Rich Bartlett

Learning Designer Specialising in Instructional Design, Curriculum Development & UX

M: 0467 982 427
W: www.rbdigitaldesign.com
E: rich.bartlett@adelaide.edu.au

OVERVIEW

Learning Designer with 4+ years of experience in higher education, specialising in curriculum design, instructional strategy, and digital learning experiences aligned with institutional models like the Adelaide Attainment Model. I bring expertise in learning science, human-centred UX, and AI-enhanced design to support academic staff in developing scaffolded, engaging, and inclusive course experiences. With a background in UX and SaaS, I apply a strategic, collaborative approach to learning design that supports program-level goals and long-term learner success.

EXPERIENCE

The University of Adelaide, Adelaide — *Learning Designer*

August 2021 - Present | Adelaide (Remote / Onsite)

I first worked on Open Universities Australia (OUA) projects, collaborating with academics to design courses that scaffolded learning across programs and aligned assessments. I then began work for Adelaide University as part of the new institution, contributing to Part 3 course development by working with academics, Curriculum & Education Developers (CEDs), and media teams to design digitally rich, pedagogically sound learning experiences aligned with the Adelaide Attainment Model.

- Co-led design for 30+ online and blended courses across Health, IT, Business, and Science disciplines, applying evidence-based frameworks to achieve constructive alignment and scaffolded learning.
- Engaged early in course design conversations to support assessment design, program mapping, and attainment-aligned learning outcomes.
- Partnered with CEDs and academics to advise on curriculum review, mapping, and assessment planning, often leading components of this work beyond formal LD responsibilities
- Advised on and co-designed assessment tasks and rubrics to ensure constructive alignment and authentic learning opportunities.
- Designed digital resources that embed principles of accessibility, cognitive load, and inclusive design, ensuring alignment with program outcomes and student success.
- Applied cognitive load theory, Laurillard's learning types, and

SKILLS

- Curriculum & Pedagogical Design (course and program level)

- Constructive Alignment & Assessment Design

- LMS: Canvas, content authoring (H5P, HTML/CSS)

- Inclusive Design & Accessibility (WCAG)

- UX/UI Principles & Human-Centred Design

- Stakeholder Engagement & Academic Collaboration

PERSONALITY

Strategic and pedagogically grounded: Design with intention to align learning with institutional goals and future-ready capabilities.

Collaborative and proactive: Known for stepping into early-stage course development and contributing beyond formal responsibilities.

AI-informed and adaptable: Confident using emerging tools to improve learning design, streamline delivery, and personalise learning.

inclusive design principles to optimise student engagement and knowledge retention.
- Supported the capability development of academic staff through online/face-to-face sessions and 1:1 consultations.
- Integrated AI tools such as AURA and MS Copilot to prototype content, ideate assessments, and streamline workflow—enhancing learner engagement and design speed.
- Contributed to a UX working group focused on enhancing the student experience through data-informed design, learner feedback, and usability testing.

Bestie Kitchen, Online — *UX/UI Designer*

April 2021- August 2021 | (Remote)

As part of a lean start-up team, I led UX design for a pet healthcare MVP, translating user needs into intuitive digital product experiences. This role strengthened my skills in prototyping, user research, and agile iteration—skills I now apply in learning design.

- Led user discovery, testing, and wireframe prototyping to uplift the MVP for a pet-health app.
- Conducted qualitative research, affinity mapping and iterative interface improvements in Figma.
- Advised on content flow and visual design, embedding a user-centred design approach that aligned with brand tone and functional goals.

Hometime, Adelaide — *Partner Success Manager & Hosting Partner, Hometime*

April 2019 - May 2020 | Adelaide (Onsite)

In this client-facing role, I managed property onboarding, support, and partner enablement for Airbnb clients, honing my stakeholder management and content creation skills—particularly for remote-first, service-focused experiences.

- Managed communications with partners and guests, delivering a consistent and high-quality experience reflected in a 4.80 average Airbnb guest review rating.
- Designed Canva-based guidebooks to improve user experience and support operational processes.
- Streamlined online resources and workflows, leveraging iterative design principles to enhance team efficiency and user satisfaction.
- Delivered high-impact customer service and resolved challenges with a focus on empathy and effective problem-solving.

JobAdder – *Sales & Support Consultant*

Apr 2014 – Nov 2016 | Sydney (Onsite)

Prior to transitioning into learning design, I worked in the SaaS recruitment sector with JobAdder, where I gained firsthand experience supporting and enabling hiring teams—insight that now informs my learner-centred

REFEREES

Tim Klapdor - Learning Design Manager

design approach for capability development.

- Supported and sold a SaaS recruitment platform used by 10,000+ recruiters globally.
- Promoted from Support to Sales for consistently high client satisfaction (99.98%) and technical insight.
- Led online product demos, onboarded recruitment teams, and customised learning journeys to ensure adoption and performance.
- Used tools like Zendesk, Jira, and Google Workspace to triage support issues and inform platform updates.
- Generated $237K+ in recurring revenue through user acquisition and platform onboarding.

EDUCATION

UTS Microcredential — *Think: Learning Theories and Implications for Learning Design*

September 2025

Provided a deepened understanding of learning theory and practical Learning Design strategies.

Advance HE — *Fellow of the Higher Education Academy*

February 2025

Recognised as a Fellow of the Higher Education Academy (FHEA) for professional practice in teaching and learning support.

Academy Xi, Online — *UX/UI Design Certificate*

November 2020 - May 2021

At Academy Xi, I sharpened my UX/UI skills through practical projects with Figma and collaborations with Humanitech and Trip Approve, culminating in an honourable 'Team Player' mention

Interaction Design Foundation, Online — *Become a UX Designer from Scratch Certificate*

October 2020 - June 2021

I completed the 'Become a UX Designer from Scratch' course, engaging in UX principles, user empathy, and intuitive design, and gained practical skills in user behaviour and interaction patterns

Southern Cross University, Lismore — *Bachelor of Media*

January 2006 - October 2009

I majored in Journalism at Southern Cross University, where I honed my storytelling, research, and communication skills, forming a vital foundation for my UX/UI design career.