

holly edwards

LEARNING EXPERIENCE
DESIGNER

CONTACT

Portfolio

hollyedwards.co.uk

Phone

07437 705557

Email

hsedwards.uk@gmail.com

LinkedIn

linkedin.com/in/hollysedwards

Films

vimeo.com/hollysedwards

Based in

London, UK

EDUCATION

2026 – 2028

MA Education and Technology

UCL Institute of Education

Part-time.

2023 – 2024

HND in Digital Learning Design

Digital Learning Institute

Accredited by Glasgow Caledonian
University. Distinction, 94%.

2013 – 2015

Bachelor of Film (Post Production)

SAE Institute, Brisbane

I design learning experiences from end to end, and build the *games*, *videos* and *AI tools* that make them work.

I work out what people actually need to do differently, then design and build the learning that gets them there, from blended programmes and games to AI tools and knowledge systems. I work with everyone from frontline teams to directors, and use data to see what has really changed. My background in film production shapes how I approach it all: make it clear, useful and worth paying attention to.

Alongside my work, I'm studying an MA in Education and Technology part-time at UCL.

8+

years in learning
design roles, across
schools and
workplace L&D

3rd

most-visited intranet
page: the Arcade of
learning games I built

51% → 73%

home visit app usage
after the induction's
app training rolled out

58% → 80%

Quiq confidence
score for Barkly, our
AI learning assistant

L&D EXPERIENCE

Learning Experience Designer

Aug 2024 – present

Tapi Carpets & Floors · London (remote)

One of a three-person L&D team, designing learning for 1,500+ colleagues, from digital learning and onboarding to games, animation and AI tools.

- **Home Consultant induction: app usage up from 51% to 73%.** Designed and led a three-month blended induction to replace compliance modules and ad-hoc shadowing. I worked with the Director of Home Visits, Director of Sales and Head of Operations from the pilot through to company-wide rollout. Purchase rates also rose from 55% to 59% over the same period.
- **The Arcade: 3rd most-visited intranet page.** Designed, illustrated and coded a library of refresher games, including a Carpet Dash runner built around an 80+ question bank and a daily Word of the Day puzzle. It now gets 3,000+ views a month and a 4.6/5 learner rating.
- **Barkly: Quiq confidence score up from 58% to 80%.** I created the identity and branding for Tapi's internal AI learning assistant, worked with my team and Quiq on the prompts that shape how it answers, and designed and animated the launch film. Monthly conversations grew from around 530 to 1,300+.
- **Knowledge governance: 250+ SOPs and 500+ articles.** Manage the company knowledge base across 30 SMEs, from directors to heads of department. Built a Claude-powered database that tracks review dates, sends reminders and flags missing or out-of-date content.
- **Learning programmes.** Designed a three-tier Product Knowledge programme covering five journeys, with a pre-assessment tool, plus learning journeys for future store managers, compliance, company induction, finance and leadership.
- **Data and adoption.** Track learning and store metrics in ThoughtSpot and share them with SMEs, and run workshops that help colleagues use data to understand learning and adoption.

Head of Media

Oct 2021 – Jul 2024

Gesher School · London · Ofsted Outstanding SEND school

Designed learning for staff and students at a specialist SEND school, while leading the media department, a team of three and the media budget.

- **Staff learning: all 60+ staff trained.** Designed the Media Zone induction and ran whole-staff training on creative technology for SEND learners, achieving full teaching-staff adoption of the Media Zone.
- **Teaching.** Taught digital media and film classes to secondary students, and onboarded 120+ students across the school to the Media Zone.
- **Learning through media.** Built the school's makerspace and made media a core part of project-based learning, so students could show their learning beyond written work.
- **Sharing practice.** Editor of *The Bridge*, the school's adult learning journal on SEND practice, leading a group of around seven external academic and learning professionals.

CAPABILITIES

Learning experience design

Needs analysis

Blended learning

Gamification

AI for learning

Knowledge management

Stakeholder management

Learning evaluation & analytics

Video & animation

TOOLS

Learning

Storyline 360 · Rise 360 ·
LearnUpon · Moodle · Lovable

AI & data

Claude · ChatGPT · Quik ·
ThoughtSpot · Power BI ·
Google Analytics

Creative

Premiere Pro · After Effects ·
Illustrator · Photoshop ·
Audition · Procreate

HOW I DESIGN

Learner first, with access built in
from the start: plain language,
transcripts, keyboard navigation
and more than one way into the
content.

L&D EXPERIENCE, CONTINUED

Multimedia & eLearning Designer

Feb 2015 – Aug 2018

Hutchinson Builders · Brisbane, Australia

Created all multimedia learning content for a workforce of 1,700+ at Australia's largest privately owned construction company.

- **Training films: 50+ made.** Scripted, animated and edited more than 50 educational videos for the company's training school, GCSC.
- **Curriculum: 15+ courses redesigned.** Rewrote, reformatted and redesigned training course curriculum across more than 15 rebrand projects, running them side by side.
- **Learning websites.** Designed and built websites for the GCSC construction school and the Statim Yaga Indigenous Employment programme.
- **Mentoring.** Selected, trained and mentored an intern.

OTHER EXPERIENCE

Founder · **Siren Store Ltd, London**

Jul 2020 – Sep 2021

Built an independent home brand from scratch during COVID, growing a 35k+ social following organically, with features in Grazia, Stylist, Refinery29 and PopSugar.

Operations Assistant · **Walter Presents, London**

Apr 2019 – Jul 2020

Prepared broadcast materials for international platforms, and produced video, motion graphics and digital assets for the marketing and press teams.

Team Assistant · **BBC Research & Development, London**

Feb – Apr 2019

Contract role supporting the R&D team with digital asset organisation and content management.

Videographer · **Self-employed, Brisbane**

Mar 2012 – Feb 2015

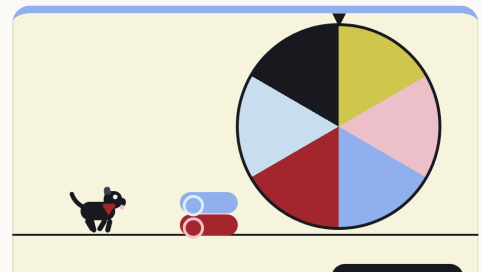
Produced, directed, shot and edited video for marketing, festival and artistic projects, including animation and motion graphics.

SELECTED WORK



Home Consultant induction

Blended induction for new Home Consultants, replacing ad-hoc shadowing and compliance modules with a structured company-wide programme.



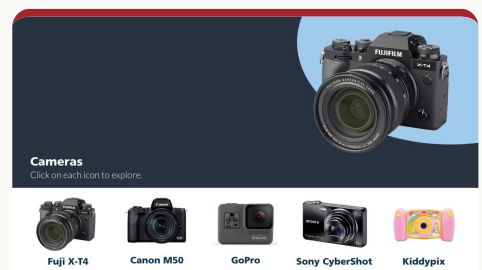
The Arcade

Refresher games I designed, illustrated and coded with Claude, including Carpet Dash and a daily Word of the Day puzzle.



Barkly

Tapi's AI learning assistant. I created its identity and branding, then designed and animated the launch film.



The Media Zone

A learner-centred induction course for SEND school staff, taking learners from the basics through to evaluation.