

# DEREK PHILIP-XU

## DIGITAL LEARNING DESIGNER PUBLISHING CONSULTANT



### CONTACT

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refreshingpublishing.com

### PROFESSIONAL SKILLS

- Project conceptualisation
- Digital content development
- Project management
- Digital learning design
- Digital content editing
- Alpha/Beta platform checking
- Project commissioning
- Market and product research
- Research, data collection, interpretation & reporting
- Author mentoring & management
- UX design and writing
- Copywriting

### SOFTWARE & TOOLS

- Slack
- Smartsheets
- Notion
- Trello
- Airtable
- Jira
- CAPE content authoring tool
- Avallain Author
- InDesign
- Brightspace
- VST
- iSpring

### CLIENT LIST

- IATEFL
- Macmillan Education
- Oxford University Press
- National Geographic Learning / Cengage
- QBS Learning
- The Content Station
- Wall Street English
- LearnJam
- OneClick Design
- The Adult Learning Hub
- Maidenhead's Big Read
- Tonari Gumi Japanese Volunteer Association

### PROFILE

I founded Refreshing Publishing to provide digital learning design, accessible content development, project management and publishing consultancy services to a wide range of clients. I use my over 30 years of business, teaching/education and publishing experience to provide high-quality, engaging and accessible content that is developed according to specifications and within agreed project timescales.

### EDUCATION

#### DIPLOMA IN DIGITAL LEARNING DESIGN

Digital Learning Institute | 2023 (in progress)

#### PROJECT FUNDAMENTALS QUALIFICATION

Association for Project Management | 2022

#### DIPLOMA IN UX DESIGN AND WRITING

The Blackford Centre | 2021

#### MASTER OF PRACTICE-BASED EDUCATIONAL RESEARCH

University of Exeter | 2013 - 2017

#### MASTER OF EDUCATION (APPLIED LINGUISTICS)

The Open University | 2007 - 2009

### PUBLISHING EXPERIENCE

#### PUBLISHING CONSULTANT & DIGITAL LEARNING DESIGNER

Refreshing Publishing, Maidenhead, UK | Sep 2020 - Present

- Refreshing Publishing is my publishing consultancy, digital content development and learning design business based in Maidenhead, Berkshire, UK.

#### EDITOR, IATEFL VOICES

IATEFL | Jan 2023 - Present

- I am editor of IATEFL's flagship Voices publication, a bi-monthly magazine produced for IATEFL members.

#### DIGITAL COMMISSIONING EDITOR

Macmillan Education Ltd, London, UK | Oct 2019 - Aug 2021

- From October 2019, I oversaw the development of 4 levels of a new international secondary course with specific responsibility for 3 digital components per level (around 4,400 digital activities). These 4 levels published in September 2020 and 2021.
- I also worked on the development of a new edition of another international secondary course. I had responsibility for 4 levels (published in September 2020), each with 4 digital components, with a further 3 levels published in August 2021.
- I managed the publishing workflow for digital content uploaded to the Macmillan English Campus.

#### DIGITAL DEVELOPMENT EDITOR & SENIOR DIGITAL DEVELOPMENT EDITOR

Macmillan Education Ltd, London, UK | Jun 2016 - Oct 2019

- I developed and produced digital content for Macmillan Education's digital ELT publishing team across all age groups.
- My focus was on the commissioning and development of content for the Macmillan English Campus, including managing the publishing schedules.
- I regularly briefed authors and freelance editors and provided ongoing support and training as necessary.

## LANGUAGES

### ENGLISH

Native level proficiency

### SCOTS

Native level proficiency

### JAPANESE

Limited working proficiency

### CHINESE

Elementary proficiency

## CONTENT DEVELOPMENT MANAGER

EF Education First, Shanghai, China | Apr 2013 - Apr 2016

- I worked on the development of 3 major products for the 3-6, 10-14 and 14-17 age groups as well as 5 summer courses, collaborating in project conceptualisation, syllabus development, commissioning and focusing on the academic quality of all digital and print materials being developed.
- I managed and developed a team of 4 in-house project writers and 2 development editors.

## DEVELOPMENT EDITOR

EF Education First, Shanghai, China | Apr 2012- Apr 2013

- I assured the academic quality, consistency and appropriacy of textbook products, supplementary materials and online study materials produced for EF students in China, Russia and Indonesia.

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## TEACHING EXPERIENCE

### DIRECTOR OF STUDIES

EF English First, Guangzhou, China | Feb 2010 - Feb 2012

### COORDINATOR OF YOUNG LEARNER TEACHING PROGRAM BUSINESS ENGLISH DEVELOPMENT EDITOR

Talking Point, Madrid, Spain | Jun 2008 - Jan 2010

### SENIOR TEACHER

Shane English School, Saitama, Japan | Apr 2007 - Apr 2008

### ASSISTANT TRAINER & KIDS PROGRAM LEADER

Nova, Hamamatsu, Japan | Apr 2003 - Jun 2006

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## CHARTERED SURVEYING EXPERIENCE

### RESIDENTIAL CHARTERED SURVEYOR

Graham & Sibbald, Aberdeen, UK | Jul 2006 - Apr 2007

### PROPERTY ASSET MANAGER

Scottish Enterprise, Aberdeen, UK | Jul 2006 - Apr 2007

### SENIOR CHARTERED SURVEYOR

Ryden, Aberdeen, UK | Nov 1999 - Dec 2002

### SURVEYOR

Smith Milligan, Aberdeen, UK | Jul 1995 - Nov 1999

- Qualified as a professional member of the Royal Institution of Chartered Surveyors in November 1997.

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## VOLUNTEERING

### COMMITTEE MEMBER: WEBMASTER AND EDITOR

Maidenhead's Big Read | Nov 2020 - April 2024

### COMMITTEE MEMBER & FORMER CHAIRMAN

Maidenhead Athletic Club | Sep 2019 - Present

### PARKRUN VOLUNTEER (RUN REPORT WRITER & MARSHAL)

Maidenhead Parkrun | Aug 2018 - Present

### PUBLICATIONS COMMITTEE MEMBER

International Association of Teachers of English as a Foreign Language (IATEFL) | Apr 2016 - Jun 2018