

Shahina Siddiqui

Corporate & Game-Based Learning Specialist | Instructional Designer & Developer | K-12 Experience

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About Me

I design and develop engaging digital learning experiences that transform complex topics into interactive, learner-friendly journeys. With over 10+ years of experience, I bring a unique strength in creating game-based and corporate e-learning modules that not only capture attention but also deliver measurable results. My background in K-12 education has further honed my ability to create standards-aligned and inclusive learning materials tailored for diverse learners.

Areas of Exposure/Expertise

- Expertise with custom e-Learning designs & development of engaging games & interactions for better learning experiences, with visually compelling layouts & animations and a committed delivery of learner oriented, highly interactive tasks using Articulate 360 software.
- Exceptional experience in designing fun & engaging lessons, tutorials & scenarios with a touch of instructional design, planned ahead storyboards, custom designed interactive tasks, all of which delivered through a dedicated strategy of the development process.
- Experience in designing template layouts to custom menus to fun and engaging animations, detailed oriented designs to help make lessons, tutorials, quizzes and a whole lot of other deliverables stand out in highly engaging courses.
- Worked with team and staff members to develop and design learning content including, but not limited to, eLearning modules, user guides, assessments and surveys.
- Aptitude to understand highly technical topics and turn those topics into easy to understand video scripts
- Knowledge of the design and implementation of assessment tools for content and learning objectives
- Knowledge of all flavours of SCORM
- Exceptional experience in making coordinated Design Document, Style Guides, Storyboards, narrations scripts (English & vernacular), interactions and media assets (graphics, text, audio, and video) while adhering to sound instructional design principles.
- Hands-on experience of utilization of principles of instructional design and application of different adult learning styles in course design and development
- Expertise in identification of best practices for the design, development and implementation of learning content basis AIDDIE Model

CONTACT DETAILS

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CORE SKILLS

Instructional Designing

Transforming raw content into objective-aligned, dev-ready journeys—chunked, sequenced, and mapped to activities, checks, and feedback across video, e-learning, or LMS

SCORM Compliant Learning Builds

Designing SCORM-ready, LMS-scale modules—interactive, mobile-first builds that use case studies, scenarios, and varied assessments to map the learning objectives

Game-based Learning

Building game-native learning where objectives map to levels with gated progression and a game-like UI/UX, turning engagement into retention and skill transfer.

Experience

E-Learning Developer & Instructional Designer (Contract)

Zinnion | Gurgaon

August 2025 to Present

- Creating interactive e-learning modules and designed engaging micro learning nuggets
- Customizing and updating e-Learning modules for corporate clients(primarily BFSI)
- Designing and developing engaging and highly interactive game-based e-learning modules & assessment modules for corporate clients
- Creating Design Documents and storyboards for e-learning modules and 2D/3D videos for leading corporates
- Creating lessons, tutorials, quizzes for Educational Institutions
- Creating Video Scripts by understanding highly technical topics
- Creating narrations scripts (English & vernacular)
- Creating media assets (graphics, text, audio, and video)

Lead Instructional Designer

Learning Mate I Mumbai

February 2022 to July 2025

- Designed and developed engaging learning materials for Grade K and K-12 learners, while incorporating a variety of instructional strategies.
- Designed e-learning content tailored to cater to the needs of neurodiverse and visually impaired learners.
- Collaborated with Subject Matter Experts (SMEs) to analyze learning needs and objectives for various projects.
- Conducted regular reviews and revisions of learning materials to ensure accuracy, relevance, and alignment with learning objectives.
- Implemented assessment strategies such as quizzes, assignments, and simulations to measure learner comprehension and progress.
- Recommended and created Design Documents and Storyboards, appropriate media modalities and multimedia elements to enhance learning retention and engagement.
- Collaborated with graphic designers, animators, and multimedia specialists to develop visually compelling graphics, videos, and animations.
- Created and maintained project timelines, ensuring timely delivery of high-quality learning solutions.
- Successfully managed multiple projects simultaneously, balancing competing priorities and deadlines.
- Provided guidance and support to junior instructional designers, fostering a collaborative and growth-oriented team environment.

EXPERTISE IN TOOLS

Articulate Storyline 360



Complete mastery in building interactive, SCORM-compliant learning modules

Articulate Rise 360



Capable of independently creating and delivering complete projects

AI Tools



Advanced use of AI for video creation, image generation, research, voice cloning and many more

Design Tools



Fair working knowledge; capable of handling layouts and visual aesthetics

Learning Specialist & Instructional Designer

Zinnion I Gurgaon

Sept 2018 to Jan 2022

- Creating interactive e-learning modules and designed engaging micro learning nuggets
- Customizing and updating e-Learning modules for corporate clients(primarily BFSI)
- Designing and developing engaging and highly interactive game-based e-learning modules & assessment modules for corporate clients
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- Creating media assets (graphics, text, audio, and video)

E-Learning Developer & Instructional Designer

Freelance

April 2014 to July 2018

- Customised and authored e-Learning modules using Articulate 360 software for leading banks and corporates
- Created Design Documents and storyboards for e-learning modules and 2D/3D videos for leading corporates
- Creating lessons, tutorials, quizzes for Educational Institutions
- Created Video Scripts by understanding highly technical topics
- Created narrations scripts (English & vernacular)
- Created media assets (graphics, text, audio, and video)