

DANE ADAMS

Learning Experience Designer · Instructional Designer · Learning Technologist

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PROFILE

Learning Experience Designer and learning technologist with eleven years designing, building and deploying technology-enhanced learning at scale. Deep instructional design experience (ADDIE, backward design, UDL) paired with an AI-first approach to content creation, development and workflow design, including shipping working web applications built with AI coding assistants, such as a departmental KPI analytics dashboard currently in live testing. Proficient in Articulate Storyline, Rise and H5P; hands-on SCORM authoring and multi-platform LMS administration. Actively transitioning into corporate L&D / EdTech.

CORE COMPETENCIES

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| • AI-Assisted Content Creation | • Instructional Design (ADDIE, UDL) | • LMS Administration |
| • Prompt Engineering for L&D | • Articulate Storyline & Rise 360 | • SME Collaboration |
| • AI-Augmented Development | • H5P & SCORM Authoring | • Adult Learning Theory |

SIGNATURE PROJECT

KPI Analytics Dashboard — Full-stack web application built with AI coding assistants (*Next.js · React · Tailwind · Supabase/PostgreSQL · Vercel*)

Architected, built and deployed a working analytics platform for the Digital Technologies department — replacing manual spreadsheet workflows with searchable, dynamic KPI reporting. Currently in departmental testing. Delivered sole-handed using modern AI-assisted development tooling, demonstrating the kind of lean, AI-augmented build capability increasingly expected of L&D professionals who own both the learning design and the tooling that supports it.

PROFESSIONAL EXPERIENCE

Senior Lecturer & Programme Leader, Digital Technologies | Hertford Regional College 2018 – Present

Hybrid instructional designer, learning technologist and programme lead — designing digital learning, administering multiple LMS platforms, and producing eLearning content across T Level, BTEC and HND Digital programmes.

- Embedded AI tooling across daily workflow — content authoring, lesson planning, storyboarding, code generation, quiz and assessment design, accessibility review and administrative writing — driving a measurable step-change in output volume and quality.
- Authored a full library of interactive HTML-based eLearning modules for T Level Digital — cybersecurity, networking, OSI model, virtual environments, Agile/SCRUM — built using AI-accelerated HTML/CSS/JS development, enabling embedded quizzes, branching and responsive layouts.
- Administered Moodle, Canvas, Cisco Networking Academy and AWS Academy concurrently — course builds, rollover, assessment setup, Turnitin integration and QA against awarding body standards.
- Authored SCORM-compliant content and H5P interactive activities for LMS delivery; partnered with SMEs across Cisco, AWS and Pearson to translate dense technical specifications into scenario-based learning.
- Built and deployed a working full-stack KPI analytics dashboard for the Digital Technologies department (see Signature Project), currently in testing — demonstrating lean, AI-augmented build capability.
- Applied ADDIE, backward design, Bloom's and UDL throughout curriculum development; produced differentiated content supporting learners with ADHD, ASD and other additional needs.
- Delivered CPD, coaching and written guidance to colleagues on AI-enabled content creation, prompt design for education, learning technologies and accessibility — building AI literacy and delivery-team capability at scale.
- Pearson Lead Internal Verifier for T Level Digital Production, Design & Development; used Agile/SCRUM to coordinate digital content development sprints to deadline.

Lecturer — Games Art & Creative Media | South Thames College 2015 – 2017

- Delivered blended learning across BA (Hons) Games Art; designed and maintained VLE content, online submission workflows and digital feedback processes.
- Developed practical and theoretical learning resources spanning 3D modelling, game art pipelines and portfolio development for undergraduate learners.

Lecturer — Games Design | Newham College 2014 – 2016

- Developed digital course resources and VLE content for Level 1–3 Creative Media qualifications.
- Designed and delivered project-based learning units covering games design fundamentals, iterative prototyping and user testing.

TECHNICAL TOOLKIT

AI Tooling	Daily use of AI coding and content assistants for authoring, development, storyboarding, assessment design, accessibility review and workflow automation; prompt engineering for L&D content production
Authoring	Articulate Storyline, Rise 360, H5P, bespoke HTML/CSS/JS modules, screencasting
Standards	SCORM, xAPI awareness, WCAG accessibility, Universal Design for Learning
LMS / VLE	Moodle, Canvas, Cisco Networking Academy, AWS Academy, Turnitin, Microsoft Teams, SharePoint, Google Classroom
Frameworks	ADDIE, Backward Design, Bloom's Taxonomy, UDL, Adult Learning Theory, Agile / SCRUM
Development	HTML, CSS, JavaScript, React, Next.js, Tailwind, Node.js, Python, SQL / PostgreSQL, REST APIs, Git, Vercel
Soft Skills	Stakeholder engagement, SME collaboration, clear technical communication, mentoring & knowledge transfer, analytical problem solving, calm under pressure, self-directed learning

AI IN PRACTICE

A non-exhaustive snapshot of how AI tooling is embedded across my daily L&D workflow — the same approach I would bring to a corporate environment:

- **Content development:** generating first-draft storyboards, lesson scripts, quiz item banks and assessment rubrics from SME source material; refining tone, reading level and cognitive load through iterative prompting.
- **Development & prototyping:** shipping full-stack web applications (dashboards, inventory tools, interactive learning prototypes) end-to-end using AI coding assistants — compressing weeks of traditional development into days.
- **Accessibility & inclusivity:** auditing content against WCAG and UDL principles, generating alt-text, simplifying language for learners with additional needs, and producing multiple versions of content at varying complexity levels.
- **Workflow automation:** turning repetitive administrative work (marking rubrics, moderation feedback, progress reports, stakeholder communications) into templated, AI-assisted processes that save hours per week.
- **Colleague enablement:** training delivery teams on responsible AI use in education — prompt design, verification, bias awareness, and integrating AI outputs into authored learning content without undermining pedagogical integrity.

EDUCATION

Level 6 Professional Graduate Certificate in Education (PGCE) 2018 – 2020

University of Greenwich

BA (Hons) Games Design — First Class Honours 2009 – 2012

University of West London

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **Cisco Networking Academy** — Certified Instructor & Platform Administrator
- **AWS Academy** — Certified Instructor & Learning Environment Administrator
- **Pearson Lead Internal Verifier** — T Level Digital Production, Design & Development
- **Ongoing CPD** — Learning Experience Design, accessibility, AI in Learning & Development, emerging EdTech