

Shai Deutsch

Learning systems · Curriculum · Instructor enablement · Learner diagnosis

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PROFILE

Learning-system designer and educator with experience building multi-level curricula, training instructors, adapting learning to observed learner needs, and turning tacit expertise into repeatable programs. Strongest in learner diagnosis, progression design, deliberate practice, facilitation, feedback loops and iterative improvement.

CORE STRENGTHS

Learning architecture · Learner observation · Progression design · Deliberate practice · Instructor enablement · Facilitation · Feedback design · Knowledge transfer

SELECTED EXPERIENCE & PROJECTS

Frog Goose Bachata — Co-founder & Head of Education

Da Nang, Vietnam | 2024–Sep 2026

- Built and iterated a multi-level curriculum spanning beginner through advanced/master material, including progression, prerequisites and practice structure.
- Designed learner-centred classes, drills and workshops around recurring problems in timing, musicality, connection and body mechanics.
- Observed teaching and learner response in live settings, diagnosing issues in sequencing, pacing, prerequisite assumptions, practice design and conceptual clarity.
- Developed teacher-training and handover processes, helping a knowledgeable dancer break tacit expertise into teachable units and training a newer instructor toward independent delivery.
- Created and tested paid learning formats, including a musicality intensive and workshop/event concepts.

Independent Dance Teaching & Coaching — Instructor / Coach

Independent | 2019–2020; 2023–2026

- Delivered recurring paid private, group and online coaching across different levels and contexts.
- Diagnosed learner-specific issues including timing, breathing, muscular tension, frame, body isolation, musicality and partner feedback.
- Designed customized drills, homework and practice constraints, then adjusted them based on observed response.
- Generated repeat work, referrals and long-running learner relationships; learner messages document progress, continued value and requests for follow-up work.

Dog Behaviour Specialist — Independent Service

Israel | 2021–2022

- Applied force-free learning principles and individualized behavior plans to sensitive/reactive dogs, using observation, reinforcement, environmental conditions and progression criteria.
- Adapted plans for reactivity, fear, arousal, recall, resource exchange and desensitization while recognizing trainer/veterinary handoff boundaries.
- This work became a practical foundation for later learner-centred diagnosis and intervention in human coaching.

Breaking Game — Game / Product Design Collaborator

Collaborative indie prototype | 2023–2024

- Designed tutorial and level flows that introduced mechanics progressively, constrained complexity, provided feedback, allowed alternate solutions and recovered from common failure states.
- Used player-centred reasoning around misunderstanding, sequencing, gating and progressive disclosure inside a collaborative game prototype.

Hebrew University of Jerusalem — Student Administrator / Student Ambassador

Division for Advancement & External Relations | 2018–Aug 2020

- Explained university programs, history and institutional context to international visitors, donors and alumni while adapting communication to different audiences.
- Supported onboarding/handover and training before departure, alongside visitor logistics and public-facing representation.

ADDITIONAL EXPERIENCE

Twitch / Nomad1sh — Creator & Games Experiment | Aug 2022–Jul 2023

Built interactive audience systems and repeatable live formats; useful supporting evidence for feedback loops and learning through experimentation.

Kumba Ltd. — Customer Success | 2020–2021

Customer-facing operations at an early-stage mobile veterinary startup.

Naftali Tours — Tour Operations | 2022

Cross-cultural scheduling, booking and vendor coordination for large travel groups.

EDUCATION & TRAINING

Hebrew University of Jerusalem — B.A. | International Relations & East Asian Studies | 2019

Official final average: 86.63/100. Degree combined social-science and East Asia study with sustained Mandarin coursework.

JDance | Teacher Training Qualification

Formal dance-teacher training completed before later independent coaching and Frog Goose work.

Marker Training | Force-free dog-training program | 2021–2022

Year-long coursework and practical training; presented as training, not a completed professional certification.

TOOLS & LANGUAGES

Digital tools: Google Workspace & Microsoft 365 · Miro · Figma · WordPress/Gutenberg · Video & audio editing · remote coaching / presentation tools · AI-assisted & low-code prototyping

Languages: English · Hebrew · Mandarin Chinese (historical HSK 3) · Basic Spanish