

# PORTFOLIO

**Alain Davids**



# about me

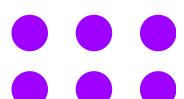
I design learning that helps people do their jobs better.

I'm Alain Davids, founder of PB in the Park Learning Design, and a learning professional with 15+ years of experience in learning strategy, instructional design, and learning technology.

Curiosity and empathy shape my work. I enjoy exploring new ideas and tools, and turning complex problems into clear, practical learning experiences that respect learners' time and context.

I care deeply about how learning feels for the people using it, and I'm most motivated by work that builds confidence and capability.

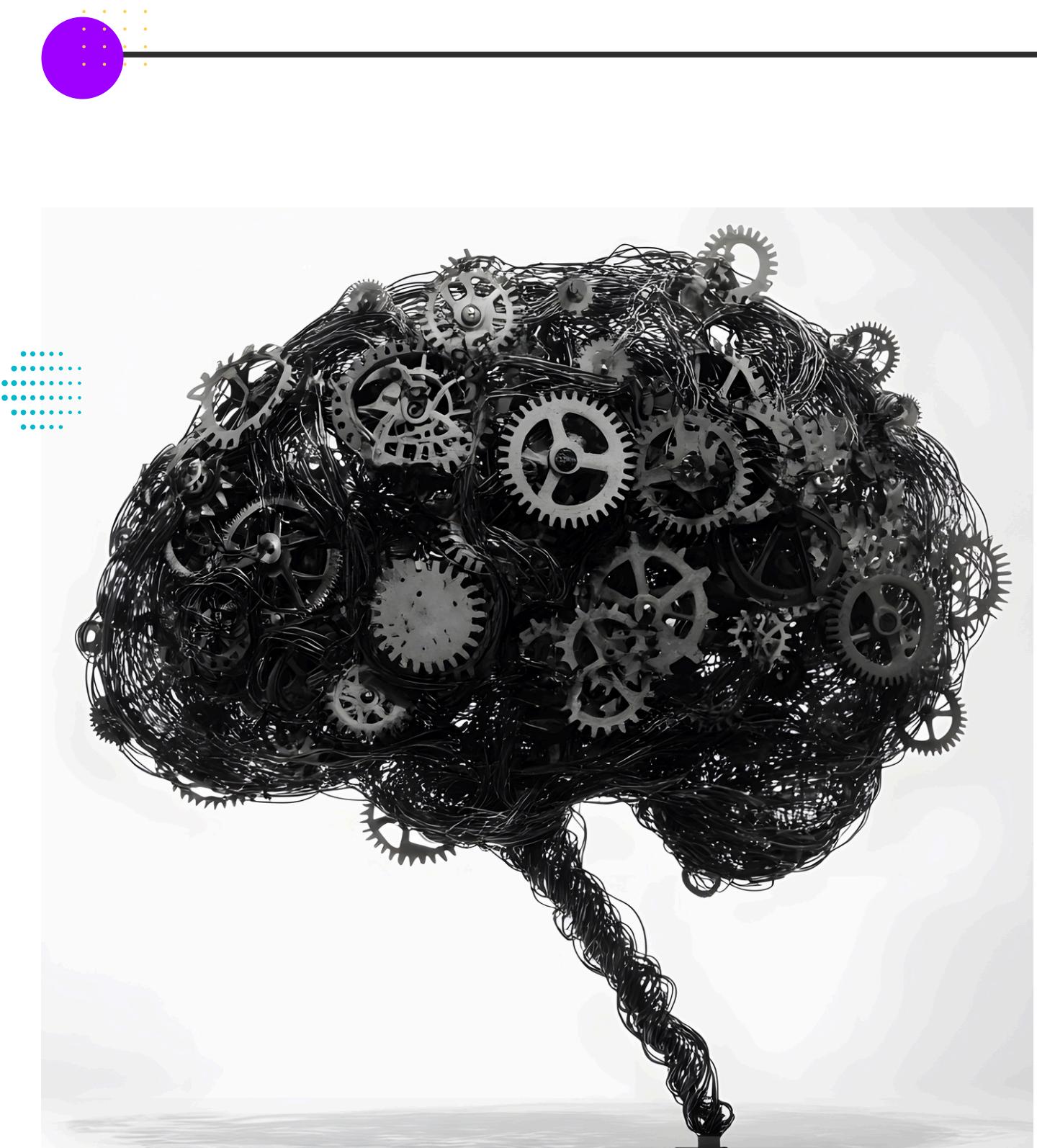
Outside of work, I enjoy hiking with my dog and family, where many of my best ideas take shape.



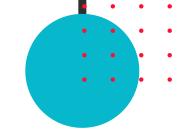
# how i work

I design learning with intent, empathy, and evidence, starting with a clear understanding of what learners need to do in their jobs. My work is research and data informed, grounded in adult learning principles, and focused on practical application.

I collaborate closely with stakeholders and SMEs to translate complex content into clear, accessible learning experiences, building accessibility in from the start. I use learning technology and AI thoughtfully, choosing tools that reduce friction and support performance rather than distract from it.



# projects



# regulatory certification

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Travel Certification Course | Trip Completion Expense Claims

## Reimbursement Obligations

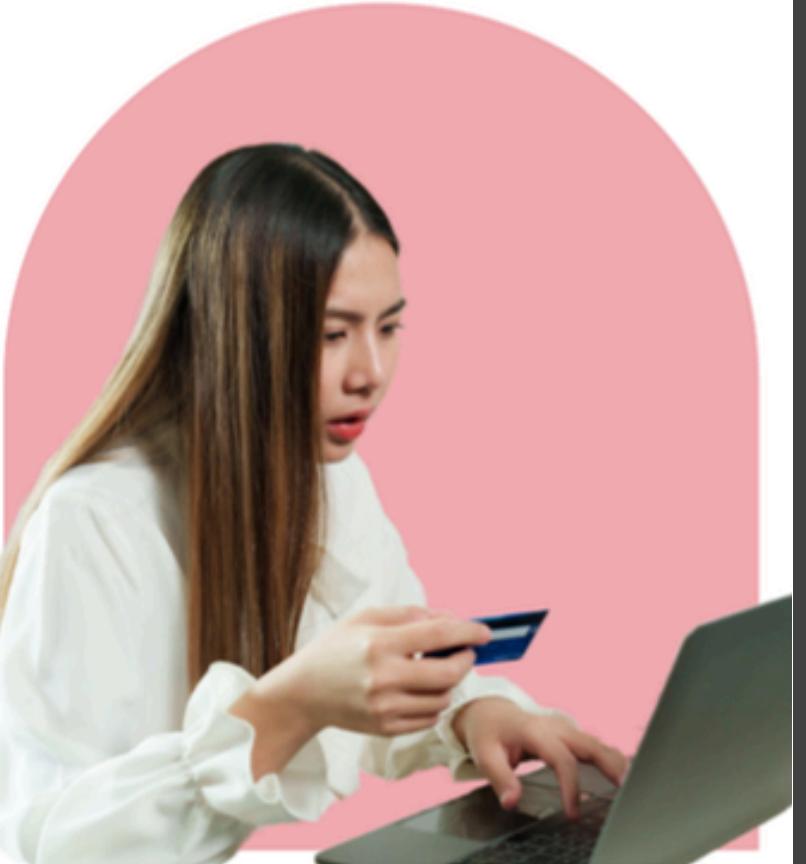
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### Project Details

Role: Learning Designer (via Oliver Publishing)

Brief: Design and develop eLearning modules for a regulatory certification program that meet compliance and accessibility standards

Working as a freelance Learning Designer for Oliver Publishing, I designed and developed eLearning modules for the Travel Industry Council of Ontario's regulatory certification program.

I designed the modules in Articulate Storyline, incorporating AI voice-over using SSML to create a consistent and professional audio experience, and built in WCAG-compliant accessibility features including captions, transcripts, and accessible navigation from the start. The focus throughout was on accuracy, compliance, and creating a scalable learning experience that would support learners reliably through their full certification pathway.

### Skills

- eLearning development and accessibility implementation
- Regulatory and compliance-focused design
- Assessment writing

### Tools

- Articulate Storyline
- Synthesia

[VIEW AN EXAMPLE](#)

## Project Details

**Role:** Learning Designer and Video Script Writer

**Brief:** Design a leadership development course on effective delegation that supports behaviour change and practical application for both delegators and delegatees

This leadership development course for Athena focused on effective delegation, targeting both leaders who delegate and those being delegated to.

The project came with a tight timeline and an unhappy client, so I used ChatGPT for rapid blueprinting and content validation to move quickly while maintaining quality. I designed the course using real-world scenarios and reflective activities, scripted the supporting videos, and created clear frameworks that supported skill transfer into practice.

## Skills

- Leadership development
- Video scripting and instructional narrative
- Reflective learning design and behaviour change frameworks

## Tools

- Canvas
- Chat GPT

[VIEW THE PROJECT](#)

The fear of losing control is rooted in the brain's amygdala, which triggers a fight-or-flight response when faced with uncertainty. Leaders experiencing this response often default to holding onto tasks to reduce perceived risk. In contrast, the prefrontal cortex, responsible for rational decision-making, can override this fear when intentionally engaged.



## Transcripts

[ATH001\\_M4\\_V01\\_Clip1\\_Edit00.srt](#) ↓

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# leadership development

# sales enablement



## Project Details

Role: Learning Designer

Brief: Create an internal enablement video that clearly communicates product value propositions to support go-to-market efforts

I designed a video that would communicate the internal value propositions of a new go-to-market product to support enablement across teams. Using a combination of existing Microsoft-provided footage, curated stock video, and Vyond animations, I shaped the narrative and created a visually cohesive piece that aligned with brand standards while maintaining engagement throughout. The video was initially developed for internal enablement, but the clarity of the storytelling and visual impact led the external marketing team to adopt it for customer-facing campaigns as well.

## Skills

- Visual storytelling and narrative design
- Brand alignment and stakeholder collaboration
- Video editing and animation

## Tools

- Vyond
- Adobe Premiere

[VIEW THE PROJECT](#)

## Project Details

Role: Learning Designer and Visual Designer

Brief: Transform a text-heavy presentation into an engaging microlearning experience that prepares learning business managers and project managers for business engagement

As part of a broader learning strategy I helped lead, I was asked to redesign a dense, text-heavy presentation that learners were struggling to engage with. I selected a stock vector illustration style and customized it in Adobe Illustrator to apply brand colors and create a consistent visual identity, then used PowerPoint Transform animations to introduce motion and guide attention through the content in a way that felt natural and supportive. The result was a visually engaging presentation that improved engagement and made complex information easier to absorb quickly and effectively.

## Skills

- Visual design and brand application
- Microlearning design and content simplification
- Animation and motion design

## Tools

- Adobe Illustrator
- Microsoft PowerPoint

[VIEW THE PROJECT](#)

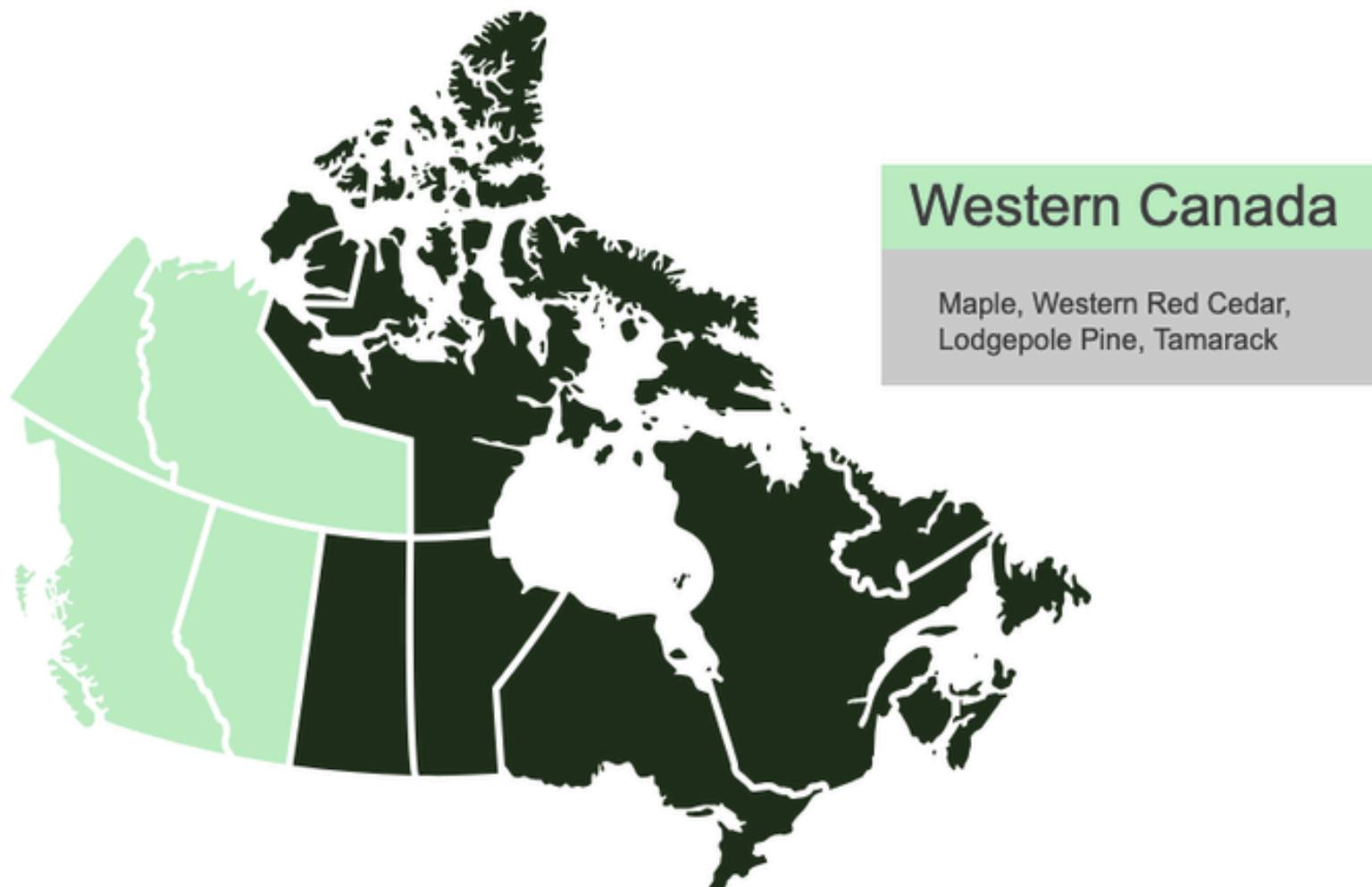
The collage includes:

- A small illustration of a traditional Russian nesting doll (Matryoshka).
- A woman in a black dress looking at a smartphone.
- A large film reel.
- A person's hands working on a piece of fabric with colorful dots.
- A clothing rack with several shirts.

Below the images are labels: Trend, Marketing, Sizzle Reel, and Cut Time.

# learning strategy

# svg interaction



## Project Details

Role: Learning Designer

Brief: Create an interactive comparison tool for learners to explore competitor regional presence within LCMS limitations

The challenge was to create an interactive way for learners to compare competitor presence across different regions, but the LCMS platform we were using didn't have the functionality we needed. I designed and built a custom interaction using SVG graphics and XML coding. It allowed delivery of a lightweight, responsive, and accessible experience that improved learner comprehension and engagement. The solution allowed learners to explore the information at their own pace and make meaningful comparisons in a way that felt intuitive and visually clear.

## Skills

- Custom interaction design and front-end development
- Accessibility implementation
- Problem solving within platform constraints

## Tools

- Adobe Illustrator
- Code Editor / XML

[VIEW AN EXAMPLE](#)

# LET'S WORK TOGETHER

I'm always interested in conversations about learning design, technology, and how they come together to support real performance. If you're working on something interesting or just want to connect, I'd be happy to hear from you.



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