

Eugene K. Yiga

AI Education and Communications Specialist making complex technology accessible through strategic learning design. With a Master's in Applied Data Science and extensive experience in curriculum development, instructional design, and journalism, I bring a unique blend of technical expertise and communication skills to create engaging educational experiences and content strategies.

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WORK EXPERIENCE

Journalist & Content Strategist Freelance (16+ years)

04/2009

- Published **1400+ features in 100+ global websites, newspapers, and magazines**, having interviewed the likes of Grammy-winning musicians, multinational CEOs, technology innovators and other leaders in their fields.
- Covered travel, leisure, food, drinks, marketing, media, TV, film, music, theatre, art, books, business, technology, personal development, career development, and more.
- Scripted, hosted, and produced a weekly Cape Town Travel Guide podcast, **named as one of Travel Massive's best**.

Curriculum Designer DeepLearning.AI (7 months)

11/2024 - 06/2025

Education technology company offering world-class AI courses and fostering a global community of learners.

- Developed over 84,000 words of instructional content for a high-impact **Data Analytics Professional Certificate**.
- Collaborated with a **globally distributed product team** to ensure a consistent voice throughout the specialization.
- Applied **narrative techniques from journalism** to make complex technical concepts engaging and accessible.
- Reached **over 15,000 students** and received consistently positive reviews for practical, real-world approach.

Senior Learning Designer Cognician Software (3 years, 7 months)

09/2011 - 03/2015

Online learning/coaching start-up (Cape Town, London, San Francisco)

- Designed, created, and launched **over two dozen courses**, one of which was awarded Best Soft Skills Solution at DemoFest, part of DevLearn Conference & Expo 2014.
- Designed and created The Monumental Life, a personal development course based on **over a decade of my active research** into the art and science of self-growth.

Knowledge Manager | Project Coordinator Synovate Laboratories (1 year, 8 months)

09/2009 - 04/2011

R&D centre of global market research company (now part of Ipsos)

- Provided **project design, operations, and analytical support** for studies in over **30 countries worldwide**.
- Wrote almost 20 articles on **marketing, social trends, and media** for the World Advertising Research Centre (one of which won a **Thought Leader Award**).
- Published **two whitepapers**: the first on building powerful brands and the second on creating successful ads.

SKILLS

Curriculum Development

Instructional Design

Educational Technology

Learning Experience Design

Content Strategy

E-Learning Development

SCORM

Learning Management Systems (LMS)

Course Design

Assessment Design

Learner Analytics

Technical Writing

Knowledge Management

AI Ethics

AI Governance

Generative AI

Large Language Models (LLMs)

Prompt Engineering

Python

SQL

Machine Learning

Data Analysis

Data Visualization

Statistics

Business Strategy

Project/Product Management

Communication

Writing/Editing/Proofreading

Public Speaking

Research

Remote Collaboration

Leadership

EDUCATION

— Master of Applied Data Science (4.0 GPA) University of Michigan

2022 - 2023

— Diploma in Comprehensive Creative Writing The Writers Bureau

2011 - 2013

— Post-Graduate Diploma in Accounting University of Cape Town

2008

— Bachelor of Business Science (Finance) University of Cape Town

2004 - 2007

AWARDS

Excellence in Journalism Award (2017)

[The International Food, Wine, and Travel Writers Association](#)

Arts Journalist of the Year (2014)

[Silver Award \(Special Merit for Online Innovation\)](#)

Writer of the Year (2012)

[The Writers Bureau](#)