

Simon Strehler

Cape Town, South Africa | mail@simonstrehler.com | [linkedin.com/in/simon-strehler](https://www.linkedin.com/in/simon-strehler)

Operational Systems Architect with over 10 years of developing and stabilizing delivery systems in education, media, and technology. Handles the entire learning lifecycle — from needs analysis and instructional design to multimedia production, LMS deployment, and QA evaluation — eliminating the specialist handoff chain that slows most organizations. Proven at scale: 1,600+ concurrent learners, 98% on-time delivery, 56% cost savings across 16 concurrent courses. Combines strong operational discipline (workflow design, capacity planning, delivery sequencing, SLA management) with professional-grade creative skills (AVID-certified audio, Final Cut Pro video, Adobe photography) and real AI orchestration capability. A committed optimizer who creates efficient systems by reducing friction — transforming hours of manual work into minutes through process redesign, automation, and AI-enabled workflows.

Core Competencies

Operations & Delivery: Capacity planning, workflow design, delivery forecasting, SLA management, QA frameworks, process improvement, risk management, cross-functional coordination, stakeholder management, vendor management

Learning & Instructional Design: Backward design, accessible design, curriculum development, course production lifecycle, cohort scheduling, LMS operations (Canvas, Moodle, EdX, Articulate Rise)

Media Production: Video production & editing (Final Cut Pro X), audio engineering (AVID Pro Tools — Certified Instructor), photography & photo editing (Adobe Lightroom, Photoshop), script writing, podcast production

AI & Automation: AI workflow orchestration (Python + Claude API), AI-assisted content transformation, process automation, analytics pipelines, AI agent development

Tools & Platforms: Asana (Enterprise Admin), ClickUp, Monday.com, Google Workspace, Excel, Qualtrics, HTML/CSS, Python scripting

Professional Experience

Senior Learning Designer | **OES Learning Solutions** — Cape Town, SA *Mar 2025 – Present*

- End-to-end delivery of sixteen courses for Northeastern University's professional studies portfolio, with seven running concurrently across finance, AI, cybersecurity, HR, leadership, and policy programmes
- Delivered courses at an average of 56% of allocated budget through first-time-quality execution, disciplined markup, and reduced meeting cadence — not by cutting scope but by eliminating rework
- Reduced correction ticket volume from hundreds per course to 30–70 per course through meticulous stage-gated production and clear cross-functional handoffs
- Built proof-of-concept modules at project outset to align faculty expectations early, replacing ongoing weekly meetings with 3–4 targeted sessions (sometimes just one with repeat faculty)
- Partnered directly with subject matter experts across diverse professional disciplines, translating in-person teaching intent into effective asynchronous online structures
- Coordinated across QC, media production, learning technology, and faculty teams within 15-week production cycles with consistent on-time launches

Operations Manager (Learning Experience) | **HyperionDev** — Cape Town, SA *Jan 2024 – Feb 2025*

- Stabilised learning operations for a fast-growing EdTech company, owning day-to-day delivery across 4 product lines supporting 1,600+ concurrent learners and 40 lessons/month across 7 courses
- Achieved 98% on-time delivery through capacity planning, intake triage, phased content rollout, and bottleneck sequencing — transforming reactive, last-minute publishing into a predictable cadence
- Led enterprise-wide migration from Basecamp to Asana (as admin), building templates, automations, and dashboards; adoption spread organically to Delivery and Engineering after seeing throughput gains
- Introduced stage-gated production pipeline (“measure twice, cut once”) with defined quality checkpoints, reducing ambiguity about “done” at each stage and preventing downstream rework
- Designed QA/SLA frameworks that increased course NPS by 20%, reduced student complaints by 12%, and reduced QA tickets by 67% through systematic quality interventions
- Cut meeting time by 33–50% by making work visible via dashboards and async status reporting, enabling designers to stay in flow
- Translated capacity models into 6–8 week hiring forecasts and prevented two under-resourced launches through strategic planning
- Established external QC network with 48-hour SLA turnaround, automated Zendesk-to-Asana feedback pipeline, and rebuilt shared storage taxonomy for cross-product clarity

Learning Designer / LX Project Lead | *Construct Education* — Cape Town, SA *Nov 2020 – Jan 2024*

- Designed, developed, and deployed blended and fully digital post-graduate courses for tertiary, government, and corporate clients — including University of Michigan Ross Online MBA programme (Waves 7–9)
- Implemented standardised workflows and QA checkpoints that reduced QA tickets by 67% compared to baseline builds, establishing repeatable quality standards across the team
- Rebuilt trust with a previously disengaged faculty member using tactical empathy techniques, successfully restarting and completing a failed course (Corporate Financial Policy) that had been abandoned in an earlier wave
- Built an AI-assisted accessibility transcript pipeline (Python + ChatGPT) that reduced manual transcript formatting from 2–3 hours per video to 2–3 minutes — saving hundreds of hours across a university remediation project
- Led cross-disciplinary accessibility team and designed company-wide accessibility training programme; trained other Learning Designers in backward design, content authoring, and LTI implementation
- Conceptualised, briefed, and reviewed multimedia course assets (images, animations, videos) in collaboration with internal and external production teams

Digital Content Manager | *Media24* — Cape Town, SA *Aug 2018 – Nov 2020*

- Managed a multidisciplinary content team (writers, presenters, graphic designers), producing five weekly podcasts and video broadcasts, reducing production turnaround from 24 hours to 3 hours through workflow redesign
- Recorded, produced, and edited interviews, talk shows, and news podcasts; managed editorial pipelines, approvals, and publishing schedules across multiple platforms
- Analysed and reported on content performance metrics using CMS analytics, informing editorial strategy and resource allocation

Programme Manager & Lecturer | *Academy of Sound Engineering* — Cape Town & JHB, SA *Feb 2014 – Feb 2018*

- Managed programme operations for the Cape Town campus: facilitated diploma and Higher Certificate rollouts, scheduled lecturers, managed facilities, and oversaw timetabling across two campuses for cohorts of 24 students
- AVID Certified Instructor and Operator for Pro Tools — one of only 17 ProTools HD|10 certified operators in South Africa; delivered lectures across Pro Tools, Session Management & Mixing, Live Sound, and Computer Skills
- Managed Moodle LMS for all academy programmes: uploaded content, trained new lecturers on the platform, and maintained course structures; performed QA against educational standards

Freelance Photographer, Video Editor & Sound Engineer | **Self-employed** — Cape Town, SA
Feb 2018 – Dec 2022

- Delivered professional media assets for education sector clients, lifestyle events, and corporate productions — Final Cut Pro X, Adobe Lightroom, Adobe Photoshop, AVID Pro Tools

AI & Product Building

An avid optimizer who moves from problem identification to a working system rapidly. Representative builds:

- **Job Search Agent:** Built a multi-stage AI pipeline (Python + Claude API) that scrapes LinkedIn listings from Gmail, normalises job data, scores fit against a weighted rubric, and presents results in a local dashboard — 4 hours to build, processes ~10 roles/day, saves 30+ minutes daily
- **Freelance LD Automation:** Built Claude-based content transformation tools for a freelance learning designer — reduced 3–4 hours of manual storyboard-to-Canvas-HTML work to minutes per module across 45 modules (paid consulting engagement)
- **TTRPG Audio Platform:** Consolidated 5 separate audio tools into a single web app with Discord bot integration, user accounts, and subscription path — 30-hour build, now live with active users

Education & Certifications

Bachelor of Science, Recording Arts — Full Sail University, FL | 2013 (Valedictorian, 3.97 GPA)

AVID Certified Instructor & Operator — Pro Tools 10/11/12/12.5 | 2016

Google Project Management Professional Certificate — Coursera | Expected Jun 2026

Asana Workflow Specialist Certificate — 2024

HTML & CSS, Writing With Flair — Udemy | 2022