SENIOR LEARNING EXPERIENCE DESIGNER

DANIIL EVSTRATOV



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For employers (in Russian)

Senior learning methodologist and team lead (middle) in EdTech (B2C and B2B), with a background as a university teacher. I have built 6 educational products on my own and 15 with a team — short, mid and long programmes in every format: video lectures, longreads, audio and interactive courses. I audit and refactor existing products and bring them back to market with ROMI of 1000%+. Total revenue of the courses I worked on is over 2 billion ₽, according to Eduson Academy and the AI EdTech startup. I focus on methodology, audience needs and business goals, lead teams of instructional designers and work with top experts on the market.

EXPERIENCE · 7 YEARS 10 MONTHS

AI Adoption in Learning · University

Sep 2026 — present

I bring AI into learning for the university's internal and external clients: an AI competency model for staff and an AI agent for the methodologist of an online course.

Senior LXD · International AI EdTech startup

Apr 2025 — Jul 2026 · 1 yr 4 mo

Duolingo-style AI learning app, English content for US / EU and global markets · 500K+ MAU

The only methodologist on the team — I owned all learning content in the product. Together with the CPO and two product managers, we built the product from zero and grew it to 500K monthly users in a year.

- Raised course CSI to 80%+ together with the product manager.
- Tripled day-7 user retention.
- Created 1,100+ lessons and 85+ courses.
- Automated content production and localisation from English into 4 languages with AI — made course development 26× faster.

Team Lead of Instructional Designers · Eduson Academy

Nov 2024 — Apr 2025 · 6 mo

Team lead + project manager (middle) · Moscow, eduson.academy

Managed a team of instructional designers and the courses we produced: budget, deadlines and resources. Reviewed the team's work at every stage — from the language of longreads to the methodological accuracy of course programmes. Shaped the product vision together with the product manager and shared equal responsibility for results.

- Launched 4 new products in 3 months with total net revenue over 30M ₽.

- Brought the cluster's net revenue to 20M+ ₽ per month together with the team.
- Refactored 3 existing products.
- Kept quality high: average CSAT above 91%, average CSI above 94%.
- Led two teams in parallel; ran an internship programme and hired 4 interns into the team.
- The team over-delivered on its production plan by 30–40% for half a year.
- Grew 2 juniors to junior+, one middle to middle+, and one middle+ to team lead.

Senior Methodologist · Eduson Academy

Mar 2023 — Nov 2024 · 1 yr 9 mo

Moscow, eduson.tv

Created learning content — lectures, longreads, interactive simulators and tests. Designed course methodology, ran product research, led full-cycle course development and communication with subject-matter experts.

- Developed 4 courses; tech lead of a course with 2,982% ROI in its first month.
- Assembled a new course from existing content in 2 weeks — over 100M ₽ revenue in a year.
- Designed lecture slides and extra materials in Figma; researched English-language academic literature.
- Ran kick-off meetings and filming sessions with experts; onboarded newcomers and reviewed their work.

Stack: Figma, Adobe Illustrator, Adobe Photoshop, Articulate Storyline

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Methodologist · Marketplace School with Leo Shevchenko

Dec 2022 — Apr 2024 · 1 yr 5 mo

Moscow, merkatys.ru

Methodologist and lead of 2 products at the same time. Worked with experts, created lectures, longreads and tests, scored product hypotheses and improved product performance on the market.

- Built a synchronous course with NPS 89% and CSI 94%.
- Designed the product's learning programme and owned the development plan.
- Ran customer development interviews and audits of learning and product metrics.
- Created marketing products: tripwires, webinar and offline-event content.
- Planned team workload and built the product roadmap; onboarded newcomers.

Stack: Figma, GetCourse

Methodologist · ThePrism

Aug 2022 — Jan 2023 · 6 mo

B2B corporate learning · Moscow, theprism.ru

Created online courses for corporate clients: worked with experts, wrote longreads and tests, designed course methodology.

- Led full-cycle course development for major companies: Sber, Rostec, Rostelecom, Severstal, X5.
- Led communication with contractors: rewriters, transcribers, developers, experts.
- Adapted expert materials to client needs; assembled drafts and final courses in Articulate Rise; helped with course design.

Stack: Figma, Articulate Rise

Methodologist · Business Car Academy (Toyota)

Nov 2021 — Aug 2022 · 10 mo

Corporate training · Moscow, toyotabc.ru

Created employee training — synchronous, asynchronous and blended. Built online courses in iSpring, designed training programmes and ran sessions for international clients.

- Grew from zero to middle level in course development in half a year, in an unfamiliar industry.
- Created 12 courses; delivered a large 10-module course in 2 weeks without losing quality.
- Changed the company's approach to the identity and instructional design of its learning content.

Stack: PowerPoint, iSpring

Psychology Lecturer · Minin University

Jan 2018 — Nov 2020 · 2 yrs 11 mo

Nizhny Novgorod State Pedagogical University

Taught pedagogy and psychology to first- and second-year students: designed the teaching methodology, gave classes, created and checked assignments, held exams. In my third year I became a coach for other teachers — onboarded and trained colleagues.

- Named the best teacher of the school.
- 90% of my students were rated as well-prepared by employers.
- As teachers' coach, helped the team earn its best evaluation since 2016.

KEY SKILLS

Learning Experience Design · Instructional Methodology · Team Leadership · Product Management · Project Management · AI Tools & Automation · Unit Economics · CustDev & JTBD · Product Analytics · Figma · Articulate Storyline / Rise · Copywriting

EDUCATION

Lobachevsky State University of Nizhny Novgorod

Human Resource Management, Institute of Economics and Entrepreneurship · 2022

Graphic Design · Perasperadastra, 2024

Instructional Designer of Educational Programmes · Skillbox, 2022

Design Basics in Figma · Yandex Practicum, 2022

LANGUAGES

Russian — native
English — B2, upper-intermediate

REFERENCES

Anastasia Sviryukova, Head of Content — Eduson
Evgenia Martynovich, CPO — Merkatus