

SAMUEL AFRIYIE OPOKU
Instructional Designer | E-Learning Developer | Web Portfolio [Link](#)
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PROFESSIONAL SUMMARY

Educator-turned-Instructional Designer with a Master’s in North American Studies, leveraging classroom experience to build inclusive, high-impact digital learning. Translates complex concepts into engaging courses and technical documentation using a full-stack toolkit that spans e-learning authoring, multimedia design, and front-end development to deliver scalable, seamless solutions.

SKILLS

Instructional Design: ADDIE, Bloom's Taxonomy, Adult Learning Theory, Storyboarding, LXD, Curriculum Development
E-Learning: SCORM Packaging, LMS Administration, Learning Analytics, Multimedia Integration,
Curriculum & Assessment: Learning Outcome Alignment, Formative/Summative Evaluation, Competency-Based Design
Technical Writing: User Guides, Knowledge-Base Documentation
Web Development: Responsive Design, Component-Based Architecture, Version Control
Communication: Cross-Cultural Adaptation of Learning Materials, Stakeholder Collaboration, Content Localization

TOOLS & TECHNOLOGIES

E-Learning Authoring & LMS: Articulate 360 (Storyline, Rise) | Moodle | SCORM
Design & Multimedia: Adobe Premiere Pro | Adobe Photoshop | Adobe InDesign | Figma
Web & Interactive Development: HTML | CSS | Tailwind CSS | ReactJS | Markdown
Version Control & Development Tools: GitHub | CodeSandbox | VS Code
Content & Knowledge Management: Notion
Productivity & Collaboration: Google Workspace | Microsoft 365 (Word, PowerPoint, Excel, Teams)

EDUCATION

Master’s in North American Studies (Oct 2023 – Present)
Philipps-Universität Marburg, Germany
Relevant Courses: Media in North America, Writing for Research, Visual Art in American Literature, Contested Sustainability, Dystopian / Utopian Visions (Environmental Issues in a Dystopian Society).

Bachelor of Education in English Language (CGPA: 3.6/4.0 (≈ German 1.4)) (Oct 2018 – Oct 2022)
University of Cape Coast, Ghana
Key Courses: Child and Adolescent Development & Learning | Principles & Practice of Education | General Curriculum Studies | Assessment in Basic Schools | Educating Individuals with Diverse Learning Needs | Introduction to Research Methods in Education | Educational Statistics | Language & Linguistics | Semantics | Translation

PROFESSIONAL EXPERIENCE

Web & Instructional Design (Intern) (June 2025 – Oct 2025)
Tanz der Kulturen e.V. Hamburg
• Design and document instructional materials for both digital and print use.
• Contribute to rebuilding the website on an e-commerce platform.
• Use AI to translate German brand content into English while preserving its voice and natural flow.

English Language Teacher & Administrative Assistant (Jan 2023 – Oct 2023)
Ghana National Service Scheme, Kumasi
• Designed, delivered and assessed English lessons, improving students’ comprehension, writing, and speaking skills.
• Managed administrative tasks, including student records, scheduling, and correspondence.

English Language Teaching Assistant (Intern) (June 2021 – Dec 2021)
Ghana Education Service, Kumasi
• Researched writing and developed a method (*box-part-letter*), which helped 40% of first-year students gain legible handwriting.
• Designed and facilitated lessons integrating formative and summative assessment principles.

CERTIFICATIONS & TRAINING

• **Instructional Design Foundations & Applications** – University of Illinois Urbana-Champaign | [Verify](#) (Aug 14, 2025)
• **EF SET English Certificate** – C1 Advanced (67/100) | [Verify](#) (Feb 10, 2025)
• **Technical Writing Course** – Google Developers | [Verify](#) (April 3, 2025)
• **Technical Writing Course** – Board Infinity | [Verify](#) (April 2, 2025)

PORTFOLIO HIGHLIGHTS

E-Learning Modules (Articulate Rise): Interactive courses with assessments and multimedia elements | [Sample 1](#), [Sample 2](#)
Knowledge Base Design (Notion): ADDIE-based documentation for LLMs, Sustainability and Climate Change | [Sample 1](#), [Sample 2](#)
Technical Documentation (GitHub): User guides | [Sample 1](#)

LANGUAGES

• English – Native/Bilingual | German – A2 (Basic) | Twi – Fluent