

Tom Payani

Learning Experience Design Consultant



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LOCATION Remote (UK/EU)

PORTFOLIO blend.training/portfolio

LINKEDIN linkedin.com/in/tompayani

NATIONALITY British

Learning Experience Designer with 15+ years in education and corporate L&D, working at the intersection of instructional design and AI. I design training that responds to what learners actually do — branching scenario courses, visual novels, and AI chat simulations that evaluate real responses in real time. I build my own courses in code from scratch (HTML/CSS/JavaScript, SCORM 1.2), integrate AI into every stage of production — from avatar video and image generation to production RAG chatbots — and have lectured on AI at postgraduate level. I have built a compliance course product line covering EU AI Act, NIS2, DORA, ECCTA, Pay Transparency, and Employment Rights Act, and previously led L&D strategy at Institut auf dem Rosenberg, an IB international boarding school. Delivered bilingually in English and Spanish across UK, US, Europe, and Latin America for 22+ enterprise clients including Google, Amazon, Credit Suisse, BBC, and Cambridge University Press, consistently achieving measurable outcomes including 95% understanding improvement and 64% reduction in revision cycles.

Live interactive demos at blend.training/portfolio

Scenario courses, AI chat simulations, branching visual novels, gamified compliance training, and a production RAG chatbot. All designed, built, and coded by me — playable in-browser.

Compliance course product line — designed, written, illustrated, and coded end-to-end

EU AI Act 5 modules · EN + ES · SCORM 1.2

NIS2 Cybersecurity incident response · visual novel

DORA ICT outage management · EU financial sector

ECCTA Failure to prevent fraud · UK corporates

Pay Transparency EU directive + US state laws · bilingual

Employment Rights Act UK 2025 reforms · in production

EXPERIENCE

Learning Experience Design Consultant

2020 – Present

Blend Training · Dubai, UAE (Remote)

- Founded Blend Training and grew it from a solo practice to 50+ programmes and 5,000+ learners, building a specialist network of designers, developers, and facilitators across the UK, US, Europe, and Latin America.
- Delivered across finance, tech, government, healthcare, accessibility, hospitality, and media — clients include Google, Amazon, Salesforce, BBC, UK Government, IKEA, Hilton, and Nana — in formats ranging from branching visual novels and AI chat simulations to comic-book gamification, animated explainers, and microlearning.
- Consistently achieved measurable outcomes: 95% understanding improvement (Credit Suisse), 98%+ confidence increase (Cambridge University Press), 100% completion rate (Key2enable), 84% understanding with documented ROI (7Taps), and 91% understanding (American Red Cross).
- Built a compliance course product line — EU AI Act (5 modules), NIS2, DORA, and Pay Transparency — as interactive visual novels with branching decisions, consequence scoring, and SCORM 1.2 packaging, designed, written, illustrated, and coded end-to-end.
- Integrated AI production tools (HeyGen, Synthesia, Adobe Firefly) into standard workflow, compressing typical course build timelines from months to weeks, and built a production RAG chatbot for client-facing training.
- Contracted with SweetRush (US, top-10 eLearning agency) on enterprise learning programmes and delivered all Blend projects bilingually in English and Spanish across four continents.

Lecturer — Marketing, AI & Entrepreneurship

2024 – 2025

Swiss Business School · Barcelona, Spain

- Lectured on AI at postgraduate (MA) level — one of the first business school modules to cover LLMs, prompt engineering, and AI-native workflows as applied business skills.
- Delivered MA and BA modules in Marketing, AI, E-Business, and Entrepreneurship to international cohorts of 100+ students per semester.
- Redesigned course content to integrate digital tools and project-based learning, increasing applied business skills and student engagement.

Director of Teaching and Learning

2017 – 2020

Institut auf dem Rosenberg · St. Gallen, Switzerland

- Led whole-school L&D strategy as part of the Senior Leadership Team, including monitoring, evaluation, and CPD delivery for 50+ teaching staff.
- Partnered with IB Coordinator to achieve successful IB verification, aligning curriculum and assessment to international standards.
- Designed and implemented project-based and digital learning curricula, embedding innovation into classroom practice across the school.
- Delivered CPD workshops on digital learning, blended methods, and differentiation — enabling staff to integrate modern tools into daily teaching.

SKILLS

Design Frameworks

ADDIE · SAM · Action Mapping · Bloom's Taxonomy · Kirkpatrick Evaluation

AI & Automation

HeyGen · Synthesia · Adobe Firefly · Claude · ChatGPT · Gemini · Pinecone · RAG chatbots · API integrations · Webhook automation

Design & Media

Figma · Adobe Creative Suite · Canva · Video production · Scenario design

Authoring & Development

Articulate Storyline/Rise · Adobe Captivate · Camtasia · Vyond · HTML/CSS/JavaScript — including custom SCORM 1.2 courses built from scratch without an authoring tool

LMS & Standards

Moodle · Canvas · Blackboard · TalentLMS · Cornerstone · SCORM 1.2/2004 · xAPI

Project & Collaboration

Asana · Jira · Trello · Confluence · Miro · MS Teams

EARLIER CAREER

Curriculum Designer & Educator · Various institutions, Spain & UK · 2007 – 2017

Progressed from classroom teaching to curriculum leadership across four institutions (British School Barcelona, Foment Formació, Linton Village College, County Upper School). Founded and built an EAL department with blended learning strategies. Designed and rolled out curricula across multiple subject areas. Coached 50+ staff through lesson observations and CPD, improving feedback scores by 32%. Delivered workshops on digital learning, blended methods, and differentiation.

EDUCATION

MA TESOL, Education and Leadership · University of Portsmouth 2018 – 2020

Focus on Educational Leadership, Digital Learning & Curriculum Design, and Applied Linguistics.

PGCE (Business Education) · Kingston University 2007 – 2008

Qualified Teacher Status (QTS). Specialised in Business Education.

LANGUAGES

English Native

Spanish Advanced (C1)

BA Politics (2:1) · Loughborough University 2004 – 2007
Erasmus year abroad.