

Rocketversity

Enterprise Learning Architecture for Workforce Development

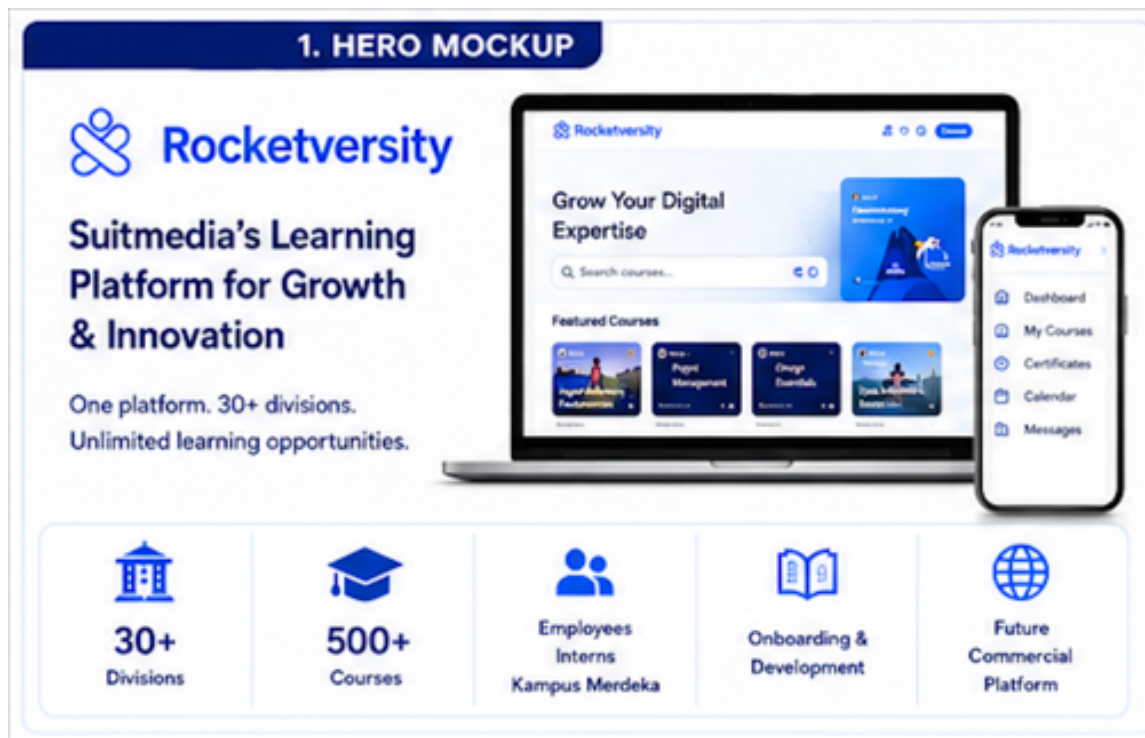


Figure 1-Hero Mockup

Executive Summary

Rocketversity is Suitmedia's enterprise Learning Management System (LMS), developed to centralize organizational knowledge, standardize onboarding experiences, and establish scalable learning pathways across the company.

Built on a customized Moodle platform, Rocketversity transformed decentralized onboarding materials from more than 30 organizational divisions into a structured digital learning ecosystem. The platform serves employees, interns, and Kampus Merdeka participants while providing the strategic foundation for future public-facing and commercial learning products.

As Learning & Development Manager, I led the learning architecture, curriculum standardization, and knowledge management strategy that enabled organizational knowledge to be converted into scalable digital learning experiences.

Project Information

Organization: Suitmedia

Role: Learning & Development Manager

Platform: Customized Moodle LMS

Scope: 30+ Organizational Divisions

Project Type:

- Enterprise Learning Architecture
- Knowledge Management
- Curriculum Standardization
- Workforce Development

Business Challenge

Prior to Rocketiversity, onboarding and learning resources were maintained independently by various divisions across the organization.

Challenges included:

- Learning quality varied across departments.
- Knowledge transfer depended on individual facilitators.
- Learning resources were difficult to scale.
- Intern and Kampus Merdeka experiences lacked consistency.
- Knowledge assets were not ready for commercialization.



Figure 2-Before vs After Transformation

My Contributions

As Learning & Development Manager, I led the design of the learning architecture and content governance framework.



Figure 3-My Role and Contribution

Learning Architecture

- Designed division-based learning structure.
- Built learning pathways.
- Developed taxonomy and categorization systems.

Curriculum Standardization

- Audited onboarding materials.
- Standardized course structures.
- Converted organizational knowledge into digital courses.

Knowledge Management

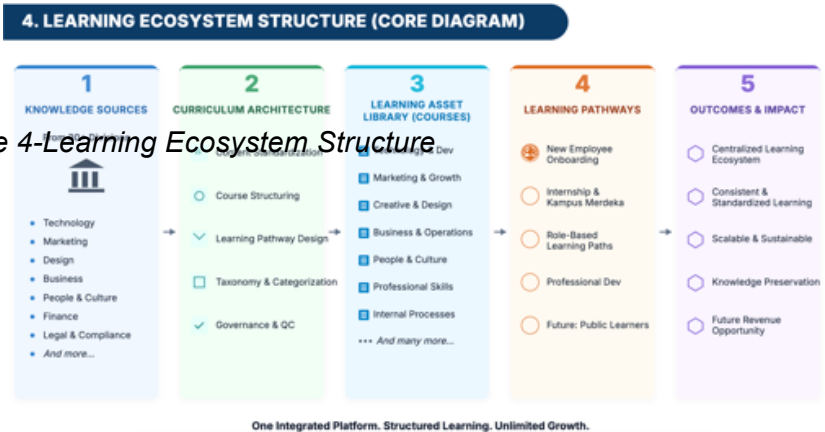
- Organized learning assets across divisions.
- Created governance structures.
- Developed scalable content frameworks.

Learning Ecosystem Structure

Rocketiversity was designed around five interconnected layers:

1. Knowledge Sources
2. Curriculum Architecture
3. Learning Asset Library
4. Learning Pathways
5. Organizational Impact

Figure 4-Learning Ecosystem Structure



Knowledge-to-Course Transformation Process

Organizational knowledge was systematically transformed into reusable digital learning assets.

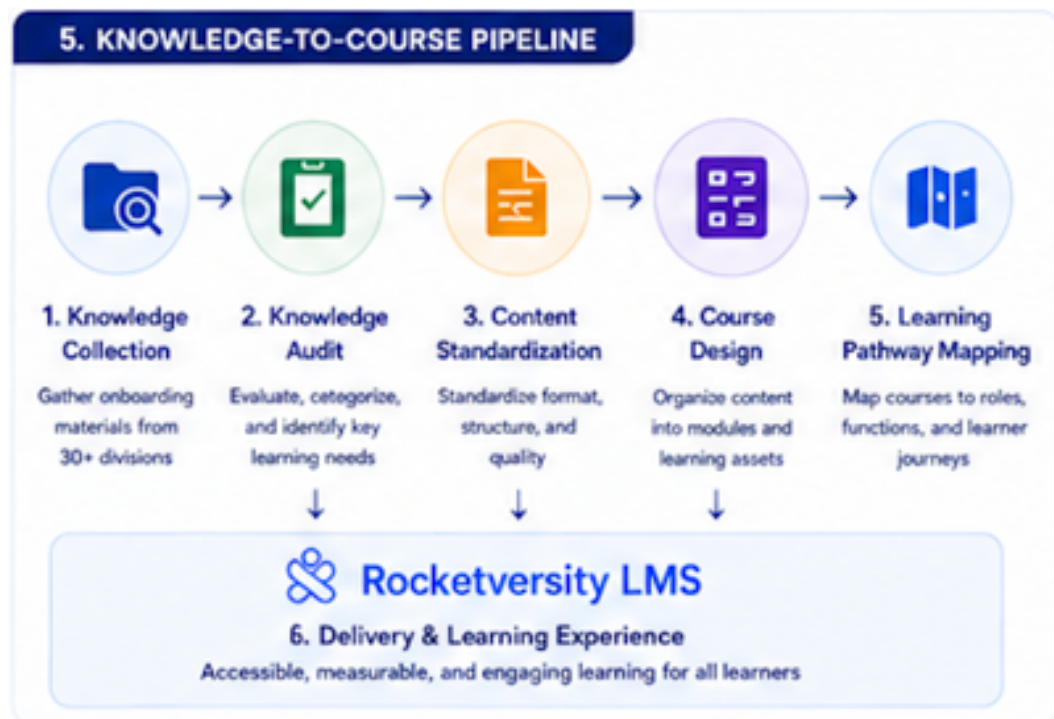


Figure 5-Knowledge to Course Pipeline

Organizational Learning Architecture

Learning assets were mapped across business functions and divisions to create scalable workforce development pathways.



Figure 6-Organizational Learning Map

Deliverables

Enterprise Learning Architecture

- Learning ecosystem framework
- Division-to-course mapping
- Course taxonomy
- Learning pathways

Curriculum Standardization Framework

- Standardized course structure
- Course governance model
- Learning content organization

Digital Learning Platform

- Customized Moodle implementation
- Branded LMS environment
- Centralized learning repository

Knowledge Management System

- Organizational knowledge capture
- Learning asset governance
- Sustainable maintenance process

Learner Journey Design

Structured pathways were developed to support different learner groups.

Employee Journey: Orientation → Division Learning → Role Learning → Performance Readiness

Internship Journey: Foundation → Division Learning → Mentoring → Project Experience



Figure 7-Learner Journey Maps

Stakeholder Collaboration & Governance

Rocketversity involved collaboration across more than 30 organizational divisions.

A governance model was implemented where:

- Subject Matter Experts owned expertise.
- Course Coordinators managed assessments and learning outcomes.
- L&D managed architecture, standards, and governance.

Results

Rocketversity established a centralized learning infrastructure supporting:

- Employee onboarding
- Internship programs
- Kampus Merdeka initiatives
- Organizational knowledge management
- Workforce capability development
- Future commercial learning opportunities

The project transformed fragmented organizational knowledge into reusable and scalable digital learning assets.

Future Development Opportunities

Planned enhancements include:

- Competency-based learning pathways
- Skills intelligence dashboards
- AI-powered learning recommendations
- Learning analytics
- Adaptive learning experiences
- Professional certifications
- Public-facing paid learning products



Figure 8-Roadmap and Future Vision

Reflection

Rocketversity demonstrated that effective learning ecosystems require more than technology.

The project reinforced that:

- Learning architecture drives scalability.
- Governance enables sustainability.
- Knowledge management strengthens organizational capability.
- Standardization increases learning effectiveness.

Skills Demonstrated

- Learning & Development Strategy
- Learning Architecture Design
- Enterprise LMS Development
- Moodle Implementation
- Curriculum Design
- Curriculum Standardization
- Knowledge Management
- Learning Experience Design (LXD)
- Workforce Development
- Stakeholder Management
- Organizational Learning
- Digital Learning Transformation
- Learning Governance

Project Outcome

Rocketiversity established the foundation for a scalable enterprise learning ecosystem capable of supporting organizational growth, workforce development, and future commercial learning initiatives.