



SHARIQ KHAN

INSTRUCTIONAL DESIGNER

CONTACT

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- Islamabad, Pakistan
- [My LinkedIn Profile](#)

EDUCATION

- 2006 - 2010
COMSATS UNIVERSITY
 - BBA (Hons) - Graduated
- 2003 - 2005
IMCB F-7/3
 - FSC (Pre-engineering)

SKILLS

- Corporate Instructional Design
- LMS Administration
- Stakeholder Management
- Web Development
- Project Management
- Video production & editing
- Data Analysis
- Visual Design

LANGUAGES

- English (Fluent)
- Urdu (Native)

ABOUT ME

I am a seasoned Learning & Development (L&D) leader and Senior Corporate Instructional Designer, passionate about driving organizational excellence and employee development through innovative learning strategies. I have extensive experience in overseeing comprehensive corporate L&D programs. I specialize in translating business needs into effective training solutions that are learner-centered and performance-based that meet organizational objectives.

WORK EXPERIENCE

Phi Consulting LLC

2022 - PRESENT

Head of Instructional Design

- Collaborate with Phi's corporate clients to assess their training and development needs.
- Tailor learning solutions to align with specific corporate learning objectives.
- Apply instructional theory, learning psychology, and design principles to create instructional material that meets specific learning outcomes.
- Works w/SMEs and relevant project stakeholders to define the scope of the project, provide expert guidance in designing and delivering interactive, learner-centric and performance-based content.
- Design & Develop storyboards and rapid prototypes based on project requirements.
- Produce visual instructional content using Camtasia, Adobe Premiere Pro and iMovie.
- Work with the ID team and relevant project stakeholders to manage and deliver the instructional design projects.
- Track and report progress to project stakeholders (completion rates + user engagement + SAT Survey responses) on all instructional design projects as well as ILT and VILT learning initiatives.
- Manage, maintain, update and deliver all learning initiatives (eLearning) via LMS.
- Conduct testing and troubleshooting of SCORM/xAPI packages to ensure functionality and compatibility.
- Evaluate the effectiveness of all learning initiatives based on SAT surveys, pre and post course assessment results, and stakeholder feedback.
- Led the overhaul of the onboarding curriculum, reducing time to productivity by 30%, accelerating sales ramp-up by 25%, and increasing first-quarter sales by 20%. Improved lead conversion by 10%, shortened the sales cycle by 15%, and lowered CAC by 10%. Enhanced employee retention by 20% with engaging training, decreased administrative task time by 30% through SFDC training, and achieved a 95% satisfaction rate in training feedback surveys.**

CERTIFICATIONS

- Elearning Essentials: SCORM and Tin Can API– LinkedIn Learning
- Project Management Essentials – LinkedIn Learning
- Six Sigma Foundations – LinkedIn Learning
- Coaching & Developing Employees – LinkedIn Learning
- Creating & Deploying Microlearning – LinkedIn Learning
- Instructional Design Essentials – Models of ID – LinkedIn Learning
- How to Design & Deliver Training Programs – LinkedIn Learning
- Foundations of Learning Management Systems (LMS) - LinkedIn Learning

TOOLS & TECH

- **Collaboration & Project Management:** Slack, Notion, Asana, Jira, Confluence
- **Design & Prototyping:** Figma
- **Content Creation & Video Editing:** Camtasia, iMovie, Adobe Premiere Pro
- **Interactive Learning & eLearning Tools:** Articulate Storyline, Articulate Rise
- **Data Analysis & Visualization:** Microsoft Excel, Tableau (Basic), Python (Basic)
- **AI & Automation Tools:** OpenAI (e.g., ChatGPT)
- **Learning Management Systems (LMS):** Lessonly, SAP Litmos, EdApp
- **Web Dev:** HTML, CSS, JS
- **Additional Tools:** Google Workspace
- **CRM:** Salesforce

Motive (Formerly KeepTruckin)

2018 - 2022

Senior Instructional Designer

- Created e-learning modules, ILT materials, job aids, and assessments using instructional design principles and industry-standard methodologies.
- Analysed learning needs, defined objectives, and developed instructional content to meet identified learning goals.
- Modified materials for various delivery modes, including classroom training, virtual classrooms, and blended learning, ensuring effective delivery across platforms and environments.
- Ensured accuracy, relevance, and alignment with learning objectives and instructional design principles.
- Worked with trainers, multimedia developers, and SMEs to ensure timely delivery and successful implementation of training programs.
- Performed QA checks on instructional content to ensure functionality, interactivity, and usability.
- **Created the SFDC Certification program for All Sales (500 sales reps) and delivered across four different sales segments (SMB, Commercial, Mid-Market & ENT). Achieved a 90% completion rate (based on Sales Reps enrolled in the program). Improved sales reps' SFDC workflow productivity by 50%, resulting in 20% less time spent on SFDC-related tasks and more time closing deals.**
- Employed eLearning auth tools like Articulate Rise, and Articulate Storyline to build interactive engaging, and SCORM compliant e-learning modules incorporating multimedia, simulations, and assessments.
- Contributed significantly to major Sales & Customer Success Enablement training initiatives and projects.

Motive (Formerly KeepTruckin)

2016 - 2018

Regional Sales Manager

- **Aligned my team with the company's Sales OKRs, achieving the #1 ranking in SMB by attaining 100% of sales quota in Q1 and Q2 of 2018.**
- Supported management by monitoring sales and devising KPI reports to enhance corrective action planning. Led and developed a team of 21 sales reps and 2 team leads, ensuring high performance and engagement.
- Coached and trained sales teams to ensure readiness and enablement, fostering continuous improvement.
- Conducted regular performance evaluations to identify strengths and weaknesses, providing personalized coaching and guidance for personal and professional development.
- Effectively recruited and hired highly talented individuals, bringing exceptional skills and expertise to the sales team.

REFERENCE

- References available upon request