Leo Duncan

Learning experience designer and developer: advanced Storyline and custom builds

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Profile

Learning experience designer and developer with 15 years in eLearning, at agencies and as a freelancer, across graphic design, development, instructional design and consultancy. I've built hundreds of modules for organisations including HSBC, PwC, Deutsche Bank, Lloyds and Save the Children, as part of large global teams and end to end on my own.

Most of my client work is advanced, end-to-end Storyline. When a brief needs more than an authoring tool can do, I build it custom: AI Data Guardian, a gamified AI security awareness course, and a 3D simulation of EV high-voltage safe isolation. I build with AI-assisted development, which keeps custom work within a typical eLearning budget.

Experience

Freelance learning experience designer and developer

2023 to now

UK agencies

- Advanced end-to-end Storyline builds, mostly technical automotive training.
- Own product: AI Data Guardian (aidataguardians.com), a gamified AI security awareness course for non-technical staff. Three short missions on data leakage, AI mistakes and hidden instructions. Designed and built end to end; LMS-ready.
- Own R&D project, 2026: EV high-voltage safe isolation (ev.leoduncan.dev), a 3D browser simulation packaged for SCORM. Learners carry out the full isolation procedure; in one job the test lead fails, so the meter reads 0 V on a live system and only the closing prove catches it.

Learning experience designer and developer

Aug 2022 to Aug 2023

Media Zoo

- Worked on the agency's global training programmes for clients including Lloyds, HSBC, Nomura and PwC.
- Worked across consultancy, end-to-end development and technical troubleshooting.

Head of development (co-founder)

2016 to 2021

Artifex eLearning

- Led development at a bespoke eLearning studio I co-founded, managing a team of developers, graphic designers and instructional designers.
- Owned production: tools, processes, technical builds and QA, delivering projects on time and on budget.

Graphic designer

2014 to 2015

Brightwave Group

- Designed eLearning modules and templates to brand guidelines for clients including BUPA, M3 and ASDA.

Freelance eLearning developer

2011 to 2013

Small agencies and direct clients

- Freelance eLearning work alongside my degree: graphics, interactions and module builds, packaged as SCORM courses.

Skills

Authoring and standards

- Articulate Storyline (advanced) and Rise

Learning design

- Instructional design, end to end

AI fluency

- AI-assisted development with Claude Code: planning,

- SCORM and xAPI (Tin Can), LMS packaging and testing
- Accessibility: WCAG, keyboard routes, JAWS testing
- Scenario and simulation design
- Assessment design: rules, scoring, debriefs
- Working with subject experts and source documents
building and testing
- Generative 3D and image models (fal.ai) for production assets
- Grounding content in source documents, kept reviewable by subject experts
- Automated testing: scripted playthroughs that check every outcome, plus screenshot review

Custom builds

- Browser-based games and 3D simulations (React, Three.js)
- HTML5, CSS, JavaScript
- Performance for everyday work laptops

Design and media

- Adobe Photoshop and Illustrator
- Interface and visual design to brand guidelines
- Audio production and editing (Logic Pro)

Delivery

- Leading teams of developers and designers
- Running projects: briefs, build, testing and launch
- Scoping, technical design and QA sign-off

Built for

Through agencies and studios I've worked with: Deutsche Bank, HSBC, PwC, Lloyds, Nomura, Jones Lang LaSalle (nine modules in six languages), Save the Children, British Red Cross, World Food Programme, Cambridge Assessment, Cambridge International, Wellcome Sanger Institute, British Geological Survey, Wave Utilities, Nacro, BUPA, ASDA.

Education

Solent University

2011 to 2014

BA (Hons) Music, first class

BHASVIC

A levels: Music, Psychology, Business, Sociology