



AHMED SHAABAN

Digital Learning & Design Manager

📍 Dubai, UAE

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OBJECTIVE

Results-driven digital learning & design manager with a passion for digitalization and a proven track record of designing and implementing successful digital learning initiatives. Seeking a challenging position where I can utilize my expertise & leverage my skills in instructional design, technology integration, and project management to drive effective e-learning strategies and enhance organizational learning and development.

SKILLS

- e-Learning development & design including multimedia production.
- Instructional design and content creation.
- Digital learning strategy development and implementation.
- Learning management system (LMS) administration.
- Gamification and interactive learning techniques.
- Assessment and evaluation methods.
- Project management and coordination.
- Needs assessment and training gap analysis.
- Data analysis and reporting.

EXPERIENCE

Digital Learning & Design Manager Alshaya Group - Promoted (2022- present)

- Developed and designed the Customer Experience Hub, an internal platform providing Alshaya's teams with instant access to inspiring content. The hub showcases how frontline teams deliver exceptional customer experiences through service learning insights, new launches, and more, covering key Alshaya divisions, including H&M, Starbucks, Hospitality, and Retail.
- Ensured training materials met high standards of accuracy, clarity, and instructional effectiveness.
- Applied learning methodologies to create engaging and impactful digital training experiences.
- Utilized eLearning and design tools to build and enhance tech-based training programs.
- Managed the administration and maintenance of the Learning Management System (LMS) and Customer Experience Hub, ensuring optimal functionality and a seamless user experience.
- Developed and executed the digital learning strategy for Alshaya, aligning it with business goals and employee development objectives.
- Conducted needs assessments and analyzed training gaps to identify learning objectives and goals.
- Created storyboards and scripts for eLearning modules, videos, and digital assets, outlining content flow, interactions, and assessments.
- Collaborated with subject matter experts and stakeholders to analyze training needs, design instructional materials, and develop impactful digital content.
- Implemented gamification elements and interactive learning techniques to enhance learner engagement and knowledge retention.
- Oversaw the production of multimedia assets, including videos, animations, and interactive simulations.
- Conducted regular assessments and evaluations of e-learning programs, using data analysis to measure effectiveness and implement improvements.

EDUCATION

Bachelor of Computer Science (2012)
Arab Academy for Science & Technology
Excellent

TOOLS

- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Adobe InDesign
- Adobe Photoshop
- Articulate Storyline 360
- Adobe Captivate

CERTIFICATES

- City & Guilds Content Design
- ATD Master Instructional Designer Program (In-Progress)

AWARDS

- Dubai Police 7-stars Knowledge Award
- Alshaya Golden Award

LANGUAGES

- English
- Arabic

Senior Multimedia & eLearning Designer
Alshaya Group - (2019 - 2022)

- Collaborated with subject matter experts to design and develop engaging and interactive e-learning courses.
- Created storyboards, scripts, and instructional materials for e-learning modules.
- Developed e-learning content using various authoring tools, incorporating multimedia elements and interactive activities.
- Conducted quality assurance checks to ensure the accuracy and functionality of e-learning courses.
- Designed intuitive and user-friendly interfaces that enhance the usability and accessibility of the eLearning course, ensuring a positive learner experience.
- Worked closely with project managers and stakeholders to meet project deadlines and deliver high-quality e-learning solutions.
- Conducted needs assessments and analyzed training gaps to identify learning.

Senior Multimedia & eLearning Designer
General Training Department Dubai Police (2016 - 2019)

- Lead and managed the end-to-end process of transforming dubai police complicated training materials into interactive eLearning courses and videos, including planning, scheduling, resource allocation, and budget management.
- Collaborate with subject matter experts to analyze training needs and design effective and engaging eLearning courses. Apply instructional design principles to ensure the courses meet learning objectives and incorporate interactive elements.
- Oversee the development of multimedia elements, such as videos, animations, and interactive simulations including AR&VR, to enhance the learning experience. Coordinating with multimedia specialists or external vendors as needed.
- Evaluated and managed the learning management system (LMS) platform to host and deliver eLearning courses. Ensured the LMS is user-friendly, tracks officers progress, and generates relevant reports.
- Conducted thorough reviews and testing of the eLearning content to ensure accuracy, functionality, and adherence to design standards and specifications.

Multimedia and Digital Learning Designer
International Computer Driving License (ICDL) - (2014- 2016)

- Created visually appealing graphics, illustrations, and infographics to support ICDL digital courses.
- Developed multimedia assets, such as videos, animations, simulations, and audio narrations, to enhance the learning experience and make the content more engaging and impactful.
- Utilized authoring tools, video editing software, and multimedia development tools to produce high-quality eLearning modules and videos. Edited and integrated multimedia assets into the courses, ensuring seamless functionality and user experience.

Web Designer- UI
Arab Academy for Science & Technology - (2012- 2014)

- Create modern user-friendly interfaces for the academy portal, ensuring an intuitive and engaging user experience.
- Developed wireframes and interactive prototypes to visualize and test the layout, navigation, and functionality of the portal before the actual design implementation.
- Designed graphics, icons, and images that align with the academy's brand identity and enhance the overall aesthetics of the portal.
- Determined the layout and placement of various elements on the portal, including text, images, and interactive components. Selected appropriate typography and font combinations for readability and visual consistency.
- Worked closely with developers to translate the design into functional code, providing necessary design assets and specifications for implementation.
- Maintained consistency with the academy's brand guidelines and visual identity, ensured that the revamped portal reflects the academy's values.
- Conducted thorough testing and quality checks to ensure the design implementation aligns with the intended user experience, functional requirements, and design specifications.
- Provided ongoing support for the portal's design, collaborated with the development team to address any design-related issues and implement necessary updates or improvements.