ALEXANDER EDELMAN

Learning Technology & L&D Lead

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PROFESSIONAL OVERVIEW

L&D professional with nearly 8 years of experience across a course-development vendor, Yandex Practicum and corporate L&D at Sber. I handle training requests end to end, from working out what the business actually needs to publishing the course on the platform. Over the past year I have built AI pipelines that took over most of the production work we used to buy from vendors, and I keep improving courses after launch based on learner data.

WORK EXPERIENCE

LEARNING SOLUTIONS DEVELOPMENT MANAGER, HEAD OF DIRECTION | Sber (SberUniversity), Moscow · *Apr 2025 – Present*

- Own corporate e-learning projects end to end: analyzing the business request, writing the learning concept and technical requirements, managing vendors, LMS upload, QA and post-launch updates.
- Built AI-assisted workflows for course copy, layout and illustrations, bringing previously outsourced production tasks in-house.
- Delivered an AI-generated xAPI package that passed testing in the corporate LMS.
- Wrote procurement documentation for a framework contract for e-learning production.
- Presented a learning personalization approach to senior leadership and secured approval to test it.
- Launched an AI conversational trainer inside a company-wide course.
- Co-author the team's learning standard and design the logic of an AI agent for routing training requests.

INSTRUCTIONAL DESIGNER | Yandex Practicum, Moscow · *Sep 2021 – Mar 2025*

- Designed and launched online programs for marketers, managers and designers, including online Master's programs with leading Russian universities.
- Used completion and NPS data to revise content.

- Coordinated in-house and external experts through the full production cycle.

LEAD INSTRUCTIONAL DESIGNER | CRMM, Moscow · *May 2019 – Sep 2021*

- Developed practice-focused asynchronous courses for large corporate clients, including Sber and oil & gas companies.
- Built a knowledge base with course templates and checklists that new instructional designers used during onboarding.

PROJECT MANAGER | CRMM, Moscow · *Dec 2018 – May 2019*

- Managed e-learning projects from client specs to final QA.
- Introduced weekly status meetings across teams, which reduced delays.

FOUNDER | Tutoring app startup, MGIMO business incubator · *During university*

- Took an app for private tutors (essentially a mini-LMS) from prototype to MVP with a designer and a developer.

EDUCATION

LLM, PRIVATE INT'L & CIVIL LAW | MGIMO University · *2018, with honours*

BACHELOR OF LAWS, INTERNATIONAL LAW | MGIMO University · *2016*

COURSES

PRODUCT DEVELOPMENT: ANALYTICS, PRODUCTION, PROMOTION | Netology · *2017*

SKILLS

LMS content operations, SCORM and xAPI packaging and testing, AI content pipelines, RAG, learning analytics, needs analysis, instructional design, assessment design, vendor and stakeholder management, procurement, rapid prototyping with AI coding tools

Tools: Articulate Rise, CourseEditor, Figma, Tilda, Notion, Claude Code, Cursor · **Languages:** Russian (native), English (C2), German (B2), French (A1)