

Matthew Anderson

Content & Curriculum Leadership · Learning Science · AI-Native Production

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S U M M A R Y

I build content systems, not just content. A decade turning technical and creative subject matter into experiences that actually teach — and I don't accept engagement metrics as a stand-in for whether anyone actually got better. At Apple, owned the learning platform behind 145+ internal teams — none of which report to me — set the quality bar that let those teams author independently without it turning to noise, and coached instructional designers away from click-through courseware toward learning that respects the learner's time and intelligence. Now I am experimenting with building AI-native learning products using Claude — an adaptive tutor and an interactive portfolio are my first forays. Check them out on learnmatthew.com.

W H A T I B E L I E V E A B O U T T E A C H I N G

Good content measures whether people got better, not whether they came back. Streaks, completion rates, and time-on-platform tell you people showed up — they don't tell you anyone learned anything, and I've seen those two things treated as the same thing too many times. I design for people to build their own ability to reason through something new, including through ambiguity, not just get through it. It's the Freire distinction — education as the practice of freedom, not rote transmission — and it holds whether I'm designing a single classroom session or a platform-wide standard. I hold a hard line against hollow engagement either way.

I also believe taste doesn't scale by being protected — it scales by being encoded. Accessibility should be a beginning to design, not a last-minute consideration. Twenty-page courses completed in two minutes should be a signal of poor quality, not lack of engagement. We must meet learners where they are, respect their time, and strive to create ah-ha experiences that enable people to do their best work.

E X P E R I E N C E

L&D Producer · Learning Platform Product Owner

2021 – Present

Apple University — San Francisco, CA

Owned the content standards, production model, and platform behind Apple's internal learning ecosystem — 145+ distinct teams, each a world unto itself with its own mission, subject matter, and learners, and none of them reporting to me. Apple has a phrase for that kind of leadership: accountability without control.

- Set and defended the quality bar at scale. Built a distributed authoring model that let 145+ teams produce their own learning — but defined content standards and quality governance precise enough that self-serve scale didn't become noise.
- Coached the craft. Pushed instructional designers away from click-through, compliance-style courseware toward experiences grounded in adult learning theory that meet learners where they are. The recurring fight: functional enablement that stays substantive instead of going hollow.
- Owned learning measurement. Built a feedback system — post-engagement surveys on a structured cadence, aggregated into a dashboard alongside adoption and support signals — and closed the loop by reporting back to teams and leadership and feeding it into the product roadmap.
- Held the line on data privacy. As analytics modernization created pressure for broader access to learner data, navigated the tension between what provider teams wanted to see and Apple's minimal-collection values, and implemented privacy-conscious governance instead of just opening up access.
- Built the function from nothing. No precedent, no template — architected the content and platform operation as the work demanded it, in a high-ambiguity environment.

Creative Pro / Lead Creative

2012 – 2021

Apple — Retail, San Francisco, CA

Face-of-Apple educator across formats and audiences — the foundation of a conviction that teaching lands only when it starts with the person, not the product.

- Taught technical and creative subjects — coding, video, audio, photography — to thousands of learners from first-timers to working professionals, adapting the same material across radically different levels.
- Built and owned an external cultural partnership. A two-year monthly Art Walk series (2018–2020) with the

Bellevue Arts Museum — built the relationship end-to-end, planned each session, and led public groups who drew, sketched, and photographed the collection using Apple technology. Ran for two years, until COVID ended it, because the format was simple: hand people real tools and real art, and get out of the way.

- Ran coding sessions for K–12 school groups across multiple districts; mentored junior team members and contributed to regional training initiatives.

Store Leader & Market Training Lead

2004 – 2012

Starbucks — Seattle, WA

- Designed and delivered multi-unit training curriculum across a regional market — building materials adopted market-wide and measuring outcomes against operational KPIs.
- As Store Leader: led a team of 25+ and owned full P&L. Early, formal people-leadership foundation.
- Drove Lean Thinking adoption across the Portland and Seattle markets, and learned firsthand the tension between pride in your work and standardizing it. It's a balance I still think about anytime I'm trying to scale quality.

Gallery Coordinator

2002 – 2004

Viking Union Gallery, Western Washington University — Bellingham, WA

- Curated and produced international exhibitions; managed public programming and stakeholder relationships at a mission-driven arts institution — early training in audience-centered design.

A I - N A T I V E L E A R N I N G P R O J E C T S

Adaptive Tutor

2026

`adaptive-tutor-ruddy.vercel.app`

My take on what an adaptive AI tutor should be. A Claude-powered tutor where every inference — engagement, frustration, confusion, intent — is shown to the learner in real time with its confidence level (capped below 100% on purpose) and the signals behind it; the learner can read, contest, and override any conclusion. Building it opened up three research threads I've kept developing: persistent adaptive tutoring, privacy-preserving personalization via federated learning, and intent-aware learning design. Built with Claude as production partner. Stack: React, Vite, Tailwind, Anthropic API, xAPI → LRS.

Learn Matthew AI

2026

`learnmatthew.com`

Interactive AI-guided portfolio with streaming Claude responses, persona-based adaptive UX, and anonymous xAPI analytics — proof that personalization doesn't require harvesting personal data. It's also built on the same AI-native technology a modern learning program should run on.

C R A F T & C A P A B I L I T I E S

Leadership	Leading through influence across 145+ non-reporting teams, accountability without control, cross-functional coaching, org design input
Content & Curriculum	Instructional design, curriculum architecture, quality standards, multi-format production (written, interactive), editorial judgment
Learning Science	Adult learning theory, ADDIE, Kirkpatrick evaluation, learning measurement & instrumentation, SCORM/xAPI
AI-Native Production	Building content with Claude, Anthropic API, prompt engineering, human-vs-AI line-drawing, adaptive/tutoring system design
Systems & Scale	Distributed authoring, 0-to-1 platform building, production workflow design, self-serve enablement at scale
Measurement	Dashboards, adoption analytics, feedback cadence design, SQL, Tableau, Snowflake, privacy-conscious data governance

E D U C A T I O N & C E R T I F I C A T I O N

B.A., Integrated Social Sciences — University of Washington

Art History minor; coursework in Communications, Computer Science, Mixed Media Studio Arts.

Fine Art & Design Studies — Western Washington University

Kirkpatrick Bronze Level — Kirkpatrick Partners, 2025