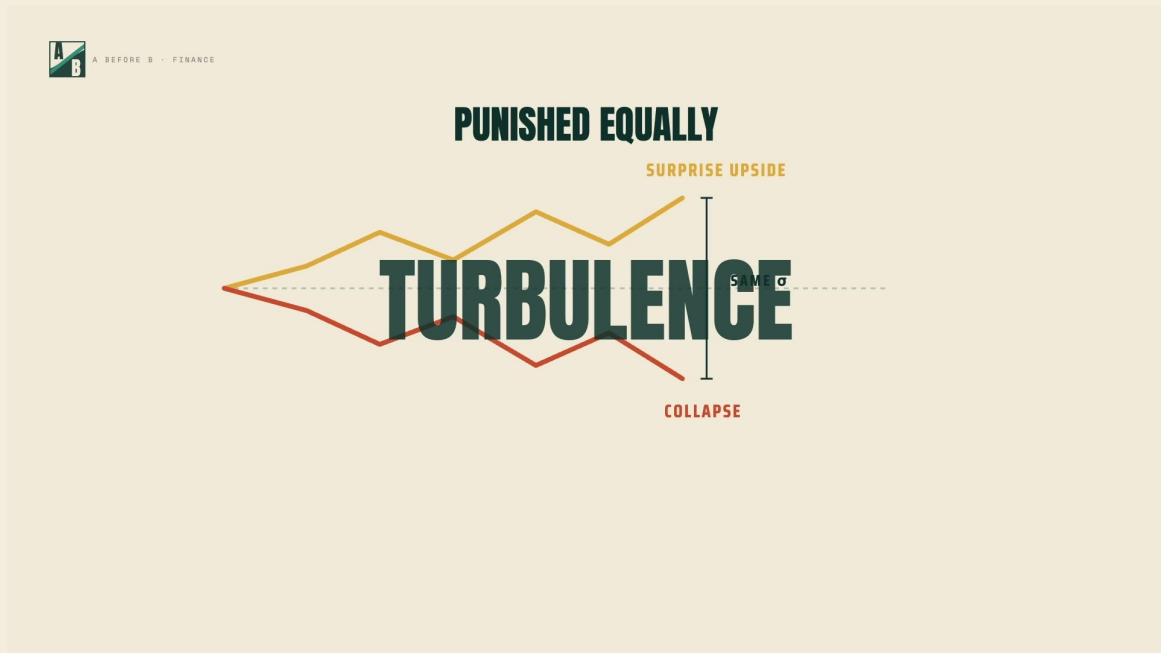


SELECTED WORK

Complex subjects, made clear.

A concise portfolio of instructional books, course design and animated explainer production by Ro Maher.



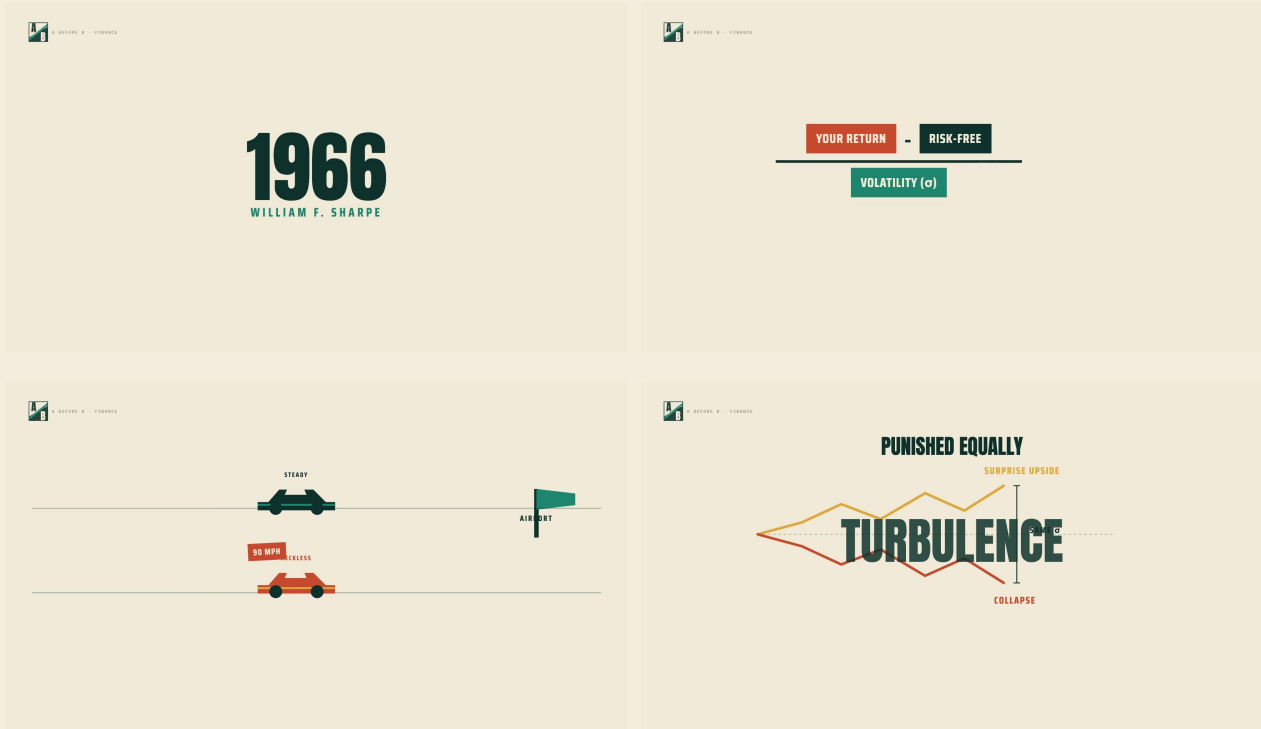
Still from *The Sharpe Ratio* - a 2:33 animated finance explainer. The project combines research, scripting, visual concept, motion design and narrated learning.

What this demonstrates

Turning technical concepts into a sequence people can follow; building visual identity; structuring self-guided learning; and producing polished digital assets from first brief to final delivery.

The Sharpe Ratio

A visual explanation of risk-adjusted return. Rather than treating the formula as the lesson, the film uses a simple analogy - two cars reaching the same destination by very different routes - to make the underlying idea stick.



Transferable strengths

Conceptual framing; information hierarchy; branded slide systems; diagrams and visual analogies; concise narration; animated learning for technical, financial, regulatory or product subjects.



02 / INSTRUCTIONAL HANDBOOK

Muay Thai, Plainly

A concise, safety-minded beginner guide to a complex fighting art. The book makes practical technique understandable without false certainty, while keeping the reader oriented around a clear progression.

A Thai boxer needs more than a collection of blows. He needs balance. He needs distance. He needs timing. He must be able to attack without leaving himself helpless, and defend without putting himself in a position from which he cannot attack.

What it shows

Plain-language explanation; instructional sequencing; confident editorial voice; research and source discipline; glossary and training-plan design; accessible EPUB production.

Selected extract only. Full book is not included in this pack.



03 / COURSE DESIGN + EBOOK

Piano Piano: La casa di Rosa

A structured Italian-learning reader. It uses controlled language, recurring story, explanations, review and exercises to guide a learner across a long-form self-study experience.

There is no English inside this book. You will still understand every sentence, because each one is built from the words before it, from names and cognates you already know, and from the small Italian notes that explain each new word using words you have already met.

What it shows

Curriculum architecture; learner empathy; progressive disclosure; clear explanation of a learning method; story-led education; visual and technical EPUB production.

Selected extract only. Full book is not included in this pack.