

## rhodri jones

learning designer

### A typical day:

I work with clients to turn their ideas into punchy e-learning content. This sometimes means training the client's own writers (we call them Subject Matter Experts – SMEs for short). Or they may send me their own content, which I turn into sequences of on-screen interactions. Usually it's a mixture of the two. Over the course of a project, the SMEs adapt to the requirements of writing for the small screen while I learn more about their special field: it's a mutual learning process.

### Life before Epic:

I joined Epic in 2004 as a sort of in-house SME for a big English language teaching project. I'd done about 35 years in English language teaching, mainly in Europe and the Far East, plus three years for the British Council in London, managing blended e-learning projects among other things.

### What's the best thing about your job/working at Epic?

The tribes. There's a nerdy Programme Development tribe, Who All Speak In Sentence Case. There's a Project Support tribe – they all speak with quiet insistence. Then there's the Testing tribe, who for some reason are all Goths. Sales are the only ones who dress for the world outside. The Design tribe, of course, are all perfectly normal.

### Hidden secret/claim to fame:

Van Morrison sang at my 21st. He didn't mean to. It's a long story. He wouldn't remember.

### What helps you do your job?

Quality control. Robust systems. And the way everyone mans the pumps when things slip through the net.

### Anything else of interest?

Contributing to a series of projects leading to BTEC awards for support staff who work with people with learning disabilities and challenging behaviour. This is a huge course – the Advanced Professional Diploma alone involves 360 hours of study and practice, of which 60 hours are e-learning – with a delightful client, and a real feeling of creating something worthwhile. I'll be sorry to see it finished!