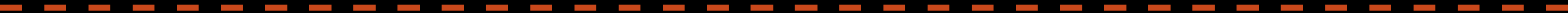




# THE BRAND SURGEON

*Operative Notes*

*Updated Apr 2024*



I help *HEALTH* and *TECH*  
companies reach their  
*GOALS* and their *PEOPLE*



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# Background

The Brand Surgeon is the union of my two professions, *doctor* + *designer*. At first, I didn't embrace this and saw the duality as conflicting...*analytical* vs *imaginative* and *logical* vs *creative*

But the skills from the *logical left* + *artistic right* sides of the brain compliment each other. I now bring the higher-order skills I have developed as a *doctor* into my design work.

For clients, this equates to better *diagnosis + communication* of branding problems, and subsequent delivery of *imaginative* identity design + brand strategy

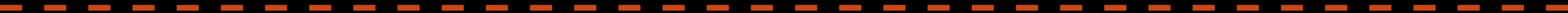






# Services

*Brand Strategy*  
*Brand Design*  
*Consulting*  
*Public Speaking*



# Brand Strategy

Your brand is now the most powerful tool you have in a cluttered and competitive market

Intelligent brand strategy allows your business to survive and thrive where others can't. This is not a simple process, it's a major operation. The final strategy provides a purposeful framework which informs your brand design, provides direction to your business and ultimately leads clients to you. This includes...

- Purpose
- Your 'Zag'
- Core Values / Anti-Core Values
- Personality
- Verbal Identity
- B2B/B2C Positioning + Propositions



# Brand Design

Your brand strategy is used to inform the visual elements needed for your brand to engage your audience and grow your business...

Logo design  
Logo variations  
Colour palette  
Typography  
Brand pattern  
Brand guidelines  
Iconography  
Illustrations  
Marketing assets

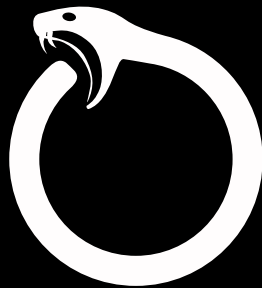
....and more



# Consulting

The biggest companies in the world have creatives and designers in the C-suite. Apple and Google for example have Chief Creative Officers and have always understood the impact of design on performance

If you need creative oversight on a project or advice on your current brand strategy/design get in touch and let's operate together



# Public Speaking

Whether it's a creative collective or a scientific meeting, I would love to speak at your event

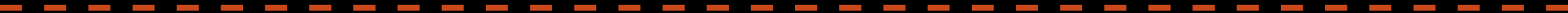
From topics on inspiration to vulnerability, and branding to growth

"Awesome slides, I spent a long time looking at them" Anonymous tech guy from the last venue I spoke at





Skills



# Designer

## Visual

- Brand Identity Design
- Editorial
- Package
- Illustration

## Strategy

- Brand Strategy
- Brand Analysis/Research

## Tools

- Software: Adobe
  - Illustrator
  - Photoshop
  - InDesign
  - AfterEffects
  - Premiere Pro
- Hardware
  - MacBook Pro
  - Wacom Cintiq 16
  - Røde Podmic

# Surgeon

## Communication

- Listening
- Socratic questioning
- Explanation of concepts
- Public Speaking

## Knowledge

- Healthcare
  - 10yrs (UK 8 + Aus 2)
- Higher order thinking
  - Problem solving
  - Situational awareness
  - Vertical + Lateral thinking

## Accolades

- Published in major journals
  - BMJ, BJUI, PCAN
- Medical School: Imperial
  - Colours
  - Distinction x5, Merit x2
- National Conference Organiser
  - Virtual ACCESS 2020 + 2021

>1200 operations

# Development

## Next Course

- Branded Type by MBJ

## Next Books

- This is Marketing
  - Seth Godin
- Beauty
  - Sagmeister + Walsh

## Next Skill

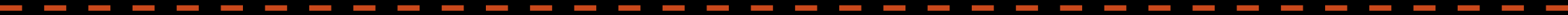
- Video editing
- Video content

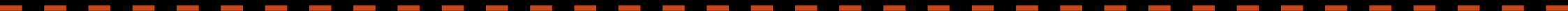




# Previous Operations

*Thriva*  
*The Welman Clinic*  
*TeachMeSurgery*







# Thrive

Thrive is a modern healthcare company who offer at home testing to give people ownership over their health and prevent chronic illnesses

They are one of the fastest growing private companies in the UK (Times 2022) and in 2021 secured a £124 million contract with the government to supply COVID tests until January 2023

Operating  
Projects  
Skills

2021 - Present

10

Illustration

Editorial layout

Printing support

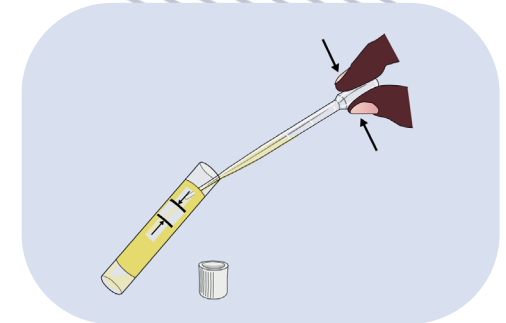
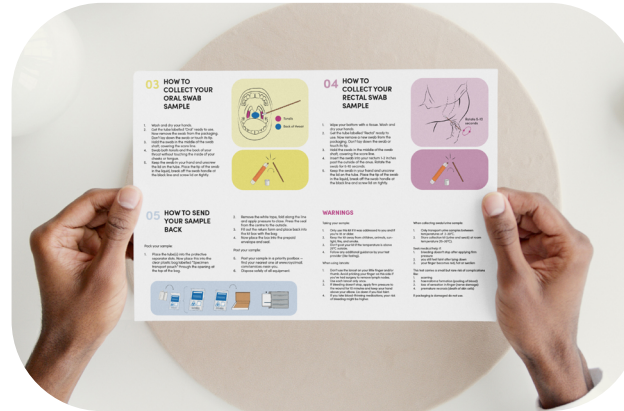
Packaging Design

Thumbnails

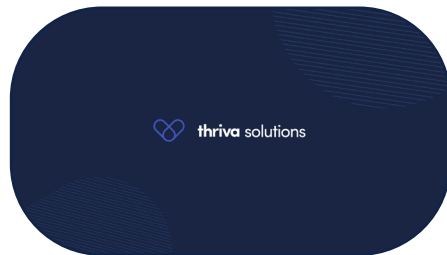
Impact

Design updates helped  
secure an £800k contract

Packaging designs used  
with 5 B2B clients, one  
has shipped >1000

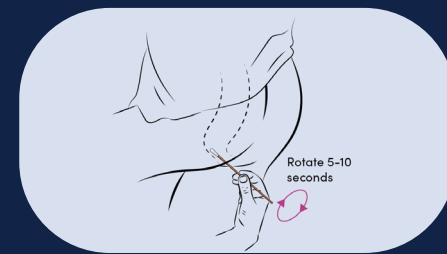
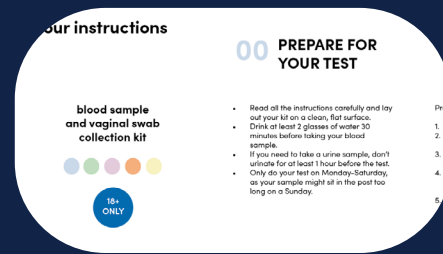
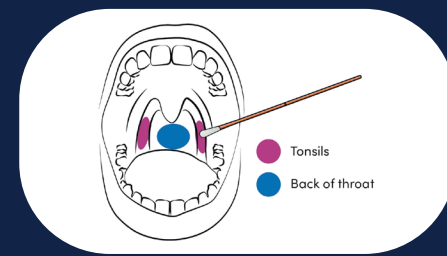
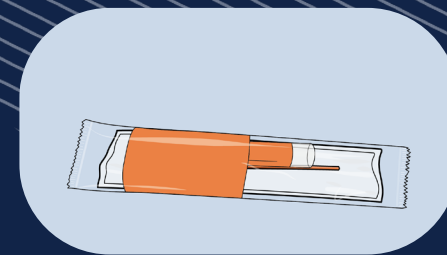
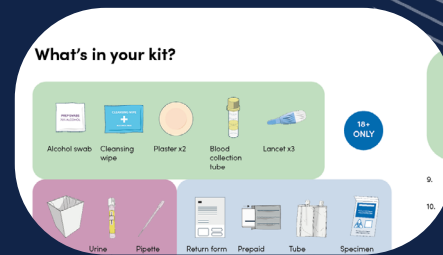
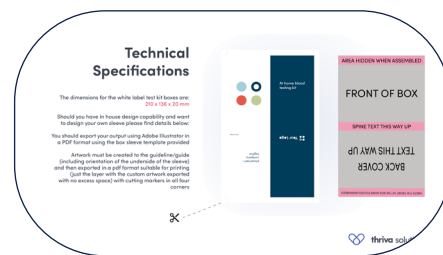
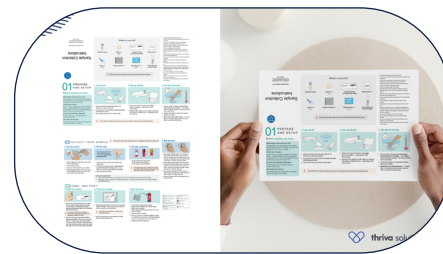
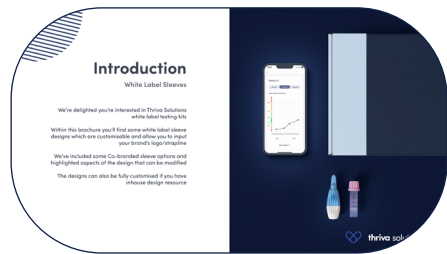
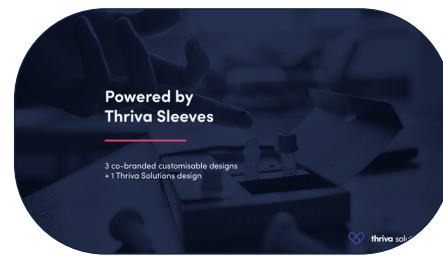


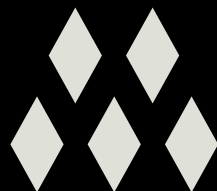
# Thriva



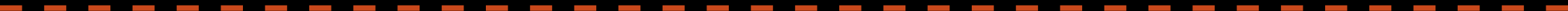
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Introduction	03	Powered by Thriva Sleeves	25-26
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THE WELMAN CLINIC



# The Welman Clinic

Founded by Dr Ted Welman, The Welman Clinic is a modern aesthetic clinic that delivers cosmetic treatments from the heart of Soho, London

They are unique in providing a trustworthy Plastic Surgeon led-service whilst making it a joyful and refreshing experience

Operating  
Projects  
Skills

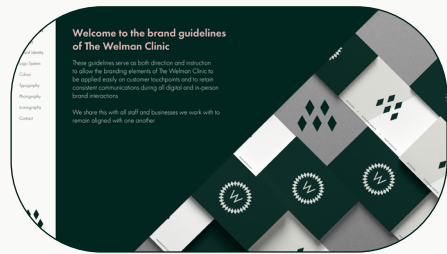
2023 - 2024  
1  
Brand Strategy  
Brand Design  
Logo system  
Brand Guidelines

Impact

Brand yet to be revealed,  
website and digital  
touchpoints being worked on  
by the company

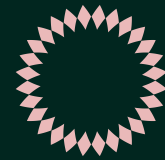


# The Welman Clinic



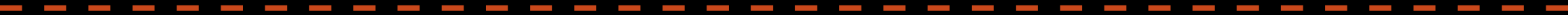
THE WELMAN CLINIC

WELMAN CLINIC





# TeachMe **Surgery**





# TeachMeSurgery

*"A comprehensive encyclopaedia on surgery and perioperative care, presented in a visually appealing and easy-to-read format."*

*Created by a team of surgeons and doctors, TeachMeSurgery provides a concise and structured insight into over 400 surgical topics across a wide range of specialities, with each article individually reviewed and revised by world-leading experts"*

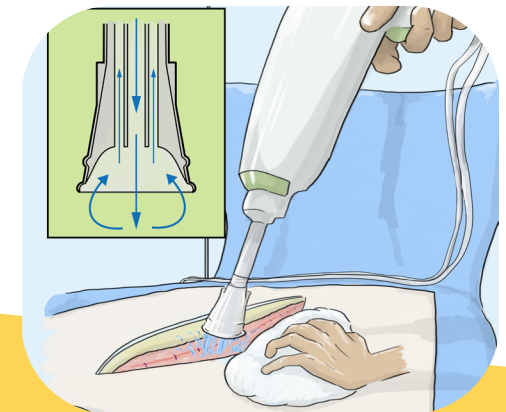
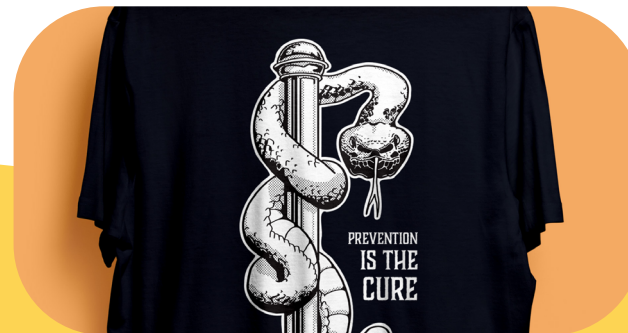
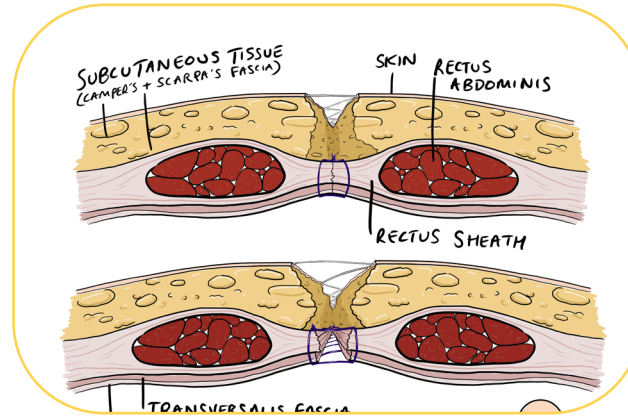
Operating  
Projects  
Skills

2020 - Present  
Countless  
Illustration  
Animation  
Promotional Videos  
Apparel Design  
Sub-brand Design

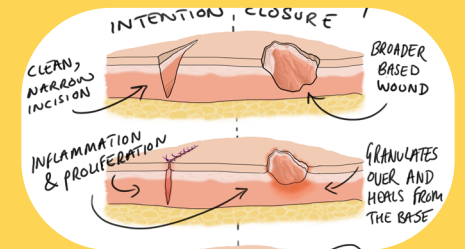
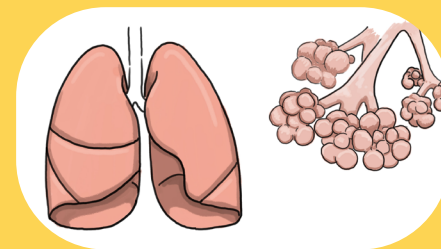
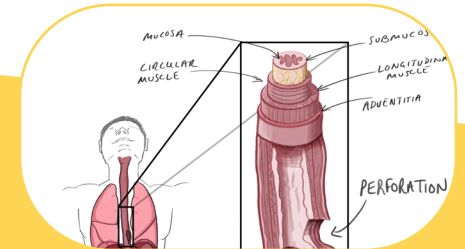
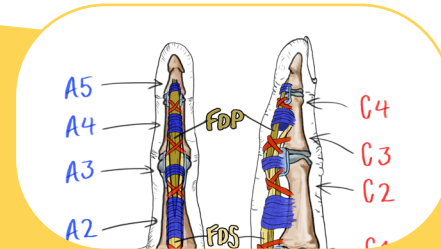
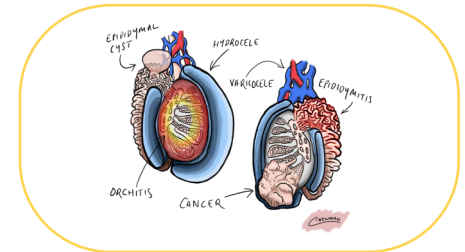
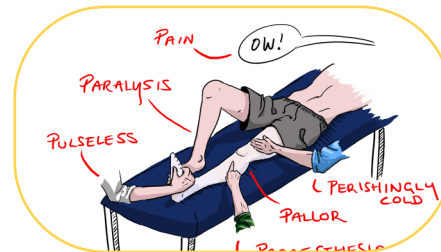
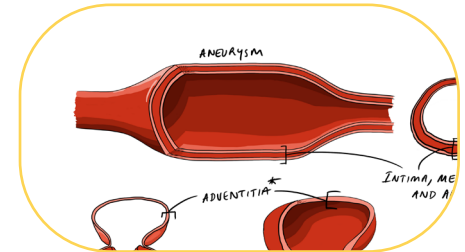
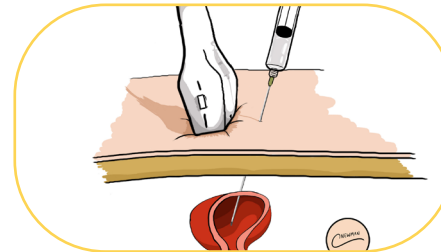
Impact

Increased website  
traffic by 25%

Work featured on 3 of  
top 10 website pages



# TeachMeSurgery

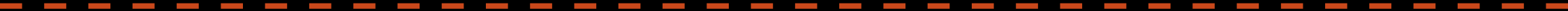






# Testimonials

*Thriva*  
*TeachMeSurgery*



# Testimonial 1



Vysh Manivannan  
*Implementation Manager*

"It has been a pleasure working with Thomas. His creativity, timeliness and excellent communication has made it really easy to work with him. He has contributed significant value to our projects, some examples of that are:

- Designed and updated instructions that will be used in over 19,000 test kits. His fast delivery of IFU updates, which were needed over the xmas period, helped us secure a contract worth over £800k
- Thomas created a sleeve design pack, which is simple and easy to use. We have shared this with 5 of our B2B partners and often take it into sales pitches to demonstrate how easy it is to onboard with Thriva. One of our key partners, who is using a sleeve design created by Thomas has shipped over 1000 kits.

Overall I would highly recommend Thomas to anyone else. We look forward to working with him on future design initiatives."

## Testimonial 2

### TeachMe Surgery

"Thomas has contributed numerous illustrations and creative insight to TeachMeSurgery over the past 3 years, many of which now feature on our most popular pages.

The traffic through our website has increased significantly since Thomas has been involved in the site and the feedback we receive on many of his illustrations have been impressive. Of particular note, since Thomas has been involved in the site, our average daily users have increased from around 8000 to 10000 per day!

He's also worked on some of our marketing material for a question bank launch that we have shown at multiple surgical meetings and conference. I would thoroughly recommend Thomas to anyone!"

Dr Michael Bath  
*Co-Founder*



# Let's operate together

*thomas@thebrandsurgeon.design*

*www.thebrandsurgeon.design*

