



PROFILE

Award-winning learning strategist, product owner and people leader with over 20 years' experience spanning frontline operations, apprenticeships and digital learning across charity, commercial and EdTech sectors. From managing teams and assessing vocational qualifications to leading enterprise learning platforms, I combine practical teaching experience with instructional design, agile delivery and accessible technology. I build capable teams and scalable learning that deliver measurable results, using AI thoughtfully to improve quality, reach and efficiency.

CORE COMPETENCIES

Learning Design & Quality

Curriculum Design • Adult Learning Theory • Instructional Design • Learning Needs Analysis • Accessibility (WCAG) • Gamification & Blended Learning • Apprenticeships and IQA

People, Product & Agile

Line Management • Coaching • Mentoring • Product Ownership • Agile & Scrum • UX Research & UI Design • Data Analytics (ROI/ROE) • Strategic Business Partnering

Technology & Platforms

Articulate 360 • LMS/LXP Architecture (Moodle, LearnDash, CSOD) • AI Learning Integration • Adobe CC • HTML/CSS

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DANIEL DEVENEY

LEAD DIGITAL LEARNING STRATEGIST & PRODUCT OWNER

EMPLOYMENT

Product Technology Specialist | British Red Cross 2025 - CURRENT

- Engineered and now own the Humankind EducatorHub architecture (Moodle, Power BI, MySQL and Articulate), supporting **1,500+ educators** and **4,500+ students** annually.
- Act as Product Owner in agile squads, translating learner research into prioritised backlogs, accessible UX and delivery decisions.
- Oversee integrations, prototype automations and low-code solutions, and advise stakeholders on practical uses of AI.

Learning Experience Designer | Places for People 2022 - 2025

- Redesigned compliance learning for a **16,000-strong** workforce: completion rates rose **30%** and in-person delivery time fell **60%**.
- Authored **100+ interactive SCORM** modules with animation, branching scenarios and gamified assessment.
- Introduced AI video, voiceover and translation across **10 languages**; mentored colleagues and embedded agile delivery.

Instructional Designer | Nansen AI 6 MONTH FTC

- Owned Nansen Academy from research to launch, delegating work across a matrix design team and mapping global customer journeys.
- Made complex blockchain concepts accessible through scaffolded pathways; analytics-informed iteration supported **64% first-month module completion** and **29% fewer support tickets** among completers.

Senior Digital Learning Advisor | British Red Cross 2020 - 2022

- Led LMS implementation decisions and a small L&OD team, extending centralised learning to **25,000+ staff and volunteers**; access rose **800%** in 12 months.
- Provided strategic business partnering and consultancy, establishing policies, quality guidance and a community of practice while coaching colleagues in inclusive learning.

Digital Learning Developer | PGL Travel Ltd 2012 - 2020

- Built and owned PGL's first LMS, growing it to **500+ courses** for **3,000+ staff** across **20+ centres** in the UK and France.
- Worked with apprenticeship trailblazers to convert national standards and hands-on assessment into accessible digital pathways.
- Produced interactive eLearning, instructional video and animation in partnership with operations, HR and safety SMEs.

Learning and Development Officer | PGL Travel Ltd 2010 - 2012

- Managed **60 apprentices**, supporting **NEET learners** from enrolment through vocational teaching and assessment into employment, achieving a **90% positive outcome**.
- Assessed vocational competence, internally quality-assured others' caseloads and led standardisation across apprenticeship routes.

Chief Instructor | PGL Travel Ltd 2005 - 2010

- Line-managed 25 staff** in safety-critical operations, owning appraisals, performance, succession planning and talent development.
- Led instructor training and competency assessment with an **86% training outcome** alongside a **100% apprenticeship pass rate**.

ICT Coordinator | PGL Travel Ltd 2002 - 2005

- Line-managed a team of three, responsible for training, performance and educational programme delivery.
- Designed in-house technology-led learning aligned to **KS2/KS3 curricula** and Learning Outside the Classroom standards.



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NOTABLE PROJECTS AND ACHIEVEMENTS

Owning a platform end to end: the Humankind Educator Hub

The Humankind programme needed more than content; it needed an operating system. I engineered the Educator Hub end to end, owning the architecture, integrations and reporting layer across Moodle, MySQL, Power BI and Articulate 360. It now equips 1,500+ educators to deliver multi-modal learning to 4,500+ students each year, with usage data feeding directly back into how the curriculum is iterated.

Rebuilding learning for a 25,000-person organisation

When I joined the British Red Cross, the learning offer was fragmented across teams, formats and systems, with no single route in for staff or volunteers. I led the specification, procurement and rollout of a new LMS and, within twelve months, delivered an **800% increase** in access to centralised, pedagogy-led eLearning. The work was as much cultural as technical: I established a community of practice, embedded national standards and inclusive design principles, and gave subject matter experts across the organisation a way to publish quality content without losing consistency.

Taking compliance training off the classroom floor

Compliance is where most learning programmes lose their audience. At Places for People, I rebuilt it for a **16,000-strong**, largely deskless workforce as mobile-first microlearning, designed around real shift patterns rather than a training calendar.

Completion rates rose by 30% and in-person **delivery time fell by 60%**, releasing budget and operational capacity back to the business. I then used AI video synthesis, LLM drafting and synthetic voiceover to scale production and deploy in multiple languages without expanding the team.

Building a curriculum for an audience of novices and crypto natives

Nansen's user base ranged from people who'd never touched a wallet to seasoned crypto natives who'd spot anything superficial in seconds. Learning needs analysis therefore had to move at the same pace as the platform itself. I learned DeFi, NFTs and on-chain analytics deeply enough to design credible content myself, then built differentiated tracks for each starting point and folded Discord directly into the curriculum rather than treating community as an add-on, matching the always-on rhythm of a startup. Active **users grew by 38%** in three months, **64% of new sign-ups completed a module within 30 days**, and **support tickets fell by 29%** among learners who finished the pathway.

SELECTED AI PROJECTS

Digital Accessibility Now

An AI-assisted web tool for WCAG compliance audits and in-product guidance, turning audit findings into fixes teams can actually action.

Graniteandglitch.com

Digital agency featuring AI-automated proposals and client onboarding, built to test how far a small studio can run on automation.

Project MoSCoW

Training Management System with automated learner journeys and intelligent skill-gap surfacing, prioritising interventions by business impact.

PROFESSIONAL QUALIFICATIONS

- Level 4 IQA Assessment Processes and Practice
- Level 4 Certificate in Education and Training
- Level 3 Active Leisure and Learning Outdoor Programmes
- CIEH Professional Trainer Certificate
- Level 3 Award in Health and Safety in the Workplace
- Level 2 UKCC Coach
- First Aid Trainer/Tutor