Jonathan Armandary

Learning Experience & Instructional Design Lead

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PROFILE

Senior Learning Experience and Instructional Design Lead with 10+ years' experience designing digital learning programmes, education products and learner-support ecosystems across commercial and higher-education environments.

I specialise in function-first learning design, stripping away unnecessary fluff and cognitive noise to translate complex expert knowledge into clear, immediately actionable learning experiences.

Skilled in learning architecture, curriculum design, SME knowledge elicitation, content governance and AI-enabled development, with experience leading large-scale platform redesigns and independently building an online education business serving 18,865+ learners.

PROFESSIONAL EXPERIENCE

Internet Alchemy, Inc. (Jeff Walker) | Remote **02.2021 – Present**

Content Development & Instructional Design Lead | 12.2024 – Present

Instructional Strategy Lead | 03.2022 – 12.2024

Content Designer | 02.2021 – 03.2022

- Spearheaded the ground-up rebuild of Product Launch Formula (PLF) using a function-first model, reducing course completion time by 30% while securing a 71 Net Promoter Score, a 76% satisfaction rate, and cutting learner high-dissatisfaction rates by 50%.
- Designed prompt sequences and a centralised repository of 200+ course assets and transcripts to train the knowledge-base for Launchy.ai, creating a guided AI experience that drives step-by-step launch asset creation.
- Led the end-to-end migration of flagship portals to Mighty Networks, consolidating course delivery and community to achieve 74% positive learner sentiment while eliminating tech-team bottlenecks for real-time edits.
- Directed cross-functional agile workflows in Asana across coaches, developers, and editors, establishing team-wide SOPs, content governance, and reusable instructional templates.
- Managed content for high-stakes live events (in-person and virtual), liaising across content and A/V teams, contributing to a 14% increase in attendee satisfaction (to 85%) and a 23-point NPS surge (54 to 77)

soundtrack.academy | Self-Employed **01.2019 – Present**

Founder and Learning Product Designer

- Bootstrapped a profitable online education platform focused on film/media music, successfully scaling the platform to over 18,865 learners and generating a 4.7/5 rating from 1,854+ verified student reviews across nine courses.
- Authored, filmed, and published a comprehensive content library from scratch, comprising nine comprehensive courses, 250+ broadcast-quality video lessons, 50+ podcasts, and 100+ downloadable resources.
- Managed the full learning-product lifecycle, including curriculum planning, website development, LMS administration and technical media production using DaVinci Resolve and Logic Pro X.

- Drove organic growth through digital marketing and SEO strategies across WordPress blogs, YouTube, podcasting, online communities, and automated email campaigns.

University of New Brunswick | Fredericton, Canada **12.2017 – 07.2018**

Conservatory Coordinator

- Designed and launched new educational programmes while developing administrative workflows for enrolment, financial tracking and instructor management.

Leeds College of Music | Leeds, UK **09.2013 – 12.2017**

Lecturer → Progress Tutor → Course Leader

- Designed, evaluated, and managed curricula for 120+ students across classical, popular, and jazz pathways, driving student retention, achievement, and success rates to over 90% (the highest in recent institutional history).
- Led and coordinated 20+ teaching staff, supporting consistent programme delivery and teaching quality.
- Taught and assessed music production, arranging and composition at Further Education and degree level, providing performance-focused feedback to learners.

EDUCATION

Postgraduate Certificate of Education (PGCE), Post-Compulsory Education & Training | Sheffield Hallam University

Postgraduate Certificate, Film Music Composition | Leeds College of Music

BA (Hons) First Class, Music Production (For Film/TV) | Leeds College of Music

Professional Development: Next Level Leadership Programme | May Busch

SKILLS & TECH TOOLKIT

Learning Experience & Instructional Design:

Function-First Design · Async SME Extraction · Learning Journey Architecture · Cognitive Load Reduction · Scenario-Based Learning · Narrative Pacing · Assessment Rubrics

AI Architecture & Strategy:

System Prompt Engineering · LLM Knowledge Base Structuring · AI Content Workflows · AI-Assisted LXD

Operations & Leadership:

Cross-Functional Agile Management · Large-Scale Platform Migrations · Content Governance & SOPs · Media Asset Management · Learner Analytics & NPS Optimisation

Platforms & Systems:

Mighty Networks · Wistia · Asana · WordPress · LMS Administration · Google Workspace · Slack

Media & Content Production:

Scriptwriting · Video Production & Directing · DaVinci Resolve · Logic Pro X · Camtasia · Canva

AI Stack:

ChatGPT · Claude · Gemini · Gemini Notebook
