

Daandrey Steyn

Daniël Petrus Dreyer

Pretoria, South Africa · +27 74 370 4884 · daandreys@gmail.com

www.linkedin.com/in/daandrey-steyn · Daandrey.com

Portfolio: <https://www.daandrey.com/instructional-design>

LEARNING EXPERIENCE DESIGNER

Instructional Designer | e-Learning Developer | Educational Technologist

Experienced Learning Designer with three years of expertise in developing engaging educational content and a decade in graphic design education. Proficient in digital authoring tools, including Articulate Rise 360, Storyline 360, and Adobe Creative Suite, bringing together visual communication and instructional design principles to create effective learning experiences based on sound educational principles.

CORE COMPETENCIES AND SKILLS

- E-Learning Authoring Tools: Articulate 360 Rise & Storyline
- Assessment and Evaluation Tools
- Instructional Design Models
- Adult Learning Theories
- Learning Strategy
- Educational Course Materials Development
- Gamification
- e-Learning Development
- Storyboarding
- AI-for-Learning Applications
- Multimedia Editing Tools: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, In-Design, Character Animator)
- Image Editing, Enhancement and Manipulation
- Video and Audio Production
- Illustration
- Learning Management Systems (LMS): Moodle and Canvas
- Microsoft Office (Word, Excel, PowerPoint, Outlook)

WORK EXPERIENCE

Instructional Designer & LMS Administrator

02/2025 - PRESENT

Regal Distributors SA (Pty) Ltd – *Johannesburg, South Africa*

Responsible for designing, developing, and managing impactful learning experiences that align with Regal's business goals and staff development needs.

- Design and develop interactive training content for staff and customers on the Regal LMS, focusing on both technical and soft skills using Articulate 360, Adobe Creative Suite, and best practices.
- Administer and support the LMS platform by resolving user issues, maintaining functionality, and ensuring a seamless learning experience.
- Lead internal communications by creating the monthly company newsletter, managing the HR SharePoint site, and producing presentations and communication materials to support the HR team.

Learning Designer

06/2022 - 07/2024

UNI4 Online - *Cape Town/Pretoria, South Africa*

Responsible for consulting with subject-matter experts to create relevant and engaging online learning experiences for Uni4Online's leading educational institution partners.

- Design engaging online learning experiences, enhancing educational offerings for institutional partners.
- Develop comprehensive learning content, activities, toolkits, and ancillary resources using instructional design practises.
- Create rich media course content, collaborating with creative media contractors to produce videos, written content, audio, and infographics, significantly improving course interactivity.

Instructional Designer

10/2021 - 05/2022

CTU Training Solutions - *Pretoria, South Africa*

Promoted to create engaging learning experiences for CTU's training materials, covering a diverse array of industries.

- Crafted engaging training materials for a diverse range of industries, supporting both national and international certifications.
- Designed workshop materials, including interactive learning content and toolkits to facilitate learner engagement.
- Assessed coursework for clarity, flow, accuracy, and accessibility, ensuring high-quality educational experiences.

Graphic Design & Visual Communication Facilitator

02/2020 - 09/2021

CTU Training Solutions - Pretoria, South Africa

Responsible for facilitating students' learning in CTU's graphic design & visual communication modules for national diploma and higher certificate qualifications and internationally accredited certifications.

- Facilitated learning in graphic design and visual communication modules, contributing to the success of diploma and certificate programs.
- Developed comprehensive course materials and facilitated various design-related subjects, using industry-standard software like Photoshop and Premiere Pro.
- Marked and graded student work, providing detailed, constructive feedback to foster improvement and mastery.

Senior Lecturer & Programme Convener Graphic Design

04/2016 - 01/2020

Pearson Institute Of Higher Education - Midrand, South African

Lectured in the graphic design department in the faculty of humanities for the institution's university-level degrees, and promoted to a managerial position.

- Taught in the graphic design department, delivering high-quality instruction for university-level degrees.
- Led curriculum development, designing student and lecturer guides, assessments, and class materials to meet educational standards.
- Managed academic progress, identifying at-risk students and providing necessary interventions to ensure success.

Multimedia Lab Administrator and Tutor

08/2014 - 03/2016

University Of South Africa (UNISA) - Pretoria, South Africa

Responsible for student learning and staff development and in charge of running the multimedia lab.

- Facilitated learning for students and staff in the Department of Art History, Visual Arts, and Musicology, enhancing multimedia competencies.
- Presented tutorials and workshops on digital applications in contemporary art, supporting practical skill development.
- Maintained the multimedia lab, to provide a functional and resource-rich environment for students.

Senior Lecturer

06/2012 - 07/2014

The Design School South Africa (DSSA) - Pretoria, South Africa

Lectured in graphic design modules for undergraduate students for national degree qualifications.

- Taught graphic design modules for undergraduate students, for degree qualifications with a focus on practical application.

- Developed and updated course materials in alignment with industry standards.
- Evaluated student work, providing feedback to guide improvement and academic achievement.

EDUCATION

- Masters of Arts - Fine Arts
University Of Pretoria - *South Africa*
2011
- Bachelor of Arts - Fine Arts
University Of Pretoria - *South Africa*
2007

CERTIFICATION

- Instructional Design Online Short Course
University of Cape Town - *South Africa*
2022
- Learning Articulate Rise
LinkedIn Learning - *Online*
2022
- Articulate Storyline Essential Training
LinkedIn Learning - *Online*
2022
- Adobe Certified Associate in Visual Design Using Adobe Photoshop
ADOBE / Certiport - *South Africa*
2020
- Adobe Certified Associate in Visual Design Using Adobe Premiere Pro
ADOBE / Certiport - *South Africa*
2020

LANGUAGE COMPETENCIES

- Afrikaans: native language
- English: fluent (speaking, reading, writing)

REFERENCES

- Bianca Le Cornu
Programme Manager: Graphic Design at Pearson Institute of Higher Education.
BoSelektah@gmail.com
+27 84 460 6870
 - Steyn Pretorius
Head Of Department Visual Communication at CTU Training Solutions
steynp@ctuttraining.co.za
+27 83 254 5061
 - Bernadine Mons
Senior Learning Designer at UNi4 Online.
bernadine.mons@uni4online.co.za
+27 (0) 72 462 5911
-