DAN WITHERS

Learning Design, Customer Education & Community
Fayetteville, NC | Remote | Open to relocation | Authorized to work in the US without sponsorship
linkedin.com/in/withersdan | dan@appliedlearning.tech | 910-633-9185 | danwithers.com

SUMMARY

Learning and community leader with 10+ years of experience designing onboarding, training, and community programs that help people learn something new and put it to use. Most recently launched a 4,000+ member online community and ran onboarding and how-to content at a behavioral health technology company, using user research to drive improvements that contributed to a 54.8% increase in 30-day retention. Earlier work includes founding a communication training consultancy and leading English language programs across three university partnerships.

CORE COMPETENCIES

- **Learning Design:** Onboarding & Program Design, Curriculum Development, Facilitation & Coaching
- **Community & Content:** Community Launch & Moderation, Leader Recruitment, How-To Videos & AI-Assisted Content
- **Insight:** User Research, Retention Analysis, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

OPENRECOVERY | Remote (US)
Head of Community, Content & User Research | Oct 2023 – Aug 2026
Led community, content, and user research for a behavioral health app with 70,000+ downloads, working cross-functionally with Product, Engineering, and clinical and recovery subject matter experts.

- **Community Launch & Leaders:** Led the launch of OpenRecovery Communities across web and mobile, recruiting and managing a team of paid and volunteer community leaders who ran groups, meetings, and livestreams across multiple recovery pathways.
- **Onboarding & How-To Videos:** Took over and reshaped the automated onboarding email series that walked new users through the app's features, designing and producing every short how-to video in-house.
- **User Insight:** Directed user research to identify friction across the user journey and translate feedback into product and programming improvements that contributed to a 54.8% increase in D30 retention, from 17.92% to 27.74%.
- **AI-Enabled Content Systems:** Built an AI-assisted content workflow that increased usable assets per source from two to seven while maintaining quality across educational, video, and community content.
- **Recovery Literature Translation:** Led an AI project translating older 12-step recovery literature into modern, neutral language, designing, testing, and refining the prompt used for translation.

ENGAGE 未来视角 | Shanghai, China / Remote
Founder / Strategic Communication Coach | Jan 2019 – Oct 2023
Built a referral-driven coaching and training consultancy focused on presentation skills, strategic storytelling, and professional communication.

- **Professional Community:** Created and hosted The Breakfast Pitch, a biweekly peer feedback event for founders and professionals, with a core of 10–12 regular attendees.
- **Coaching & Facilitation:** Coached founders, executives, and corporate teams, and ran workshops for organizations including Haworth and WeWork.
- **Intercultural Learning:** Delivered a five-session program helping Cadence's China-based team work more effectively with colleagues in India.

EF EDUCATION FIRST ACADEMIC PARTNERSHIPS | Shanghai, China
Director of Studies | Feb 2016 – Dec 2018
Managed academic operations and teacher development across three university partnerships serving 3,000+ students annually.

- **Multi-Site Program Management**: Managed a seven-person teaching team across three campuses, coordinating schedules, delivery, quality assurance, and stakeholder communication.
- **Trainer Development & Quality**: Led teacher onboarding, observations, coaching, and feedback to maintain instructional quality across multiple sites.
- **Curriculum & Assessment**: Co-developed curricula, assessments, rubrics, and learning materials across four ability levels.
- **Program Measurement & Improvement**: Evaluated instructional delivery and learner progress through observation, assessment, and feedback, using findings to guide instructor development and program improvements.
- **Program Development**: Redesigned and launched a 16-week public speaking course at ShanghaiTech University that scaled to 100+ students.

EF EDUCATION FIRST | Shanghai / Chongqing / Changzhou, China
Language Trainer / Teacher Trainer | May 2011 – Feb 2016

- Delivered 20+ teacher training sessions and coached colleagues on instructional practice and classroom delivery.
- Designed and adapted learning materials for varied learner needs; twice received regional “Star Teacher” recognition.

AI PROJECTS

- Built and launched a personal portfolio site (danwithers.com) with Claude Code, GitHub, and Vercel (2026).

EDUCATION & CERTIFICATIONS

- BA in English | Loughborough University, UK
- CELTA & Teacher’s Knowledge Test | University of Cambridge, UK