RÉSUMÉ

John Willsdon

Learning Designer / accessible, scenario-based eLearning

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PROFILE

Learning designer with 15 years of experience across government, higher education and commercial organisations, and a psychology degree that has me asking what people need to do differently before I build anything.

I design and build scenario-based eLearning in Articulate Storyline 360, including JavaScript-driven interactions, and I build accessibility in from the first storyboard: everything works by keyboard, the focus order is written by hand, screen readers hear each new line, motion can be turned off, and nothing runs on a timer.

I care about whether training works, so I measure it: learning retention up 15% and cost per trainee-day down 10% after launching eLearning at a UK care group, and 90% satisfaction across career-transition workshops for 600+ people at Transport for NSW. I hold a Graduate Certificate in Learning Design from UTS, and I'm a PCC-certified coach with 2,500+ hours, so helping busy people build new skills and habits is familiar ground.

CORE SKILLS

Learning design	Needs analysis with business leaders, behaviour-first objectives, storyboarding, and end-to-end program design for onboarding, compliance, technical and leadership training
Scenario and simulation design	Branching conversations and decision scenarios where learners commit to a choice, see what happens, then meet the rule
eLearning development	Articulate Storyline 360 with variables, states, layers, conditional triggers and the JavaScript API; Rise; H5P; hand-coded Canvas HTML pages; scripted and produced instructional video
Accessibility	Design to WCAG, keyboard-only operation, custom focus order, alt text, screen reader announcements, reduced-motion settings, no time limits and no meaning carried by colour alone
Working with experts	Turning policy, clinical and analytical material (statistics, segmentation, software) into something a non-specialist can use
Evaluation	Kirkpatrick model, learning analytics, completion and KPI tracking, skills-gap analysis; formal statistics training in SPSS and R
Facilitation and coaching	Face-to-face and virtual delivery, train-the-trainer and group coaching, for frontline staff through to senior executives

SELECTED WORK

Three original Storyline 360 pieces from my portfolio, each playable by keyboard and screen reader: **johnwillsdon.vercel.app**

PIECE	WHAT THE LEARNER DOES	WHAT IT SHOWS
The Rewrite A feedback conversation	Gives feedback to a senior designer who rewrites her juniors' work overnight: five moments, a repair branch, four endings, and a debrief that charts how clear and how open each choice was, with any moment replayable	Animated conversation simulation; camera moves and character poses driven through the Storyline JavaScript API; screen reader announcements for every line; a reduce-motion setting
Opening Check A kitchen inspection	Inspects a commercial kitchen before service: twelve items across four walls, a 45-minute budget in which every fix costs minutes, then eight moments of service that play out the consequences	Inspect-and-judge practice with delayed feedback; a slider-driven camera; a time budget in place of a countdown, so nothing is timed
First Shift A first day in aged care	Works a first day in aged care: two linked decisions across nine routes, where leaving the handover early means missing what you need for the second decision	Branching scenario with consequences that carry forward; captioned audio; custom focus order on all 48 slides

EXPERIENCE

Sep 2026 – Nov 2026

Learning and Organisational Development Business Partner

City of Parramatta Council

- Designed and built the Council's Code of Conduct course in Storyline 360: nine topics and a ten-question assessment, to Council's brand standards.
- Turned that course into a reusable Storyline template with a written guide, so teammates can build future courses on the same layouts, states and triggers.

Jun 2026 – Aug 2026

Learning Designer

University of Technology Sydney (freelance)

- Rebuilt a Canvas-based customer-analytics course for an international audience, covering segmentation, RFM analysis and k-means clustering; my job was to understand each method properly, then make it easy to learn.
- Delivered one full module end to end: hand-coded Canvas HTML pages, scripted and produced instructional videos, and a suite of H5P interactive activities aligned to the learning outcomes.

Dec 2025 – Mar 2026

Learning Specialist

Inner West Council (contract)

- Turned static policy documents into interactive eLearning modules in Storyline 360 and Rise for mandatory compliance training, built to WCAG for staff with varying levels of digital literacy.
- Ran training needs analysis with business unit leaders and senior managers, then designed mandatory, technical and leadership programs against Council's workforce plan.
- Managed the LMS, including compliance reporting and learning pathways.

Jan 2025 – Dec 2025

Founder and Instructional Designer

Creative Course Creators

- Built end-to-end curricula for multiple coaching programs: worked closely with each expert to capture their method, then shaped it into a structured online program their clients could follow.

Jan 2022 – Dec 2024

Learning and Development Specialist

Australian Public Service Commission (contract)

- Designed, developed and facilitated nine leadership development programs across the public service, combining workshops, coaching and Storyline eLearning modules.
- Evaluated each program through participant feedback, assessment results and performance metrics.

Feb 2022 – Nov 2023

Director of Learning

Indago Development / Evolve Care Group, UK (remote)

- Launched eLearning through Talent LMS and Easy Generator with 14 auto-graded knowledge checks, and tracked results against baseline: learning retention up 15%, cost per trainee-day down 10%, 77% completion.
- Designed a 15-day blended program in collaboration with Warwick University as part of a five-year learning strategy.

Apr 2023 – present

Lead Coach

BetterUp (freelance, concurrent)

- Evidence-based coaching for a global clientele, 500+ hours on the platform, using BetterUp's analytics to track member progress.

Dec 2020 – Sep 2021

Learning Facilitator

Transport for NSW (contract)

- Designed and delivered Career Transition Program workshops for 600+ employees facing redeployment (90% average satisfaction), and applied the Kirkpatrick model to measure effectiveness.
- Redeveloped legacy eLearning into interactive formats and supported 30+ employees into new roles.

Apr 2015 – Mar 2020

Freelance Coach and Learning Consultant

Etheric Coaching, Los Angeles

- Delivered 2,500+ hours of executive, leadership and group coaching, and designed a coaching-based learning framework spanning thirty divisions of a government department.

Jan 2012 – May 2015

Assistant Director

Department of Human Services

- Led a dispersed team of up to 20 learning specialists supporting the DHS Learning Strategy, and built a career pathway framework with external RTO partners that lifted internal mobility by 25%.
- Supported staff through the change as DHS digitised service delivery, with a goal of 85% of customers using the app rather than visiting an office.

Earlier career

Frontline service delivery and team leadership with Medicare and Centrelink.

EDUCATION AND CERTIFICATIONS

2026	**Graduate Certificate in Learning Design**, University of Technology Sydney (GPA 6.8)
2022	**Bachelor of Psychological Science** (GPA 5.9), Deakin University; research methods and statistical analysis in SPSS and R
2022	**Certificate IV in Training and Assessment** (TAE)
2010	**Certificate IV in Project Management**, Bailey and Associates
To 31 Dec 2027	**Professional Certified Coach** (PCC), International Coaching Federation
2023	**Articulate 360 certifications**, LinkedIn Learning
Coursework	**Front-end development** (HTML, CSS and JavaScript), Codecademy

TOOLS

Authoring	Articulate 360 (Storyline, Rise), Adobe Captivate, H5P, Easy Generator
Platforms	Canvas, Moodle, Talent LMS, SuccessFactors, SAP, Salesforce; SCORM and xAPI
Code and media	HTML, CSS, JavaScript; video scripting and production

Referees available on request.