

Murat Yilmaz, M.Ed.

Learning and Development Executive

Curriculum Strategy | Educational Publishing | Digital Learning

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Learning and development executive with 15+ years of experience in educational publishing, professional learning and digital program delivery. Leads multidisciplinary teams, translates stakeholder needs into instructional materials, and combines editorial quality control with practical LMS implementation and AI-assisted content workflows.

PROFESSIONAL EXPERIENCE

Director of Learning Systems, Curriculum & Professional Development

Alpine Education Services / UpReach Learning | Greater Houston, TX

2025-Present

- Authored and produced a multimedia substitute teacher preparation program covering lessons, assessments and LMS delivery; 431 educators earned program certificates in 2026.
- Built Digital SAT Math and Reading & Writing learning resources, including a 440-page mathematics textbook with 1,000 questions, 50 skill-based tests and companion digital courses.
- Revised classroom scenarios, instructional procedures and progress reporting using stakeholder feedback, LMS activity and quiz results.

Director of Curriculum & Instructional Design

North American University | Houston, TX

2018-2025

- Established a technology bootcamp with academic and industry stakeholders, co-developing curriculum and lesson materials around workforce needs.
- Directed continuing education and certificate-program delivery; developed 10+ interactive e-learning modules with Articulate 360 and Adobe Captivate.

Curriculum & Instructional Designer

WeLearnify Academy

2017-2018

- Designed curriculum pathways and produced digital learning content and instructional media using Camtasia and Vyond.

CEO & Editor-in-Chief

FEM Publications | Istanbul, Turkey

2005-2016

- Directed development and publication of 288 middle and high school textbooks, coordinating writers, subject-matter experts, editors, designers and production teams.
- Led editorial standards and the transition to digital and multimedia learning, aligning content accuracy, curriculum coherence and production quality.

SELECTED PUBLISHING INITIATIVES

Founder & Editorial Director | Evervian Publishing

Designed human-supervised publishing workflows using Claude, retrieval-augmented generation (RAG), vector search and staged editorial review.

Publishers.Studio: Developing AI-assisted tools for research, verification, editorial review, design and production.

EDUCATION

Master's degree, Curriculum Writing & Instructional Design | Çanakkale Onsekiz Mart University

Bachelor's degree, Writing & Literature Teaching | Marmara University

TECHNOLOGY AND METHODS

LearnWorlds | SCORM | Articulate 360 | Adobe Captivate | ChatGPT | Claude | ADDIE | SAM