

Essentials



Australian born. British citizen. No convictions. UK passport + licence.



- **PhD** (completing)
- **BA** (Design/Comms)
- **BEng** (Electronic)
- **Lvl 3** Teaching Award
- **IBM** Technical Comms
- Research Design Post Grad



@craigbkirkwood



linkedin.com/in/craigkirkwood



Website – Portfolio
craigkirkwood.com
Research Blog
colourverse.com

Toolbox



AI Tools I teach
ChatGPT, Gemini, Claude, Google AI Studio, Grok, NotebookLM, DeepSeek, Midjourney, Firefly, Krea



UI/UX Design
Figma, Zeplin, Miro
Agile Methodologies



Creative Cloud Apps
Photoshop, Illustrator, InDesign, Lightroom



Web Design
HTML, CSS, JavaScript, WordPress, WooCommerce, Divi, Figma



Motion Graphics, Video
Adobe Premiere Pro, After Effects, Cavalry



Code and Script
HTML, XML, CSS, JavaScript, P5.js, React

Skills

- ★ **Artificial Intelligence skills:** ChatGPT, Midjourney, Krea, Claude, Firefly, Grok, Gemini, DeepSeek, Runway, Figma Weave, Figma Make, Copilot.
- ★ **UX/UI & Instructional Design:** solid experience in Learning Design, Design Systems, UX and Instructional Design.
- ★ **Marketing, branding, business:** solid experience in marketing, entrepreneurship, management.
- ★ **Project Management:** solid experience with software development cycles using Agile Methodology tools.
- ★ **Technical communications:** formal training in technical writing, editing, authoring.
- ★ **Learning and Development:** broad range of experience in the development and delivery of technical and creative training.
- ★ **Outstanding communicator:** friendly, patient and enthusiastic speaker with vast experience.

Relevant Career Highlights

- ★ UX Design & AI Trainer, **Media Training Ltd** – Jan 2023 to Present
- ★ Design Trainer, **John Lewis Partnership** – Mar 2025 to Apr 2025
- ★ UX/UI Designer, **Great Britain China Centre** – Feb 2024 to Feb 2025
- ★ Senior Design Consultant, **National Audit Office** – Jan 2023 to Dec 2023
- ★ Technical Trainer & Instructional Designer, **Apple Inc.** – Sep 2021 to Jan 2023
- ★ Learning Designer, **University College London** – Jun 2019 to Sep 2021
- ★ Senior Media Trainer, **XChange Training** – Jan 2016 to Jan 2018
- ★ Instructional Designer, **Aberystwyth University** – Jan 2014 to Oct 2016
- ★ Creative Industries Consultant, **Supercomputing Wales** – Oct 2012 to Jan 2014
- ★ Managing Director, **Fearless Media Group (Australia)** – 2005 to Jan 2012
- ★ State Manager, **Australian Film Television & Radio School** – Jan 2003 to Nov 2005
- ★ Information Designer & Technical Writer, **IBM Australia** – 2000 to 2003

Professional Associations

- Founder and Executive Director, Associated Trainers of Media (ATOM)
- Member, Australian Graphic Designers Association
- Member, Australian Society of Technical Authors
- Past Member, Australian Marketing Institute, Colour Society of Australia

Achievements

- Project Lead, **TrainTrak**, teaching and course delivery system (2020 to present)
- Project Lead, **UXDaemon**, UX Research Database (2024 to present)
- Founded **W4C International Web Conference** (2000-2003)
- Founded **Open Publish** conference for Open Standards in Publishing (2004-5)
- Founded **Flickerfest** Short Film Festival, Sydney (1990s to the present day)
- Founded **Cardiologee**, Artisan Playing Card Company (2022)
- Designed and published 3 books of photography
- Accomplished musician and songwriter
- Ultramarathon runner (50km+)

Doctoral Research:

My PhD research examines biological and neurological responses to colour perception and its practical implementation in the management of colour in **Instructional UX Design**.



Biography

I'm a highly-qualified trainer and instructional designer with many years' experience communicating complex ideas across a broad range of industry sectors from public institutions to private enterprise. At the time of writing, I work freelance for several different agencies in the UK and abroad where my regular clients include the HMRC, the House of Lords, the Royal Mint, the NHS, several Russell-Group Universities (Cardiff, Edinburgh, UCL, Manchester), many of Britain's most established high-street brands, and leading professional firms in architecture, design and finance.

I recently completed a full-time contract with Apple as a staff trainer and instructional designer where I taught Apple's own software applications (iMovie, Keynote, Pages, Numbers, Mail etc) along with their in-house Project Management application (Wrike) for which I designed and delivered a complete end-to-end training solution. I also delivered the company's technical induction program to around 50 new-starters worldwide each week.

Prior to moving to the UK I was the founder, Senior Trainer and Managing Director of Fearless Media which was, at the time, the largest and best-known Adobe Certified Training Provider in Australia, specialising in creative media, graphic design, web and print graphics. My clients in Australia included the Australian Treasury, State and Federal government, Telstra, many universities and colleges, Deutsche Bank, Macquarie Bank and hundreds of Australia's best-known professional organisations.

Beyond this, I have worked as an educator, instructional designer, and company director in both the UK and Australia, holding senior positions with IBM, National Semiconductor, Roland and the Australian Film and Television School.

Selected Work History – UK

Creative AI and Technical Trainer, Various Agencies and Clients

2023 to Present

Media Training, London Bridge

Referee: Jules Gilmore, Manager, jules@mediatraining.ltd.uk Tel. 020 7407 8880. 36 Shad Thames, London SE1 2YE

XChange Training, Farringdon

Referee: Chris Hardy, Manager, chardy@xchangetraining.co.uk Tel. 020 75026822. 5 St John's Lane, London EC1M 4BH

Transmedia Training, London

Referee: Brook Stockbridge, Manager, brook@transmedia.co.uk Tel. 07912 733130. 9 Station Terrace, London NW10 5RT

City Literature Institute (City Lit), London

Referee: Voula Papadopoulou, Head of Business and Technology, Voula.Papadopoulou@citylit.ac.uk Tel. 07912 733130. Covent Garden

Freelance consultant/trainer providing both instructional design and hands-on training in ChatGPT, Gemini, Krea, Firefly, Figma, Photoshop, InDesign, Illustrator, Premiere, Captivate, Audition and After Effects. Also, WordPress, UI/UX design, HTML, CSS, JavaScript, Google Analytics and Tableau.

Recent clients include the HMRC, Ogilvy Advertising, Adidas, Jaguar-Land Rover, Ministry of Defence, V&A Museum, Network Rail, University College, Manchester United, Goldsmiths, Penguin Books, Yorkshire Building Society, London Metropolitan Police.

Design and Technology Consultant, National Audit Office

2023 – 2023

Part time contract

Referee: Alan Glasspool, Head of Design and Publishing, alan.glasspool@nao.org.uk. Tel. +49-89-99640500

During this six month contract I was engaged to assist the NAO migrate their extensive print publishing pipeline to a collaborative, 'digital first' workflow. The work involved a challenging analysis of existing processes and a thorough investigation of current trends and technologies in the public sector space.

Technical Trainer and Instructional Designer, Apple Inc

2021 – 2023

Full-time Contract (via Infosys/Walpole Contracting)

Referee: Robert O'Donovan, Apple IS&T, odonovan.r@walpolecontracts.com. Tel. +49-89-99640500

Full time contract, training new and existing Apple staff on a wide range of Mac-based creative software including: Wrike (Apple's Agile Project Management system), Keynote, iMovie, Miro, Chorus, Final Cut Pro, Logic Pro. I wrote and designed several new courses for Apple and delivered them through a combination of remote and face-to-face sessions. I also delivered the company's weekly technical induction program to around 50 new-starters worldwide.

UX/UI and Instructional Designer, University College London (UCL)

2019 – 2021

Freelance Contract

Referee: Professor Madeline Carr, School of Computer Science, m.carr@ucl.ac.uk. Tel. 07528 672088

Lead designer for two high-profile research centres at UCL for several years, concurrent with other clients. My work included the design, development and ongoing management of the RISCs website (which serves as the leading resource for cybersecurity research in the UK) as well as a complete design and style-guide package for both centres. I also produced their annual reports and dozens of workshop reports, documents and digital assets.

Senior Media Trainer, XChange Training

2016 – 2019

XChange Training, Cardiff and South West

Referee: Chris Hardy, Manager, chardy@xchangetraining.co.uk Tel. 020 75026822. 5 St John's Lane, London EC1M 4BH

Adobe Certified Trainer teaching the entire Creative Cloud suite and Microsoft Office applications. I work freelance, teaching Photoshop, InDesign, Illustrator, After Effects, Premiere Pro, Captivate and more. I also teach WordPress, HTML, CSS and both print and web design. I have also written technical manuals and tutorial guides for many of these technologies.

Instructional Designer and Producer, Aberystwyth University

2014 – 2016

Full-time Contract (2 years). Part-time (2 years).

Institute of Biological and Environmental Research Sciences (IBERS). Referee: Martine Spittle, rjs@aber.ac.uk. Tel. 01970 621562

I designed and produced eLearning materials for the European-funded eFarm Project. The work involved the production of over 100 modules which I filmed, photographed, designed and implemented. The final content was authored in Captivate and published to the Welsh Government's Learning Management System based on Moodle. I also filmed, produced, edited and animated several promotional videos for the Centre to attract overseas students: Premiere Pro, AfterEffects, Photoshop and Captivate.

Creative Industries Consultant, Supercomputing Wales

2012 – 2014

High Performance Computing (HPC) Wales, Aberystwyth University

Supercomputing Wales (nee HPC Wales) was an ambitious project to bring high-performance super-computing to both academic and professional enterprises throughout Wales. I was employed to assist and train businesses to make use of the facilities. This required a solid understanding of server level analytics and Unix/Linux command line functions.

I was also active in the marketing and promotion of the organisation, giving seminars and presentations throughout Wales and beyond on the benefits and applications of High Performance Computing.

The project was run under the auspices of Cardiff, Aberystwyth, Swansea and Bangor Universities, and thus required the development of strong relationships with higher-education management and academic staff at all levels.

Selected Work History – Australia**Managing Director & Senior Trainer, Fearless Media Group**

2005 – 2012

Head office: Canberra. Training facilities in Sydney, Melbourne, Hobart, Canberra and Brisbane
The company was wound up in 2012 and is no longer trading as I moved to the UK.

Fearless was a creative media training and development consultancy which operated from 1999 to 2012. The company delivered a continuous, year-round schedule of short courses in all aspects of creative technology but we specialised in the Adobe product range and were the largest Adobe Certified Training Provider in the country.

As Chief Executive and Senior Trainer I oversaw all aspects of the company's activities and delivered hundreds of courses on a broad range of subjects in which I have particular expertise, notably in digital media design and production.

We also managed a **Creative Studio** with staff in Hobart, Melbourne, Canberra and Sydney. Our studio delivered web, print and eLearning solutions for clients around the country including the Tasmanian Department of Finance, the Hobart Waterfront Authority, Australian Pork, the Pharmaceutical Benefits Scheme, and the Real Estate Institute of Australia.

Regional Manager & Lecturer, Australian Film, TV and Radio School

2003 – 2005

AFTRS State Office, Salamanca Place, Hobart

AFTRS is Australia's national film and television academy launching the careers of some of the country's best known directors, producers and cinematographers including Jane Campion, Gillian Armstrong, Chris Noonan, Cate Shortland, Phillip Noyce and Dion Beebe.

I was appointed manager of the Tasmanian office where I developed, produced and taught a range of short courses on filmmaking and creative media production. We also taught 2D and 3D animation, motion graphics, editing and compositing. I also managed the School's national program of student films.

Technical Author & eLearning Consultant, IBM Global Services

2000 – 2003

55 Coonara Ave, West Pennant Hills NSW 2125. Referee: Pam Manning, Manager, Tel. 9354-7764.

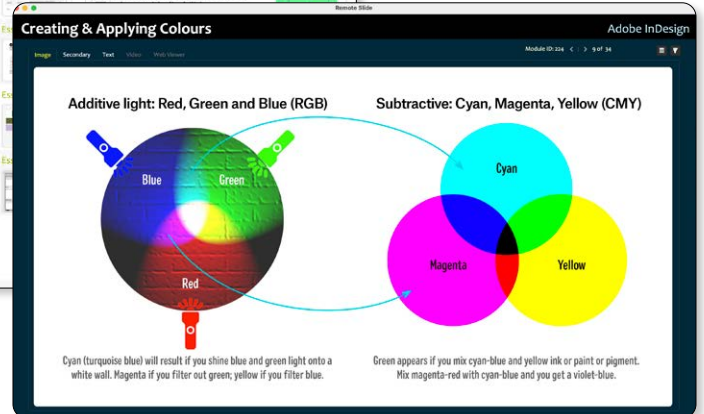
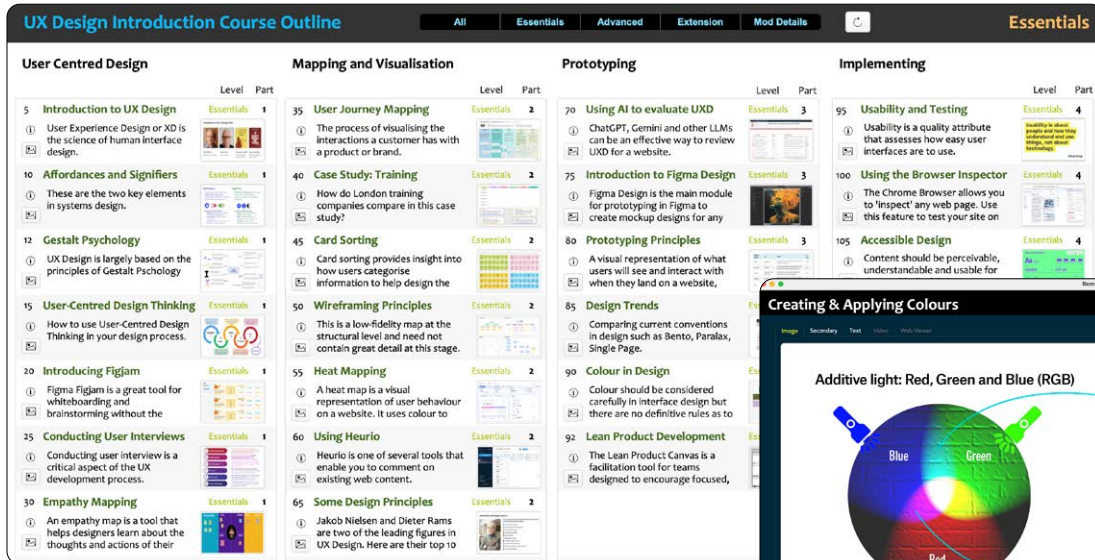
The Information Design and Development group was part of the Multimedia Development Team. We were responsible for the design and development of electronic documentation for IBM and its clients. The team were early pioneers in the science of usability and user-centred design, setting up a sophisticated lab to track user understanding and focus.

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TrainTrak – Learning Management and Training System

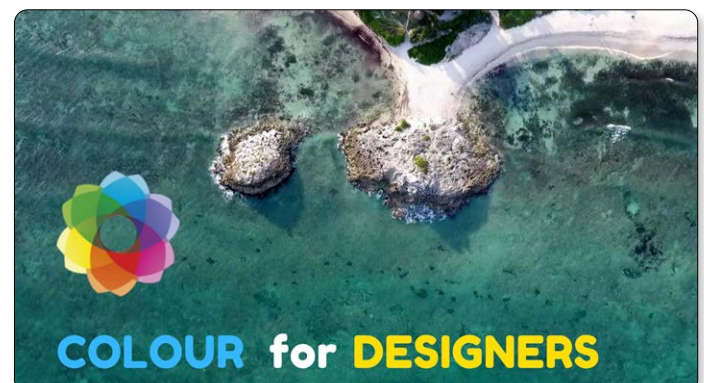
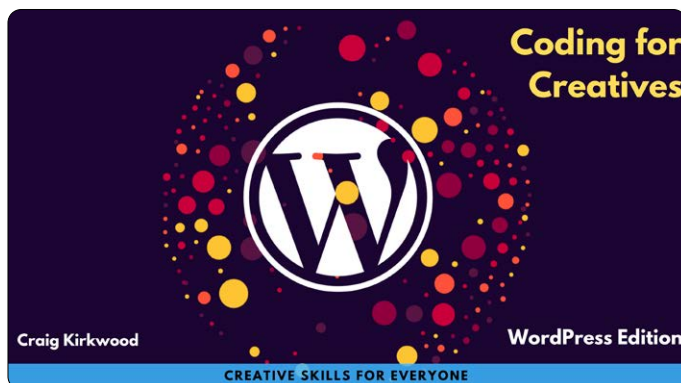
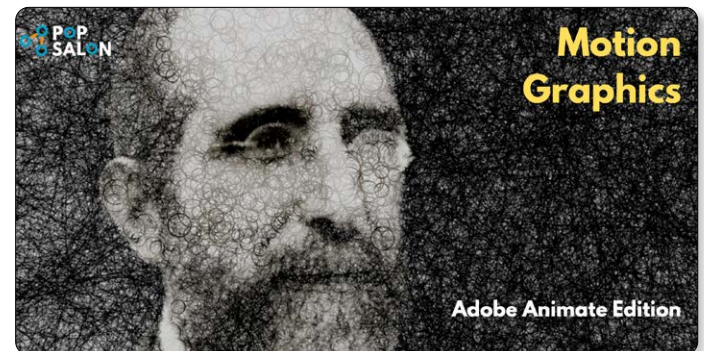
Complete training delivery system designed and coded in Filemaker Pro

I developed this system over a period of 5 years based on my many years experience in training and teaching. It is now in use by trainers at Media Training, XChange Training, Acuity Training and Transmedia. Unlike most systems in use by universities and colleges, TrainTrak allows trainers to present slides, track user progress, compiles a book in PDF form and integrate any form of media.



Courseware Design and Authoring

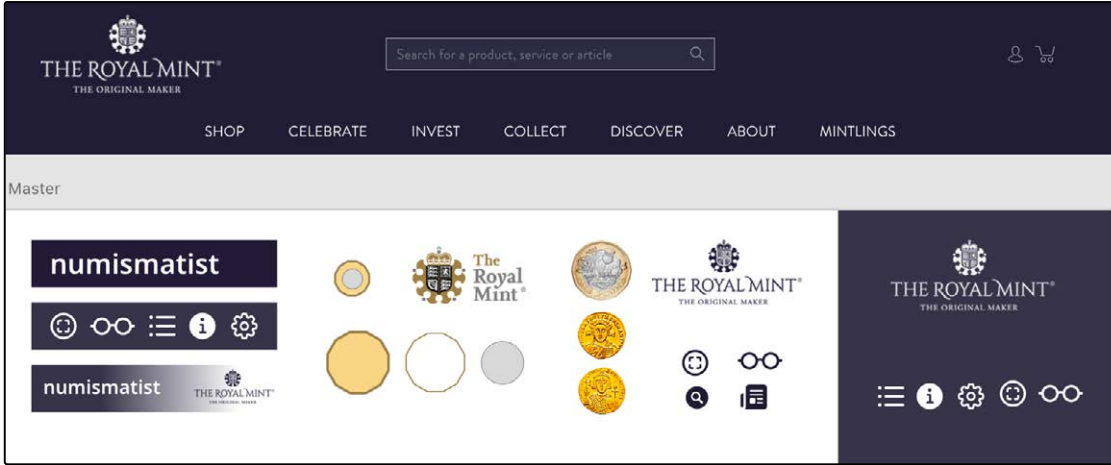
Developed with the TrainTrak training system



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Royal Mint

Contracted to deliver training and instructional design. Mockups and wireframes in Figma.



Penguin Random House

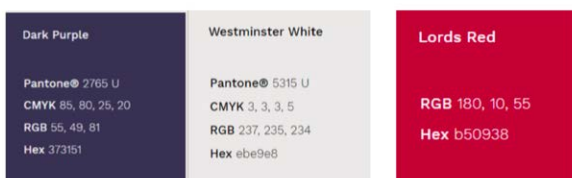
Contracted to deliver an AI Training program using Midjourney, Krea and Adobe Firefly



Book cover mockups (based on famous novels) developed using Midjourney and Firefly

UK Parliament – House of Lords

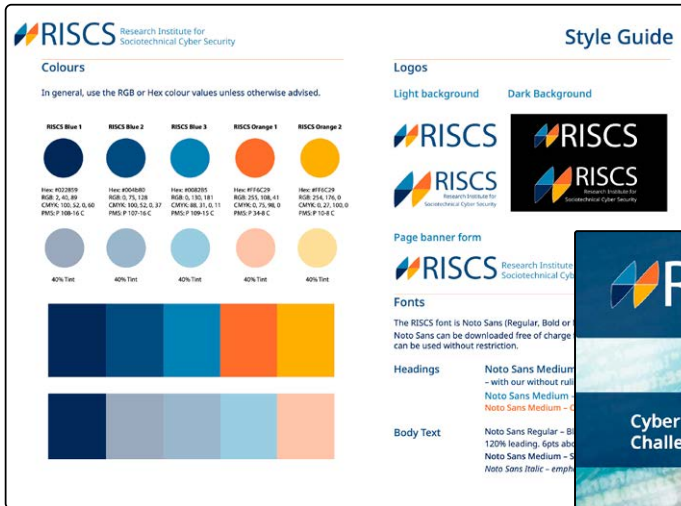
Wireframes and mockups in Figma, XD and Illustrator for the House of Lords media department



University College, London (UCL)

RISCS Website, Style Guide, Brand Identity, Digital Assets

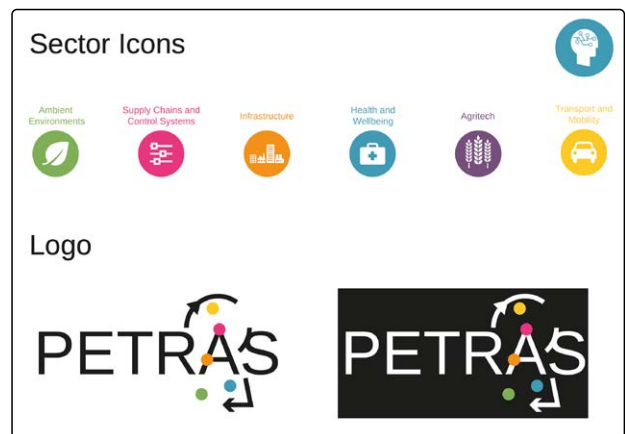
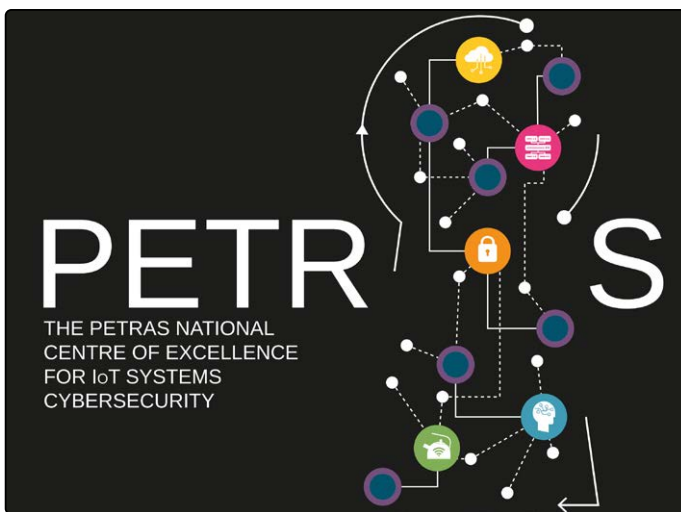
Adobe Illustrator, InDesign, WordPress, HTML, CSS



PETRAS IoT Research Centre (UCL)

PETRAS Style Guide, Brand Identity, Web and Digital Assets, Podcast Materials.

Adobe Illustrator, InDesign, WordPress, HTML, CSS

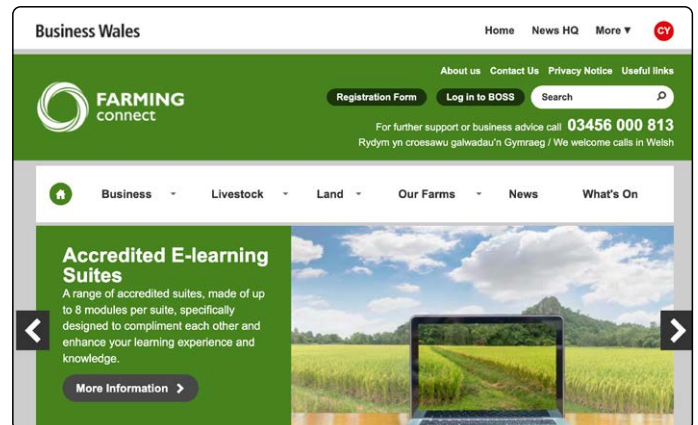


IBERS Farming Connect Project

Client: Aberystwyth University, Institute for Biological & Environmental Research (IBERS).

Brief: Develop instructional materials using a variety of applications.

Software: Adobe Captivate
Articulate Storyline
Adobe Photoshop, Illustrator



National Health Service

Client: NHS Trusts throughout the UK

Brief: Provide instructional design development and training.

Project: Clinical Resource Deployment Project.

Software: Articulate Storyline, Captivate, Adobe After Effects, Photoshop.



National Language Research Centre

Client: Language Research Centre

Brief: Provide instructional design development and training.

Project: Field Guide to Typography

Software: Adobe Captivate

UNECA Vaccination Program

Client: United Nations Economic Commission for Africa, Addis Ababa, Ethiopia

Brief: Provide instructional design development and training for the African Vaccination Program

Software: Adobe Captivate, Adobe After Effects, Photoshop.



UXDaemon

User Experience Data Acquisition and Evaluation Monitor

I have been developing this system as a side project for the last year or so. UXDaemon combines field research interview data with user journey and heatmap data captured with Microsoft Clarity.

Adam Bear

Position Product Designer
Industry Manufacturing
Location London
Education MA Design Tech
Age 36

Goals

- Maintain product profitability
- Build product strategy
- Release product features
- Forecast problems with a product and find the ways to resolve them

Needs


- Invest in right product features
- Organize convenient and efficient work environment for the team
- Orchestrate design, development, business, and other processes
- Motivate team members and mitigate risks with the team work
- Easily measure and always monitor team productivity
- Define the requirements and formulate acceptance criteria

Wants

- Easier and more accurate forecasts of what to invest in
- Autonomy of the team and no need to control them
- Less operational work
- Promotion, praise from the C-suite

Fears

- A wrong feature remains in the development for too long until it is discovered
- Wrong or unapproved material goes to customers by mistake
- There are hidden conflicts between team members or between the team and other departments
- The product fails, and no one can figure out why



Story

Adam is responsible for the financial SaaS app at an IT product company. His company owns 5 products in total and plans to launch 2 more. Adam would like to become a director of the mobile direction in a year.

Adam leads a team of 4 designers, 15 developers, 3 QAs, 1 business analyst. He hired half of the team himself and managed to build trust between team members. Adam's team has trouble with sharing and versioning deliverables. 70% of the time he is firefighting and not unable to focus on strategy.

Adam starts his working day with a team sync and planning session. He doesn't "get his hands dirty" with the design anymore and mainly plays the role of a facilitator, advisor and decision-maker to the team.

Tools:

- proficient
- satisfied
- frustrated

daily



- PowerPoint
- Excel
- Outlook
- Confluence
- Jira
- Lucidchart
- Teams
- SharePoint

often

- ProductBoard
- Draw.io
- Slack
- Google Analytics
- Miro
- Bluejeans


seldom

- Axure RP
- UserTesting
- Hotjar
- MindMeister
- Skype

UXDaemon

User Experience Dashboard



User Satisfaction Score

4.7/5

Based on 2,847 responses
↗ +0.2 from last period

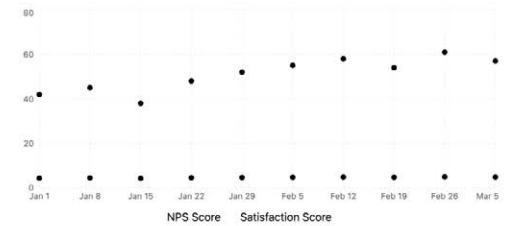
Task Completion Rate

89.3%

Primary user flows
↗ +2.1% from last period

User Satisfaction Trends

Track satisfaction scores and Net Promoter Score over time



Average Time on Task

2m 34s

Critical path completion
↘ -18% from last period

Active Users

12,847

Daily active users
↗ +847 from last period

Recent User Feedback

Latest feedback submissions from users across all platforms

User	Rating	Sentiment	Category	Feedback	Date	Status
Sarah Chen	★★★★★	👍	Navigation	The new navigation is so much easier to use!	2025-09-10	resolved
Mike Johnson	★★★☆☆	👎	Performance	Pages are loading too slowly, especially on mobile.	2025-09-10	in progress
Emma Wilson	★★★★☆	👍	Design	Love the new color scheme and layout improvem...	2025-09-09	resolved
David Kim	★★★☆☆	👎	Features	Good features but could use better documentation.	2025-09-09	pending
Lisa Rodriguez	★★★★★	👍	Accessibility	Excellent screen reader support, thank you!	2025-09-08	resolved

Top Performing Pages

Pages with highest traffic and satisfaction scores

/dashboard
15,420 sessions
4.8/5
satisfaction

/onboarding
8,930 sessions
4.6/5
satisfaction

/profile
7,650 sessions
4.5/5
satisfaction

/settings
5,430 sessions
4.3/5
satisfaction

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