

CARL RAYNER



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I build software that saves hours. I create media people notice.
25 years leading creative and technology programmes.

1–2 hrs

of admin saved every school day by my attendance automation (staff estimate)

5,000+

students a year through programmes I designed and ran at Capital E

\$100k+

production studio designed and project-managed in Singapore

8×

school YouTube channel growth, 200 → 1,600 subscribers

SOFTWARE

Build

Node.js, TypeScript, JavaScript, HTML/CSS, Next.js, Supabase, Tailwind, Swift / iOS, Hugo, GitHub Pages

Automate

Playwright browser automation, Gmail API, Microsoft Teams bots, scheduled pipelines, rules-first design with human review

AI

AI-assisted development, LLM selection and summarisation in production, generative image and video tools

Systems

Google Workspace super admin, Microsoft 365 admin, Windows Server, Chromebook fleet rollout

MEDIA

Live

vMix, NDI, Hollyland wireless video, four-camera broadcast, crew training

Post

DaVinci Resolve, Fusion, After Effects, Premiere, Unreal Engine, motion graphics

Audio

Logic Pro, Reaper, music production, studio hardware

Still & print

Photoshop, Canva, Canon EOS R7, prospectus and brand design

I build hands-on, bring the people who use it along and own the result after launch. I automate the admin teams repeat every day and build tools people keep using. I also create promo films, explainers, live streams, photography and print.

I was managing staff, budgets, studios and industry partners in New Zealand and Singapore long before I wrote the code. Open to senior roles and substantial projects, remote or relocation.

— EXPERIENCE

2024 – now

Media Specialist Teacher · leads Berkley TV

Berkley Normal Middle School, Hamilton

- Built an **attendance automation** that turns absence emails into checked eTap records overnight. Rules-based, every entry verified, exceptions routed to a person. Saves the office 1–2 hours a day (staff estimate).
- Took the **school website and 20-page prospectus in-house**: redesigned the site, added three tools for families, and wrote, photographed and designed the prospectus.
- Took events from a single iPad to **four-camera live broadcasts** on vMix and NDI, run by a nine-student crew I trained. Replaced a costly cabling quote with a wireless build inside budget.
- Led a **\$40k+ redesign** of the control room and green-screen studio: procurement, spatial planning and installation.
- Shipped tools in daily use: YumDonut (peer recognition with a Microsoft Teams bot), a Performing Arts booking system (Next.js, Supabase) and two iOS apps. Berkley TV won the **2024 Blue Light National Film Festival**.

2023

Classroom Teacher · founded SFTV

St Francis Catholic School, Thames

- Founded SFTV, the school's student media programme, and trained its first production crews.
- Google Workspace super admin: security, policy and deployment for the school.

EDUCATION

Bachelor of Education

University of Waikato · Education & Curriculum Studies

Diploma of Teaching

University of Waikato

Registered Teacher

New Zealand

WHAT PEOPLE SAY

“It’s been an absolute game changer. The absences are done before I’ve even made my coffee... It saves me over an hour every day, closer to two.”

ATTENDANCE OFFICER, BERKLEY
NORMAL MIDDLE SCHOOL

CERTIFICATIONS

- Google Certified Educator
- Child Protection for International Schools, Level 2
- The Virtues Project: An Introduction

LEADERSHIP

- Programme and facility design, from brief to build
- Budgets, procurement and vendor management
- Staff and crew training, coaching and appraisal
- Industry partnerships (Sony Creative Software, Roland)

RECOGNITION

- Absolutely Creatively Wellington Award, 2004
- Blue Light National Film Festival, 2024 (Berkley TV)
- Board member, International Soundhouse Alliance
- Published children’s book author

IN THE PRESS

- Expat Living, Singapore: ESTV features, 2017 and 2018
- Stuff: “Carl Rayner’s life in a virtual world”, 2015
- National coverage of Capital E MediaLab and SoundHouse NZ

LIVE WORK

- carlrayner.com — case studies
- github.com/kiwispin — source code
- youtube.com/@BerkleyMedia
- justthegood.news — AI news site

— EXPERIENCE, CONTINUED

2016 – 2022

Head of ESTV & Digital Technology Coach

SJI International School, Singapore

- Co-founded and ran **ESTV**, the elementary school’s television programme: a student crew of 20+, production standards, budgets and publishing. Students led the creative work.
- Designed and project-managed a **\$100k+ production studio**: budget, hardware specification, vendor management and build.
- Grew the school YouTube channel from **200 to 1,600 subscribers**; produced promotional films with the Advancement and Communications Office.
- Led the one-to-one **Chromebook rollout** and the move to Google Classroom; established SJI as Singapore’s first Google Reference School. Co-wrote the elementary Digital Technologies curriculum.

2002 – 2015

Manager, MediaLab · Capital E SoundHouse NZ

Capital E, Wellington

- Ran a networked media facility reaching **5,000+ students a year** from New Zealand and overseas, under a national Ministry of Education contract. Sell-outs in all four programme areas: game design, animation, music production and movie-making.
- Managed tutors, timetables, budgets and appraisal; led a **\$50k+ technical rebuild** of the facility and the design of a new purpose-built space.
- Built and managed partnerships with **Sony Creative Software, Roland International**, Intellware Australia and RockShop NZ.
- Founded and mentored a national music, dance and technology scholarship programme; helped establish a second SoundHouse in Auckland.
- Media spokesperson for MediaLab, coordinating national press coverage; produced promotional and motion-graphics work including *What is Capital E?*

1998 – 2001

HOD Performing Arts

Berkley Normal Middle School, Hamilton

- Led a team of around 15, including visiting music tutors; managed the department budget, staff selection and appraisal.
- Led the research and design of the school’s **new performing arts facility**.
- Produced sold-out public performances; built the department’s first website and intranet.

— HOW I WORK

- **Pilot first.** Agree the task, ship a working version on real work within weeks, measure the time saved.
- **Rules where they work, AI where it helps.** Checks, human review and monitoring built in from the start.
- **Hand it over properly.** Documentation and a short training video, then keep improving it.

References available on request. Based in Hamilton, New Zealand; six years in Singapore; open to remote work or relocation.