

# Drew Burton

Customer Education | Learning Experience Design

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There's a lot of bad training out there. For 12+ years I've built education programs with one goal: make learning clear, useful, and human. I design for adoption, not just consumption, and increasingly I build the systems themselves: learning platforms, diagnostic tools, and interactive experiences that help customers become confident, capable users of the product.

## EXPERIENCE as a learning path



MODULE 04 2024 - PRESENT

### Senior Instructional Designer · Algolia

- Led customer education strategy and the design of courses and content across Academy, from onboarding to certification.
- Rebuilt Academy around interactive, applied learning and launched technical paths and certifications that drove record engagement.
- Analyzed Academy activity against renewals and shared the findings with Customer Success. Now being integrated into health signals.
- Built AI tools for Customer Success and customers: a dashboard that flags broken implementations, first-pass review skills, and an open-source skills library for coding agents.
- Built an AI-native learning platform with search, an in-course AI tutor and intent-based paths. In internal testing.



MODULE 03 2021 - 2024

### Instructional Designer · Talkdesk

- Helped build the education function as the company scaled, setting standards for how learning is designed and delivered.
- Owned global onboarding and manager resources.
- Partnered with HR, leadership, and Sales Enablement on leadership development and sales skills.



MODULE 02 2018 - 2021

### Instructional Designer · Kelly Services

- Built training for a process automation rollout, enabling adoption for 2,000+ global operators.
- Designed interactive e-learning and assessments tied to operational goals.



MODULE 01 2015 - 2017

### Earlier roles

- **Administrative Co-op, Dow Chemical | 2016 - 2017:** Led a 2,000+ record data archival project in a regulated environment.
- **eLearning Developer, Delta College Corporate Services | 2015 - 2016:** Developed e-learning modules and refined training content.

## Customer Engagement

In a single year, Academy engagement beat the previous four years combined.

## Churn & Renewal

Found that Academy activity looks like an early renewal signal. 91% of accounts where someone took a course in the past year renewed, versus 79% of those that didn't.

## SKILLS

### FOCUS

Customer education, onboarding, product training, certification, learning analytics, customer success enablement

### DESIGN & BUILD

Claude, Codex, Figma, Adobe Premiere Pro, Adobe After Effects, Adobe Illustrator, Adobe Creative Cloud

### LEARNING

LMS administration, Articulate, Captivate, video and motion

### DATA & INFRASTRUCTURE

Learning analytics, Supabase, GitHub, Vercel, Google Sheets and Apps Script

## ASK DREW

Where does AI fit in your work?

DREW

### Human first. AI enabled.

The more we can do with AI, the more important it is to remember who we're doing it for.

Type a message

