

Learning Experience Architects
**Working with D2L's
Learning Experience
Architects: The Learning
Ecosystem Approach**



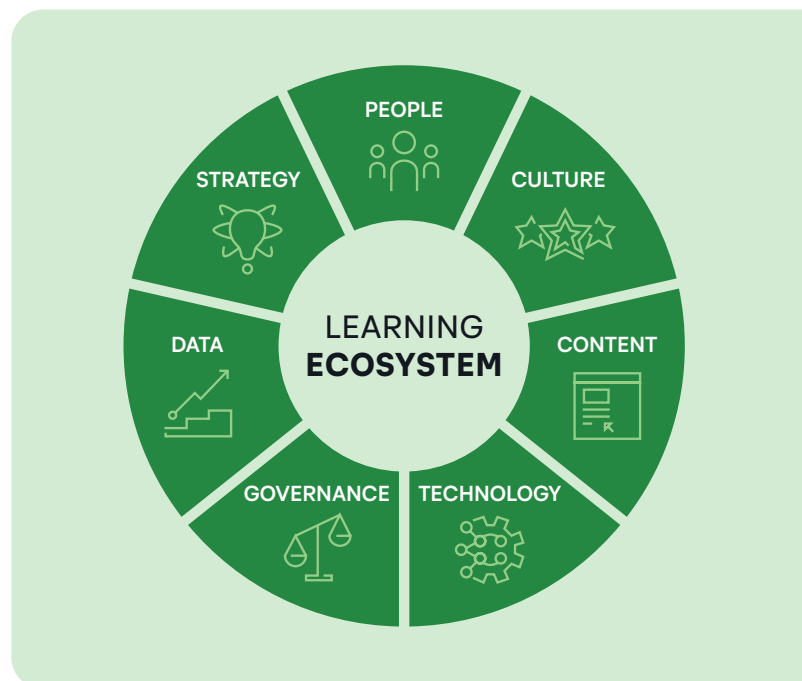
What is a Learning Experience Architect?

The learning experience architect (LXA) role is uniquely positioned to generate strategies that address the rich complexity of a learning ecosystem. LXAs support client projects through every phase, including strategy, planning, needs assessment, user experience, design and development. We work to deeply understand client requirements and ensure that learning strategy, experience goals and implementation approaches are fully aligned. By focusing on the interconnected and interdependent components of the learning ecosystem—like people, processes, content, systems and technology—we help clients build cohesive, sustainable and learner-centered environments.

The Learning Ecosystem Approach

At the core of our LXA consulting practice is the belief that learning transformation is not transactional—it's a strategic partnership. LXAs work alongside clients to co-create the future of learning within their organizations. We don't just deliver services; we embed ourselves in your context, deeply aligning with your goals, values and constraints. The result is a collaborative and sustainable approach to educational innovation.

A robust learning ecosystem is a dynamic and interconnected network of people, content, technologies, systems, processes, and environments that together support and enhance learning experiences.



Learning Strategy is a collaborative process that promotes and plans the alignment of:



SYSTEMS MINDSET

We approach every engagement with a systems mindset. Learning doesn't happen in isolation. It's influenced by people, policies, platforms and processes. Our LXAs look at the whole ecosystem to ensure alignment across all touchpoints, from strategic planning to day-to-day operations. This means we address root causes through thoughtful, interconnected design.

“Learning Services lead me down new ways of thinking about how to run our large programs; strategy helps to navigate this transformation by giving me the expertise and guidance to keep the long-term focus in mind.”

Eric Young

Manager of Education, Ontario Good Roads Association

LEARNER-CENTERED LENS

A defining characteristic of our consulting is our learner-centered lens. We build our solutions around real people—learners with needs, challenges and goals—not just abstract outcomes or compliance checkboxes. Through tools like persona development, journey mapping and curriculum analysis, we make the learner experience visible and actionable.

“We worked with D2L Learning Services to design the user experience, and we formed a very close relationship with the team. It really does feel like more than a vendor/customer relationship—we've developed a long-term partnership over the years.”

Brian St. Amour

Director, eLearning, Temple College

OUTCOME ORIENTED

We are deeply outcome oriented. Every project begins with a clear vision of success and a plan to measure progress. Our LXAs use data to identify gaps, assess programs and drive continuous improvement. We believe in showing value, not just delivering activity.

Importantly, LXA work is not only conceptual: It's practical and action focused. Our LXAs combine theory and practice through a dynamic toolkit designed to bring strategy to life. Whether it's documentation that aligns stakeholders, flowcharts that map processes, blueprints for systems design, prototypes for learning experiences, reusable templates or interactive workshops—we deliver artifacts that promote clarity, drive momentum and facilitate execution. Our work lives within your workflows and technologies, enabling scalable, long-term change.

“LCS provided sound strategy for the course design changes we envisioned, helping us build out that vision. As a result, we were able to significantly update our core courses and better serve our students.”

Nora McCaffrey

Chief Academic Officer, Institute for Integrative Nutrition

TRULY COLLABORATIVE APPROACH

Our consulting is integrated and collaborative. LXAs don't parachute in and leave behind a PDF, and our solutions aren't part of a pre-determined playbook. We work within your workflows, teams and tools. We collaborate closely with instructional designers, graphic designers, analysts and other roles at D2L to ensure that our solutions are not only strategic but executable and sustainable. This collaborative model ensures consistency, scalability and shared ownership across your organization.

“It was a serious and intense process, in a very good way. The Learning and Creative Services team went back and forth with us to understand the unique complexity of what we do and how we use the platform. They provided us with a set of design recommendations, which our in-house team then reviewed and prioritized.”

Ron Maclean

Experience Architect, Educational and Learning Product Design Group, Harvard Business Publishing

A Strategic Partnership for Learning Transformation

THE LXA 4E FRAMEWORK

The LXA approach is grounded in a set of core principles that shape how we partner, design and deliver. These guiding ideas help illustrate what clients can expect from our consulting engagements and what makes our work both strategic and impactful.

- Ecosystem: We connect the dots across people, systems, content, policy and technology to design for the full learning ecosystem
- Embedded collaboration: LXAs co-create the future of learning with clients, aligning closely with institutional priorities and culture
- Experience design: Every solution starts with understanding the learner's journey and considers the experience of all the participants in your learning ecosystem
- Empowerment: Our work integrates into your teams and workflows for seamless execution and long-term sustainability