

Gemma Hall, UX & AI Content | Story-Driven Design | Multimedia Services

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Nationality	Australian national, fully authorised to work in the UK	Driving license	Full UK and Australian driving licence
LINKS	LinkedIn		

PROFILE	International news camera operator and video editor with 10+ years' experience in fast-paced broadcast environments (ABC, News UK, GB News), transitioning into instructional multimedia and learning content development. Holds an MSc in UX Engineering (Distinction), with a focus on user-centred design, instructional content, and multimedia learning experiences. Experienced in end-to-end video production, including scripting, filming, editing, and post-production, with a strong emphasis on clarity, structure, and audience needs. Master's research explored the use of AI agents for coaching and skills development, contributing to GenAI-enabled training and scalable feedback systems. Key skills include instructional video production, multimedia storytelling, e-learning content, UX principles, cross-functional collaboration, and delivery under tight deadlines.
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EMPLOYMENT HISTORY

Sept 2023 — Present	UX & AI Content Creator – Multimedia Projects, Freelance Creates and delivers AI-enhanced and conventional multimedia content across internal and client-facing projects, leading end-to-end production from concept to polished output. <ul style="list-style-type: none">• Produces multimedia content integrating AI and traditional media for internal showcases and creative initiatives.• Leads multiple projects from concept to delivery, ensuring clarity, engagement, and high-quality output.• Manages full video production workflows, including scripting, filming, and editing.	London, England, United Kingdom
Jan 2022 — Apr 2023	News Field Operator, Editor & Content Creator, News UK Worked on TalkTV's news programming, producing high-quality video and digital content for live broadcasts and social media channels. <ul style="list-style-type: none">• Operated cameras and edited footage for shows including <i>The Talk</i>, <i>The News Desk</i>, and <i>Piers Morgan Uncensored</i>.• Contributed to live field broadcasts for breaking news, supporting timely coverage.• Produced promotional video and still imagery for broadcast and online platforms.• Created digital content for social media, including YouTube, Instagram, and TikTok, helping grow TalkTV's online presence.	London, England, Australia
Nov 2016 — Mar 2023	News Field Operator, Live Link Operator, Editor & Content Creator, Australian Broadcasting Corporation (ABC) Specialised in producing engaging digital and television content across multiple platforms, delivering high-quality news stories under tight deadlines. <ul style="list-style-type: none">• Shot and edited video content for live and recorded broadcasts, including <i>News Breakfast</i> and the 7PM Victorian bulletin.• Operated live links and coverage equipment to support seamless broadcast operations.• Captured and edited still photography for online and social media channels.• Collaborated with on-screen talent and production teams to ensure professional content delivery.	Melbourne, Victoria, Australia
Jun 2021 — Jan 2022	Camera Operative and Media Editor, GB News Contributed to the launch of Britain's first start-up news channel in decades, producing engaging content under tight deadlines. <ul style="list-style-type: none">• Operated cameras and edited footage for UK and international news programmes.• Developed content for GB News broadcasts and social media channels.• Conducted live field broadcasts and covered breaking news for 18-hour live programming.• Coordinated with on-screen talent and production teams to ensure seamless news delivery.	London, England, United Kingdom

Aug 2016 — Nov 2017

Broadcast Camera Operator, Freelance

Melbourne, Victoria, Australia

Covered news across Melbourne and regional Victoria, operating ENG cameras and live broadcasting equipment for breaking news and live events. Managed on-location shoots under tight deadlines, delivering high-quality footage for broadcast.

- Executed live broadcasts with precision under time-sensitive conditions.
- Captured and delivered high-quality footage for breaking news and events.
- Adapted quickly to diverse shooting environments to meet production requirements.

Oct 2014 — Aug 2016

ENG Operator and Editor, Seven Network

Mackay, Queensland, Australia

Produced and edited high-quality video content for nightly news bulletins, consistently meeting tight deadlines.

- Shot and edited video for Seven News Mackay and Queensland nightly news.
- Operated Sony ENG cameras, audio, and lighting equipment for studio and field shoots.
- Trained camera and editing teams and coordinated production schedules.
- Maintained clear communication with on-screen talent to ensure seamless content delivery.

Nov 2008 — Oct 2014

Medical Imaging Operator, Queensland Health

Townsville, Queensland, Australia

Provided comprehensive support to Medical Imaging staff in the delivery of Mammography services at BreastScreen Townsville, ensuring efficient operations and patient care.

- Conducted detailed audits of medical images and patient data to maintain accuracy and compliance.
- Digitised X-ray hard copies to streamline access and improve workflow efficiency.
- Managed patient records and coordinated inventory to support daily operations.
- Facilitated communication with healthcare providers to ensure seamless service delivery.

EDUCATION

Jan 2023 — Jan 2024

Master of Science - MS in UX Engineering & Distinction, Goldsmiths, University of London

London, England, United Kingdom

Graduated with Distinction, Student Representative (UXE cohort 2023–2024, Department of Computing), Recipient of The Gold Award.

Jan 2010 — Jan 2014

Bachelor of Multimedia Journalism in Communication and Media Studies & Upper Second-Class Honours (2:1), James Cook University

Townsville, Queensland, Australia

Upper Second-Class Honours (2:1); Editor-in-Chief of the university newspaper.

SKILLS

- Instructional Design

Multimedia Content Creation

Video Editing

User-Centered Design

AI Content Generation
- Storytelling

Digital Content Creation

UX Research

Creative Problem Solving

Time Management

EXTRA-CURRICULAR ACTIVITIES

Sept 2023 — Sept 2024

Department of Computing (MSc UXE) Student Representative, Goldsmiths, University of London

In my role as the Course Representative for the UXE program, I actively represented my peers by regularly checking in on their experience and gathering feedback on the course. I acted as a liaison between students and the administration, effectively communicating concerns and suggestions to improve the student experience. Additionally, I attended Student Union meetings, advocating for student needs, and I also served as a representative at events, showcasing the programme to prospective students and sharing insights on the value of the course and university. This experience honed my communication, leadership, and problem-solving skills.

HOBBIES AND INTERESTS

- Water sports
- Film and television, with an interest in media and storytelling
- Travel and global current affairs
- LEGO building, demonstrating creative problem-solving and attention to detail