 and commissioned by Bournemouth University to design and develop a collaborative network for the School of Applied Sciences.

## Education

**Bournemouth University: BA (Hons) Interactive Media Production (2011 - 2014)**

In partnership with Adobe, the course exposes students to new and emerging trends, formats and innovations in digital media technologies, combining digital design, programming and creative software skills (1st Class Honours).

**Seevic College (A Levels exams taken in 2010)**

Business Studies (B), Graphic Design (B), Media Studies (B)

**Mayflower High School (GCSE exams taken in 2008)**

11 GCSE's (A - B) inc. Mathematics, English and Science

## Technical Skills

**Advanced**

Sketch  
Adobe Photoshop  
Invision  
Principle  
Zeplin  
HTML5, CSS3/LESS/SASS  
Sublime Text  
Balsamiq Mockups  
Foundation, Bootstrap  
JIRA  
Pages, Numbers and Keynote  
M Office Suite

**Intermediate**

Adobe Illustrator, After Effects, Flash, Indesign, Premiere Pro  
Javascript, jQuery  
Git, Apache Ant, Compass

## References

Available on request