

LORENZO DELANO

Designing the technologies of personal transformation

Austin, TX · lorenzo@lorenzodelano.com · lorenzodelano.com · linkedin.com/in/lorenzo-delano-7b6143364 · Authorized to work in the US — no sponsorship required · Relocation-ready

Profile

Education Product Designer. I know where I excel — design, production, teaching — because I measured where I don't. I design and democratize the technologies of personal transformation, and I'm searching for the one company that can use everything I bring, because it will get all of it. The complete record, every claim referenced: lorenzodelano.com.

Experience

Founding Producer — Eudaemonia Inc. *design consulting* Remote (US) · 2018–Present

- Sole owner; now folding my practice into a larger cause.
- Responsibilities: Client engagements end to end — profiling experts, designing their education products, and producing the strategy and content behind them.
- Impact: Methods that now shape how 1M+ students learn across my clients' platforms.

Co-founding Trainer — 10X Fitness Inc. *fitness education company* Remote (US) · 2020–2025

- Co-built the venture on a 25% operations stake, with Mindvalley as global distributor.
- Responsibilities: Curriculum design, live education events, employee experiments, private coaching, corporate training, and the coach-certification curriculum.
- Impact: 90,000+ students completed the method; 500+ coaches certified to teach it.

Learning Director — Mindvalley *edtech company* Kuala Lumpur, Malaysia · 2016–2019

- Hired as a marketer; promoted to direct learning design alongside the CEO.
- Responsibilities: Learning design and course production with best-selling authors — Steven Kotler, Ken Wilber — plus company-wide employee training.
- Impact: Standardized the learning methodology; co-created the Quest and Mastery formats.

Founding Profiler — ARTrepreneurs *digital agency* Pretoria, South Africa · 2015–2016

- Sole owner with a bench of creative contractors; closed the agency on moving to Malaysia.
- Responsibilities: Brand profiling, design, strategy, and content for artists and entrepreneurs.
- Impact: Launched 7 complete online brand profiles, several still in use today.

Co-founding Head Coach — Quantum Physiques *fitness studio* Pretoria, South Africa · 2011–2014

- Co-founded on a 50% operations stake; sold at the end of 2014 — the studio operates today as Move Freely.
- Responsibilities: Exercise programming, sales, group and 1-on-1 coaching, and nutrition workshops.
- Impact: Grew membership to ~100 active clients and held annual churn to 5%.

Skills

- **Classification:** Mapping, distilling, and standardizing knowledge domains
- **Architecture:** Product, protocol, content, assessment, and software design
- **Analysis:** Performance tracking, benchmarking, planning, programming, and reporting
- **Profiling:** Converting tacit expertise into explicit, teachable systems
- **Training:** Developing students into trainers, coaches, and facilitators
- **Management:** Planning, recruiting, and coordinating large-scale productions

Education & Certifications

- **Designer:** Learning experience design — Shapers, Netherlands (2018)
- **Coach:** NLP, blood biochemistry, and longevity — various institutions (2013–2023)
- **Trainer:** Personal fitness training — ETA College, South Africa (2007)
- **Tutor:** Teaching English as a Foreign Language — Language Link, South Africa (2006)
- **Award:** 1st place, South Africa; Prize of Outstanding at the Beijing world finals — 8th Chinese Bridge (2009)
- **Language:** Mandarin Chinese — Pretoria Chinese High (2005–2008)