



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

