

Max Trokai

Digital Learning and Content Production Leader

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Remote worldwide · On-site or hybrid in Cyprus and Georgia

Professional profile

9+ years of leadership experience in digital learning, learning technology and content production. I have built departments from the ground up and led cross-functional teams, LMS implementation and programmes that help employees adopt corporate software. I work with business stakeholders from identifying a need through delivery, while contributing directly to content development, presentations and user training.

Across my career, teams I led delivered 500+ substantial learning products, with my direct involvement in development. Including individual videos, presentations and screencasts, the total exceeds 1,000 deliverables; the 500+ products are included in this total.

Professional experience

Metinvest Digital

Head of IT L&D Department | May 2021 – September 2026

Led the IT Learning function. 3 direct reports and 15 colleagues in a matrix reporting structure.

- Built and led the IT Learning function. Coordinated project managers, instructional designers, scriptwriters, designers, motion specialists and e-learning developers. Established production workflows, quality standards, KPIs and employee development plans.
- Developed the IT learning strategy around business needs and digital transformation priorities. Managed project priorities, team workload, resources, vendors and OPEX/CAPEX budgets.
- Led implementation and development of MOCO on Moodle: defined requirements and coordinated vendors, rollout and platform improvements. Managed Corporate University migration and the Single Point of Entry initiative for access to learning resources.
- Led work that reduced the target users' learning and corporate software adoption process from three months to one, with direct involvement in developing the learning solutions.
- Led Microsoft Teams adoption and employee training in collaboration with Microsoft representatives. Supported Microsoft 365 Copilot adoption and user training for updated SAP SuccessFactors processes.
- Directed end-to-end production of interactive courses, software simulations, branching scenarios, learning games, video and presentations, from the client brief through testing, approval and release. Coordinated localisation and onboarding programmes for international operations.
- Led projects for internal stakeholders and external clients, including courses and software simulations. Clarified requirements, proposed solution and UX/UI concepts, and prepared executive and client presentations. Helped develop client relationships and win new projects. External client identities are protected by NDA.
- Contributed directly to presentation design, video editing, webinars and training delivery, including PowerPoint courses.

KT Ukraine

Head of E-learning Department | August 2020 – May 2021

Led the e-learning department serving Dnipro-M. 4 direct reports and 15+ colleagues in a matrix reporting structure.

- Built and led the e-learning department. Set production priorities, allocated resources and established team KPIs and development plans.
- Led implementation and development of Collaborator LMS: defined requirements and coordinated vendors, platform design adaptations, course planning and the use of gamification.
- Led sales staff retraining during lockdown and contributed directly to its development. The programme supported the transition from serving walk-in store customers to telephone sales and cold calling.
- Sales during the measured lockdown period were 31% higher than in a six-month period of the preceding year, when there were no quarantine restrictions. Retraining supported this transition to remote sales.

Ukrzaliznytsia

E-learning General Specialist / Team Lead | July 2018 – August 2020

Led the e-learning team and coordinated regional specialists. 3 direct reports and 20+ colleagues in a matrix reporting structure.

- Defined the digital learning strategy, LMS requirements and architecture. Coordinated internal stakeholders and external providers during implementation.
- Led the shift to digital employee learning and contributed directly to development. Reorganising recurring mandatory training reduced annual costs by €336,000 through savings on travel, printed materials and training logistics.
- Developed learning scenarios and contributed to courses and user experience. Trained internal subject-matter experts and established team documentation and operating processes.

Earlier professional experience

CarGoo | UX/UI Designer | December 2018 – May 2020

Developed the product concept, user experience and interfaces with the design team. Clarified client requirements and prepared and presented concepts aligned with business needs.

MD Fashion | Business Trainer | May 2017 – June 2018

Designed and delivered employee training, onboarding and development programmes. Created e-learning and delivered webinars.

Junior Tech | Team Manager | February 2015 – March 2017

Managed operations and the team, established and automated company processes, and worked with clients and foreign investors.

IZOLYATSIA | 3D Printing Consulting Engineer | September – December 2016

Delivered 3D-printing demonstrations and participated in public technology events, explaining the technology through practical examples.

Skills and tools

Leadership and management

Digital learning strategy; building and developing departments; direct and matrix team leadership; project, production and quality management; resource and budget planning; client and vendor management; presenting solutions to business stakeholders.

Learning technology and production

LMS implementation and development; corporate software user training; instructional design; interactive courses and SCORM; software simulations; branching scenarios and gamification; learning localisation. Hands-on work in UX/UI, presentations, video, screencasts and training delivery.

Tools I use

Microsoft PowerPoint, Camtasia Studio, CapCut, Adobe Premiere Pro, Adobe XD, Figma, Adobe Illustrator and Adobe After Effects. Articulate Storyline 360: prior hands-on course development experience. Adobe Photoshop: basic knowledge.

Practical use of AI

I use ChatGPT and Codex in personal projects for UX/UI prototyping, complete website development and AI-assisted software development. My corporate experience includes supporting employee adoption of Microsoft 365 Copilot.

Personal projects

TROK Learn

Desktop authoring tool for interactive learning courses. In development.

I am developing a tool informed by my experience leading e-learning production and contributing directly to course development. I define authoring workflows, the interface and editor capabilities, using ChatGPT and Codex for prototyping and development.

TROK ENGINE

Engine for visual novels and story-driven interactive games. In development.

I am developing a software product for creating interactive stories. The work combines product decisions, user journeys and interface design. This is an independent project, separate from TROK Learn and my work for employers.

trokengine.com

Education

Kyiv Polytechnic Institute | 2014–2016

Master's degree in Information and Measurement Systems. Qualification: Research Engineer in Information and Measurement Systems.

Volodymyr Dahl East Ukrainian National University | 2010–2014

Bachelor's degree in Instrumentation Engineering, Metrology and Standardisation.