

# 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

Freelance

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

### 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

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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
- 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)

## 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)