

FAITH MUNDIA

Learning Engineer | Instructional Designer | EdTech Researcher | Founder & CEO, Fay Institute of eLearning

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EdTech Platform: fayedu.com

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RESEARCH PROFILE

I am a Learning Engineer, Instructional Designer, and EdTech researcher based in Nairobi, Kenya, and the founder of the Fay Institute of eLearning. My work sits at the confluence of Learning Engineering, Design-Based Research, and AI-powered EdTech platform development for professional educators in Sub-Saharan Africa. I am the principal researcher of a longitudinal DBR research programme investigating how AI-powered EdTech platform architecture can support non-specialist African educators to create, deliver, and continuously improve quality online courses. I am also the founder and CEO of FayEDU, a live AI-powered EdTech SaaS platform that operationalises my research findings at scale.

My research programme has produced two peer-moderated preprints published on EdArXiv and SSRN in 2026, with a Phase 2 multi-country DBR study planned for Q3 2026 targeting publication in the British Journal of Educational Technology (BJET, Q1). I am actively seeking research partners, doctoral supervisors, and MSCA consortium collaborators in the EdTech, Learning Engineering, and AI in Education space.

RESEARCH INTERESTS

- Learning Engineering: practitioner-developed frameworks for Global South EdTech contexts
- Design-Based Research methodology in African professional education
- Platform-embedded pedagogy: HCI and usability evaluation in AI-powered authoring tools
- Knowledge mobilisation: research-to-practice translation in African EdTech
- Instructional design frameworks for non-specialist educators in resource-constrained contexts
- Closed-loop effectiveness models linking course creation quality to learner outcomes
- AI scaffolding in online course creation: pedagogical quality and accessibility

PUBLICATIONS AND RESEARCH OUTPUT

Peer-Moderated Preprints:

Mundia, F. (2026a). Design-Based Needs Analysis for AI-Powered Educator Course Creation: A Pilot Study. Fay Institute of eLearning. EdArXiv and SSRN (Abstract #6549138), April 2026.

DOI: https://doi.org/10.35542/osf.io/p2qyg_v1

Also available on SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=6549138

Mundia, F. (2026b). The Fay Institute Learning Framework (FILF): A Practitioner-Developed Instructional Design Framework for AI-Powered Educator Course Creation in East African Contexts. Fay Institute of eLearning. EdArXiv, May 2026. SSRN submission in progress.

DOI: https://doi.org/10.35542/osf.io/h5yde_v1

In Preparation:

- Mundia, F. (in progress). Phase 2 DBR: FayEDU EdTech Platform Effectiveness Study across Diverse African Educator Contexts. Target: British Journal of Educational Technology (BJET, Q1).

Peer Review Service:

- Invited reviewer, Journal of Learning for Development (JL4D), Scopus-indexed. Manuscript: Using AI-Powered Adaptive Learning to Increase Student Engagement: A Personalized Approach to Education. May 2026.

CURRENT RESEARCH AGENDA AND COLLABORATION INTERESTS

My current research programme spans three phases. Phase 1 (complete) produced the Fay Institute Learning Framework (FILF) through a six-month DBR pilot with nine Kenyan professional educators. Phase 2 (Q3 2026 to Q3 2027) is a scaled multi-country study testing FILF and FayEDU with 30 to 50 educators across East, West, and Southern Africa. Phase 3 (planned) will extend to 100+ educators across expanded geographic contexts.

I am actively seeking collaboration in the following areas:

- Research partners for Phase 2 DBR study: DBR methodology, Learning Engineering, or educational technology evaluation expertise
- MSCA consortium partners: EdTech, AI in Education, or Global South educational research networks
- Doctoral supervision: open to PhD opportunities with supervisors who have expertise in HCI, educational technology, platform usability evaluation, or Learning Engineering in Global South contexts
- Academic partners interested in comparative research across African and European professional education contexts

PROFESSIONAL EXPERIENCE

Founder & CEO / Learning Engineer / EdTech Researcher 2022 to Present

Fay Institute of eLearning & FayEDU (AI-powered EdTech SaaS), Nairobi, Kenya | fayedu.com

- Founded and built FayEDU, an AI-powered EdTech SaaS comprising Course Studio, Learn Marketplace, and Learn LMS, operationalising FILF natively across the full course creation-to-delivery pipeline
- Conducted six-month Design-Based Research pilot with nine Kenyan educators; published findings on EdArXiv and SSRN (April 2026); produced five design principles that directly shaped platform architecture
- Developed FILF, a three-phase instructional design framework synthesising ADDIE, SAM, Bloom's Taxonomy, Constructive Alignment (Biggs), Community of Inquiry (Garrison et al.), and Laurillard's Conversational Framework
- Secured Microsoft for Startups (\$5,000 credits), AWS Activate (\$10,000 credits via Cloudvisor), and NVIDIA Inception Programme acceptance

Editor & Founder 2026 to Present

Grounding EdTech Magazine | groundingedtech.fayedu.com

- Designed full editorial strategy, RPIG scorecard, and seven-writer contributor framework governing research-to-practice quality
- Developing print distribution model targeting schools, universities, government ministries, NGOs, and corporate L&D across East Africa

Instructional Designer / eLearning Developer September 2019 to December 2023

Fay Creative International Limited, Nairobi, Kenya

- Designed and developed professional development courses in Articulate Storyline and Rise; fractional instructional design services, including empowermefirst.college (Zurich) and The Green LMS (Kenya/India)

Digital Strategist January to August 2019

Ogilvy Africa, Nairobi, Kenya

- Managed multi-country digital campaigns for Airtel Africa, Total Kenya, and BAT across DRC, Congo B, Niger, and Chad; led a multidisciplinary team of eight

Digital Marketing Lead May 2017 to December 2018

TDF Group / Scope Impact, Nairobi, Kenya

- Led digital strategy on the Gates Foundation-funded #FormNiGani national health education campaign, managing 40 influencers and delivering nationwide behaviour-change reach across Kenya

Earlier Professional Roles 2012 to 2016

Squad Digital (WPP Scangroup), FayCreative Agency, Elite Digital Solutions, Nairobi, Kenya

- Digital account management, agency production, and digital marketing across East Africa

EDUCATION

BSc in Computer Technology *Completed*

Jomo Kenyatta University of Agriculture and Technology (JKUAT), Nairobi, Kenya

Undergraduate foundation in computing systems, software development, and technology. Provides the technical underpinning for full-stack platform development, AI system integration, and cloud infrastructure.

INDUSTRY AND INSTITUTIONAL RECOGNITION

Microsoft for Startups	Formal acceptance including a \$5,000 credits grant. Cloud infrastructure backing for FayEDU EdTech platform development and AI feature integration.
AWS Activate	\$10,000 AWS credits approved via Cloudvisor (AWS Partner). Supports FayEDU production deployment on Elastic Beanstalk, S3, SES, WorkMail, and Bedrock.
NVIDIA Inception Programme	AI-focused startup programme, onboarded via Cloudvisor. Entry-level with planned progression to \$25,000 and \$100,000 credit tiers.

CORE RESEARCH COMPETENCIES

Research Methods

- Design-Based Research (DBR)
- Thematic Analysis (Braun & Clarke)
- Practitioner Case Study
- Needs Analysis & Framework Design

Theoretical Foundations

- Learning Engineering
- Instructional Design (ADDIE, SAM)
- Constructive Alignment (Biggs)
- Community of Inquiry (Garrison et al.)

Technical & Platform Skills

- Full-Stack Dev (Python, FastAPI, PostgreSQL)
- AI Product Development & SaaS Architecture
- AWS (EB, S3, SES, Bedrock, WorkMail)
- WCAG 2.1 AA | SCORM/xAPI | LMS

PROFESSIONAL DEVELOPMENT AND RESEARCH SKILLS

- Online Course Development: Articulate Storyline, Articulate Rise, PowerPoint, screen capture
- Audio Production and E-Learning Narration: Adobe Podcast, RODE Wireless GO II, Audacity
- Cloud Infrastructure and Deployment: AWS Elastic Beanstalk, S3, SES, Route 53, WorkMail, Bedrock
- Research Ethics: BERA (2018) guidelines, participant anonymisation, voluntary consent frameworks
- Research Instrumentation: Microsoft 365 (Teams, Forms, Clipchamp, Sway) applied in Phase 1

REFEREES

Available on request. Academic and professional referees can speak to research capability, EdTech platform development practice, and instructional design expertise.