

Aleksandr Dubkov

Instructional Design & L&D Lead | Corporate L&D | Learning Experience Design | EdTech

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Summary

Instructional design and L&D professional with ~10 years across corporate talent development and EdTech. Led a corporate training lab at EPAM Systems (3 locations, 50+ learners, 5 mentors) and an internal bootcamp where 5 of 5 participants were hired. Founded and scaled a technology education business, leading learning product design, program development and a cross-functional team. I combine instructional design with a product mindset, using learner performance and business data to improve learning outcomes.

Core Competencies

Instructional Design (ADDIE, SAM) | Action Mapping and Training Needs Analysis | Learning Experience Design and Learning Architecture | Adult Learning (Andragogy, 70-20-10) | Learning Transfer and Reinforcement (Job Aids, Practice Activities) | Learning and Business Metrics (Kirkpatrick, ROI) | Hypothesis-driven Design, MVP and Pilot Programs | A/B Testing and Cohort Analysis | Reusable Frameworks and Design Patterns | Team Leadership (Hiring, Mentoring, Performance Management)

Professional Experience

TechSpark | Founder & Learning Product Lead | Lisbon & Cascais, Portugal | Jan 2024 - Present

- Built a technology learning product from concept to 120 learners across 2 locations, reaching break-even in the first month and ~90% retention.
- Designed the learning architecture for 8 technology programs (robotics, electronics, programming, 3D design, AI), all built on one reusable pattern: 16 one-hour lessons structured with the BOPPPS model; offered by the team in English, Portuguese and Russian.
- Applied Action Mapping to soldering safety: reduced the task to 4 critical actions practiced with an unplugged iron; learners move to a live iron only after an error-free run.
- Ran cohort analysis on retention (95% for learners joining in a course's first month) to shift mid-year marketing toward the strongest programs; A/B-tested ad headlines for every launch.
- Hired, onboarded and led a 4-person cross-functional team (2 instructors, administrator, content creator).
- Built a CRM dashboard tracking enrollment, retention, revenue and unit costs; used it to back a €4,160 classroom investment with ~4-month payback.

Internal Technology Bootcamp (NDA) | Bootcamp Project Manager | United States (remote) | Jul 2022 – Jun 2023

- Ran an internal bootcamp that prepared participants for technology roles: 5 of 5 participants were hired as employees.
- Assessed each participant's entry level, designed individual learning paths, and defined metrics for knowledge comprehension and practical task performance to adjust each track.
- Owned the full learner lifecycle, from sourcing and selection to onboarding, training and offboarding, coordinating instructors and internal stakeholders.

EPAM Systems | Resource Development Lab Head | Krasnodar, Russia | Sep 2021 – Jun 2022

- Led a corporate training lab across 3 locations (50+ concurrent learners) and a team of 5 senior and middle mentors, preparing junior talent for iOS, Android and Business Analysis roles.
- Co-developed a competency matrix with technical specialists, used for candidate selection and assessment.
- Designed and ran a talent acquisition funnel built around a technical quiz event: 450 applicants, 120 test-task attempts, 20 passed, 12 entered the mentoring program, 8 completed (67% completion).
- Organized university internships leading into internal and client projects; after EPAM exited Russia in 2022, refocused the lab on redeploying trained employees to other locations.

Robo.Grade | Methodologist & Course Developer | Novocherkassk, Russia | Jul 2020 – Jul 2021

- Designed and launched several technology courses (structure, materials, learner journeys) and iterated them on learner feedback and classroom observation.
- Introduced a teacher reporting and student performance monitoring system; led client meetings that grew the client base by 30%.

Earlier: Senior Programming Instructor, UNIUM (Sep 2018 – Jun 2020) | Robotics Teacher, League of Robots (Sep 2017 – Jun 2018) | St Petersburg

Education

- **ITMO University**, St Petersburg | Studies in Infocommunication Technologies
- **Baltic State Technical University "VOENMEH"**, St Petersburg | Studies in Laser and Optical Technology

Certifications & Languages

- EF SET English Certificate: C1 Advanced, 65/100 (cert.efset.org/DP4xM8) | 2026
- Project Management: Foundations and Initiation
- Languages: Russian (native), English (C1), Portuguese (A2), Spanish (A1, learning)