

Simon Street



Empowering Enterprise Training

- Training Design & Delivery
- IT Transformation
- Curriculum Development
- Team Management
- eLearning
- Creative Development
- AI in Training
- Blended Learning
- Cross-Functional Collaboration

Proficient in crafting **innovative training programmes**, developing **engaging eLearning**, and orchestrating **impactful learning**.
Developing and leading **high-performing training teams**.

Architecting and managing training infrastructure – Learning Management Systems, Learning Experience Platforms and AWS.

Skilled in bridging the gap between organisational depth and **customer need**.

Critical contributor to IT transformation delivery – Leading training initiatives, nurturing internal and external stakeholder relationships, and achieving organisational goals.

Portfolio



www.wave-source.co.uk



[Industry Leaders' Recommendation](#)

Contact



07952 210301



simon@wave-source.co.uk

Employment

Present	Training Consultant	Wave Source Training
2017 – 2023	Training Manager	Resolve Systems
2014 – 2016	Senior Instructional Designer	Apple
2010 – 2013	Senior Instructional Designer	Alfresco
2002 – 2009	Training Manager	Microsoft
2000 – 2002	Trainer	Apple
1998 – 2000	Configuration Controller	EDS Defence
1994 – 1998	Trainer	Apple

Professional Accomplishments

Training Consultant – Wave Source Training

- Equipping clients to accelerate training production through AI
- Utilising generative AI
- Deploying agentic AI

Training Manager – Resolve Systems

- Scaled training delivery from 300 to 4,000+ delegates over three years
- Significant training revenue generation
- Transformed customer satisfaction, uplifting to 96%
- Led training team, created eLearning curriculum and infrastructure

Training Manager – Microsoft

- Created and led the training, customer and technical support teams for a software startup – acquired by Microsoft
- Crafted and delivered Microsoft’s digital asset management strategy for the creative industry

Trainer & Senior Instructional Designer – Apple

- Created and delivered the technical training programme for Apple’s first ever European helpdesk
- Onboarding and skills development of 250 staff
- Streamlined the training production process for Apple’s Global Retail Stores

Education

2.1 Honours Degree, Computer Science, University of Hertfordshire, UK

Professional Career

Training Consultant

Wave Source Training Ltd – Enterprise IT & Software Application Training

London, UK, Present

Delivering high-quality and impactful training solutions for Enterprise IT clients. Equipping organisations to accelerate training production through AI. Utilising generative AI and deploying agentic AI. Undertaking training needs analysis, training design and delivery. Applying instructional design principles, creative graphic design and video production skills to produce effective and engaging training programmes.

Clients:

- Orbus Software – IT Transformation
- Inchcape Shipping Services – IT Transformation
- International Trade Institute – Trade Law
- Sage – Accountancy

Training Manager

Resolve – SAAS Enterprise IT Automation

London, UK, 2017 – 2023

Managed high performing training team. Created extensive technical training curriculum, delivered remotely and in classroom. Full ownership and creation of Resolve eLearning to provide high-quality training.

Designed and delivered transition to eLearning, resulting in significant customer scale and training revenue improvement. Co-ordinated with subject matter experts and stakeholders to incorporate global perspectives and insight. Led customer onboarding and technical enablement to boost customer utilisation of products and services. Crafted the curriculum to offer blended learning to support diverse customer needs.

- Designed and oversaw eLearning infrastructure, including Learning Management System (LMS) and virtual machines on AWS to create reliable and scalable learning platform
- Produced rich eLearning courses using articulate 360 and articulate Storyline 360, incorporating guided narration, demonstration videos, animation, and rigorous knowledge checks
- Infused expert SME knowledge into training through deep engagement and robust instructional design principles
- Devised comprehensive global training strategy to attain consistent and effective learning outcomes
- Transformed classroom curriculum into 60+ eLearning courses, catering to different learning styles
- Implemented cloud-based deployment of virtual machines to provide accessibility and flexibility to learners
- Managed high performing training team; individuals' goals, personal development planning and performance reviews
- Achieved high training delegate satisfaction rate of 96% through effective and high quality training programmes

Senior Instructional Designer

Apple – Technical Training for Apple Global Retail Stores

Cupertino, USA (Remote), 2014 – 2016

Implemented course design and development to deliver training programmes across global regions. Delivered Train-the-Trainer sessions to enable Apple Retail Store Trainers to effectively disseminate knowledge. Established store employees' product knowledge and ability to deliver high-quality customer service. Interacted with global subject matter experts and stakeholders

to incorporate diverse perspectives and insight into training programmes. Communicated with project managers and translation teams to facilitate smooth project co-ordination and multilingual accessibility. Cultivated core stakeholder relationships locally and globally.

- Directed analysis and design of key training projects to deliver targeted and impactful learning experiences
- Formulated digestible micro training tailored for Apple Retail Store schedules
- Crafted rich storytelling, customer-focused, and journey-based training
- Led development and delivery of high-profile iPhone and wireless carrier training to improve product knowledge

Senior Instructional Designer

Alfresco Software – Enterprise Content Management & Business Process Management

London, UK, 2010 – 2013

Managed curriculum quality to ensure standards of educational content. Developed blended technical curriculum for diverse learning styles. Created onboarding programme for technical staff. Streamlined deployment of courses by leveraging cloud-based solutions.

- Responsible for the curriculum design and development
- Employed eLearning strategy to optimise learning accessibility and effectiveness for customers
- Wrote course documentation using DITA for reuse and publishing across multiple channels
- Course design, development, and global delivery
- Quality assured the work of the instructional design and training teams

Training Manager

Microsoft – Digital Asset Management, Digital Design & Photography

London, UK, 2002 – 2009

Established and led the customer Service, customer support and training departments for the iView Multimedia start-up business. Crafted department service policies and recruited team members to deliver high-level professionalism and service. iView Multimedia was acquired by Microsoft in 2006.

- Designed and delivered customer training; virtually and in-person
- Employed eLearning strategy to leverage a small team presence to service global audience
- Curated Microsoft's digital asset management strategy
- Presented Microsoft's product and digital media strategy at global trade shows

Configuration Controller

EDS Defence – Software Build & Deployment, Defence Logistics

Hampshire, UK, 1998 – 2000

Configuration controller for a defence logistics system. The system enabled the MOD to interact with industry in the design and implementation of flight and weapon systems. Controlled software engineering teams' development environment. Compiled code and delivered to test, penetration testing, and live environments. The logistics system comprised bespoke and commercial products. The technology was Trusted Solaris, Trusted Oracle, C, PL/SQL and SQL*Plus.

- Configuration of pre-production and penetration testing systems
- Distribution of software from five software engineering teams to the live global system
- Successfully deployed milestone phase, meeting delivery deadline

Technical Proficiencies

Applications

articulate 360, articulate Storyline 360, articulate Rise

Adobe Creative Cloud

Apple Final Cut Pro, Motion

Camtasia Studio, Screen capture tools

Microsoft Office 365

Microsoft Project, Asana, Atlassian Confluence

Vyond, Wellsaid

LMS / LXP / Platforms

articulate Reach

Cornerstone

LearnUpon

LMS Bridge

HowNow

Syndigo

SalesForce

ServiceNow

Operating Systems

macOS

Windows 7–11

Trusted Solaris, Unix, Linux

Technologies & Languages

AWS & VMWare virtualisation

ChatGPT & Microsoft Copilot

Configuration control

Agile & software engineering practices

DITA, SQL, Trusted Oracle, JavaScript, CSS, HTML