



# Shariq Rasheed Khan

## Corporate Instructional Designer

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### 👤 PROFILE

Senior Corporate Instructional Designer with a proven track record of developing learner-centric, performance-driven training programs that align with organizational objectives. Expertise in instructional design, LMS administration, and data analytics, delivering measurable improvements in productivity, retention, and employee satisfaction.

### 👜 PROFESSIONAL EXPERIENCE

06/2022 – present  
Islamabad, Pakistan

#### Phi Consulting

Head of Instructional Design

- Collaborate with Phi's corporate clients to assess training needs and develop tailored, learner-centric solutions aligned with organizational goals.
- Lead cross-functional teams, including **SMEs**, **graphic designers**, and **content developers**, to execute training initiatives, maintaining seamless communication and resolving project roadblocks to ensure high-quality outputs.
- Design and deliver interactive content using **Articulate Storyline**, **Rise 360**, **Camtasia**, **Adobe Premiere Pro**, and **LMS platforms**, ensuring **SCORM/xAPI** compatibility.
- Manage end-to-end projects, from storyboarding and prototyping to deployment and tracking progress via analytics (**completion rates**, **learner engagement**, and **learner SAT surveys**).
- **Facilitate Instructor-Led Training (ILT)** sessions for leadership, sales teams, and technical staff, achieving a 90% engagement rate and ensuring seamless knowledge transfer through interactive workshops and role-playing exercises.
- **Administer and optimize LMS platforms** to streamline training delivery, automate reporting, and enhance learner accessibility, leading to a **20% increase in course completion rates** and a **30% reduction in training admin workload**.
- Optimized an onboarding program, reduced **time to productivity by 30%**, accelerated **sales ramp-up by 25%**, and **increased first-quarter sales by 20%**.
- **Improved lead conversion by 10%**, shortened **sales cycle by 15%**, and **reduced CAC by 10%** through **targeted training initiatives**.
- Achieved **95% satisfaction rates** in feedback surveys while enhancing **employee retention by 20%** and **reducing admin time by 30%** with effective Salesforce training.
- Successfully launched and managed the implementation of **EdApp LMS** for **200 users**, including **system configuration**, **content migration**, **user training**, and **ongoing support** to ensure seamless adoption and engagement.

01/2019 – 05/2022  
Islamabad, Pakistan

### Motive (Formerly KeepTruckin)

Senior Instructional Designer

- Coordinated with senior leadership, department heads, and regional managers to identify training needs, manage stakeholder expectations, and secure buy-in for key Sales and CS enablement training initiatives.
- Directed multiple high-impact learning projects, managing timelines, and resource allocation while ensuring consistent stakeholder communication and project status updates.
- Designed and developed eLearning modules, ILT materials, and assessments using **Articulate Rise, Storyline, and Adobe Captivate** while collaborating with trainers, SMEs, and multimedia developers to ensure effective program delivery.
- Led the **SFDC Certification Program for 500 sales reps**, achieving a **90% completion rate** and **improving sales workflow productivity by 50%**, resulting in **20% less time** spent on SFDC-related tasks.
- Created interactive, **SCORM-compliant eLearning content** and multimedia elements using **Camtasia, Adobe Premiere Pro, and iMovie**, and delivered learning initiatives via LMS platforms like **Lessonly, SAP Litmos, and EdApp**.
- **Facilitated dynamic Instructor-Led Training (ILT)** sessions to complement eLearning modules, enhancing learner engagement and retention, and contributing to a **15% improvement in post-training performance scores**.
- **Managed LMS platforms**, streamlining course assignments, tracking learner progress, and automating reporting processes, which improved training accessibility and boosted **course completion rates by 25%**.
- Performed **QA checks** to ensure content functionality and alignment with learning objectives, significantly contributing to Sales & Customer Success Enablement training initiatives.

02/2017 – 11/2018  
Islamabad, Pakistan

### Motive (Formerly KeepTruckin)

Regional Sales Manager

- Aligned team objectives with company Sales OKRs, driving #1 SMB ranking and achieving **100% sales quota in Q1 and Q2** of 2018.
- Supported leadership by **analyzing sales performance data** and generating **KPI reports** to guide corrective actions and performance improvement.
- **Led and developed** a high-performing team of **21 sales reps** and **2 team leads**, fostering **engagement** and continuous **skill development**.
- Delivered **targeted coaching and training** to ensure team readiness, enhance **enablement**, and promote ongoing **professional growth**.
- Conducted **regular performance assessments** to identify strengths and development areas, providing **personalized coaching** to drive both individual and team success.
- Managed **recruitment efforts** to hire top talent, ensuring the acquisition of skilled individuals to support the team's strategic goals.

## EDUCATION

02/2006 – 01/2010  
Islamabad, Pakistan

### Bachelor of Business Administration (BBA)

COMSATS University



## SKILLS

### Corporate Instructional Design

eLearning design and development



### LMS Administration

Course assignment, user management, learner analytics



### Stakeholder Management



### Agile Project Management



### Video Production and Editing



### Data Analysis

Learning Analytics, Survey and Feedback Analysis, Data Visualization, Learning Effectiveness Measurement



### Front-end Web Development

HTML5, CSS3, JavaScript



### UI/UX Design



## CERTIFICATES

- Project Management Essentials  
LinkedIn Learning

- Creating & Deploying Micro-learning – LinkedIn Learning

- Foundations of Learning Management Systems (LMS) - LinkedIn Learning

- Six Sigma Foundations – LinkedIn Learning

- Instructional Design Essentials – Models of ID – LinkedIn Learning

- SQL Fundamentals - FreeCodeCamp

- Python for Data Analysis - Great Learning

- How to Design & Deliver Training Programs – LinkedIn Learning



## INTERESTS

- E-Learning and Instructional Design Trends

- AI and Automation in Learning Management Systems (LMS)

- Knowledge Management

- Smart Content Adaptation with JavaScript

- AI in Personalized Learning

- Interactive Chatbots with JavaScript and AI



## LANGUAGES

English



Urdu

