Leo Duncan

eLearning developer: training people learn by doing, from scenarios and games to 3D simulations

leoduncan.elearning@gmail.com
leoduncan.dev
linkedin.com/in/leo-duncan-146a20b9

Profile

eLearning developer with over 15 years at UK 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, Save the Children and Triumph, as part of large global teams and end to end on my own.

Lately I design and build my own products too, all hands-on: AI Data Guardian, a gamified AI security awareness course, and a browser-based 3D simulation of EV high-voltage safe isolation. I build with AI-assisted development, which lets one developer ship what used to take a team, with automated testing on every change.

Skills

Learning design

- Instructional design, end to end
- Scenario and simulation design
- Assessment design: rules, scoring, debriefs
- Working with subject experts and source documents

AI fluency

- AI-assisted development with Claude Code: planning, building and testing
- Generative 3D and image models (fal.ai) for production assets
- Checking AI output against sources for accuracy
- Automated playthroughs and screenshot review

Interactive and web

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

Authoring and standards

- Articulate 360: Storyline and Rise
- SCORM and xAPI (Tin Can), LMS packaging and testing
- Accessibility: WCAG, keyboard routes, JAWS testing

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
- Client briefs through to build, testing and launch
- Microsoft Office

Experience

Freelance eLearning developer

May 2023 to now

UK eLearning agencies, principally T21 Group

- Continuous engagement with T21 Group since 2023, producing training programmes for clients including Triumph Motorcycles.
- Own product: AI Data Guardian (aidataguardians.com), AI security awareness training for non-technical staff. Three hands-on missions on data leakage, AI mistakes and hidden instructions, built to run in any LMS. Designed and built end to end.
- Self-initiated, 2026: a browser-based 3D simulation of EV high-voltage safe isolation, from procedure and scoring rules to the 3D scene and SCORM packaging, built with AI-assisted development (ev.leoduncan.dev).

Digital learning developer

Aug 2022 to Aug 2023

Media Zoo

- Developed global training programmes with six-figure budgets for Lloyds, HSBC, Nomura and PwC.
- Worked across consultancy, end-to-end development and technical troubleshooting.

eLearning specialist

2021 to 2022

Contracts with leading UK eLearning agencies

- Consultant and developer on training for Deutsche Bank, the World Food Programme, Save the Children and Triumph.

Co-director and head of development

2017 to 2021

Artifex eLearning

- Co-ran a bespoke eLearning studio and led its team of developers, graphic designers and instructional designers.
- Delivered projects on time and on budget, choosing the production tools and processes for each.
- Stepped back from running the business to focus on the technology, as a freelance developer.

Freelance eLearning developer

2016 to 2017

Public and private sector organisations

- Built bespoke SCORM courses on skills, inductions, product training and compliance, working with in-house digital learning teams and subject experts.

Lead developer

2014 to 2016

Ginkgo eLearning

- Moved between consultancy and technical roles, from client briefs to build and testing.

Graphic designer

2013 to 2014

Brightwave eLearning

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

Selected clients

Deutsche Bank, HSBC, PwC, Lloyds, Nomura, Jones Lang LaSalle (nine modules in six languages), Triumph, 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

University of Southampton

First-class honours degree, Digital Music

BHASVIC

A levels: Music, Psychology, Business, Sociology