

Carmen Herbert

Digital Learning Designer

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Profile

Experienced Digital Learning Designer with 14+ years creating engaging learning solutions for global organisations including Lloyds Banking Group, Meta, Audley Travel and Tesco. Expertise spans instructional design, stakeholder management, multimedia production, AI-powered learning technologies and end-to-end project delivery. Proven track record of developing complex learning initiatives, implementing innovative digital solutions and driving learner engagement at scale.

Professional Experience

Audley Travel | Digital Learning Designer & Developer

Mar 2025 - Present

- Design and develop interactive onboarding programmes for sales teams from basic word storyboards.
- Create Storyline solutions using Synthesia, multimedia assets and custom JavaScript.
- Partner with stakeholders to deliver engaging learner-centred experiences.

Lloyds Banking Group | Digital Learning Designer (Lead)

Jan 2022 - Jan 2025

- Led design and delivery of large-scale learning programmes across the organisation.
- Developed leadership, Agile and business transformation learning solutions.
- Introduced Synthesia AI video technology, driving adoption across the learning function.
- Created complex branching scenarios and immersive digital learning experiences.

Meta | Training Specialist, Legal Product Support

Apr 2021 - Jan 2022

- Developed product and systems training for global internal audiences.
- Managed legal learning content, branding and training platforms.
- Created video, animation and interactive learning assets.

Earlier Experience

eLearning Developer, Skills for Health (2018-2019)

Instructional Designer, Europcar (2016-2018)

eLearning Designer & Developer, Omniplex (2014-2016)

Content Developer, Tesco (2012-2014)

Developed digital learning solutions, video-based training, branching scenarios, responsive learning content and learning technology evaluations across healthcare, retail and automotive sectors.

Core Expertise

- Instructional Design
- Digital Learning Strategy
- Stakeholder Management
- Learning Needs Analysis
- Articulate Storyline & Rise
- AI Learning Technologies: Synthesia
- Adobe Creative Suite: Infographics Video & Animation
- HTML/CSS/JavaScript
- Cornerstone: LMS & SCORM Blended Learning

Tools

- Articulate Storyline 360
- Rise
- Synthesia
- Camtasia
- Vyond
- Gomo
- Adobe CC
- Camtasia
- HTML
- CSS
- JavaScript

Education

University of Hertfordshire

BA (Hons) Graphic Design & Illustration (2:1)

Chelsea School of Art

BTEC National Diploma, Art & Design

