AHMED SHAABAN

Digital Design & Learning Manager

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OBJECTIVE

In today's world, it's not enough to wear one hat—and that's where I thrive. With 10+ years in graphic design and digital learning, I blend creativity and strategy to craft content that grabs attention and makes ideas click. My goal is always the same: connect with people, simplify the complex and make learning feel effortless. Through design thinking, storytelling and user-focused experiences, I turn big ideas into memorable and engaging content.

CORE COMPETENCIES

- Learning Design – Microlearning, learner journeys, interactive modules, and content strategy that make learning clear, engaging, and effective.
- Visual & Multimedia – Motion graphics, explainer videos, and creative content that bring content to life.
- User Experience – Simple, accessible, learner-first design with a focus on clarity, usability, and impact.
- AI & Smart Tools – Using AI and automation to build faster, smarter, and more adaptive learning content.
- Project Delivery – Leading end-to-end learning projects with agile methods and strong stakeholder collaboration.
- Designing with Results in Mind – Tracking impact through key performance indicators such as Conversion Rate, Like-for-Like Growth, Average Transaction Value & Customer Satisfaction Score.

EXPERIENCE

Digital Learning & Design Manager
Alshaya Group - (2019- present)

- Built and launched the Customer Experience Hub—a company-wide digital platform accessible to all Alshaya store and restaurant teams. Designed to inspire, upskill, and connect employees through dynamic microlearning, engaging learning journeys, and a strong community space where frontline staff can share real success stories, feel seen and heard, and learn from one another. Brought these stories to life through comic-style visuals, infographics & motion videos that celebrate authentic moments from the shop floor.

- Earned 40 recognitions in 5 years, ending with a Platinum Award, for turning leadership ideas into clear, engaging content that truly connects with store teams.

- Designed and delivered structured learning journeys tailored to Retail, Hospitality, and Starbucks, curating accessible, relevant, and impactful content aligned with business goals.

- Developed branded content for social media campaigns and online advertising across Alshaya brands.

- Led end-to-end learning experiences—from discovery and research to design, production, and deployment—while aligning with organisational KPIs.

- Integrated AI across the design process to enhance efficiency, accuracy, and effectiveness.

- Recognised for translating leadership vision into engaging content that resonates with frontline staff.

- Regularly updated and maintained courseware based on feedback and analysis.

- Led the end-to-end design and delivery of digital learning solutions, ensuring smooth execution and high-quality standards through regular progress checks and reviews.

EDUCATION

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

TECHNICAL TOOLS

- Design & Multimedia: Adobe Creative Suite, Final Cut Pro, daVinci resolve
- Digital Learning: Articulate Storyline & Rise, Adobe Captivate, Camtasia
- AI Tools: ChatGPT, Adobe Firefly, Heygen, Midjourney & Freepik

LANGUAGES

- English
- Arabic

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

- Led the end-to-end transformation of complex Dubai Police training materials into interactive eLearning courses and videos, including planning, scheduling, resource allocation, and budget management.

- Designed and developed engaging eLearning courses by collaborating with subject matter experts and applying instructional design principles.

- Created multimedia elements, including videos, animations, and AR/VR simulations, coordinating with specialists and vendors to enhance the learning experience.

- Managed and optimized the Learning Management System (LMS) to ensure user-friendliness, progress tracking, and report generation.

- Conducted quality assurance, content reviews, and testing to ensure accuracy, functionality, and compliance with design standards.

- Assessed training needs, identified learning gaps, and developed targeted eLearning solutions.

- Delivered high-quality results by collaborating with stakeholders to meet deadlines and objectives.

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

- Designed graphics, illustrations, and infographics for ICDL digital courses.

- Created multimedia assets like videos, animations, simulations, and audio to enhance engagement.

- Used authoring and video editing tools to produce high-quality eLearning content.

- Edited and integrated multimedia assets for seamless functionality and user experience.

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

- Designed modern, user-friendly interfaces for the academy portal, ensuring an intuitive user experience.

- Created wireframes and interactive prototypes to test layouts and functionality.

- Designed graphics, icons, and visuals aligned with the academy's brand identity.

- Determined the layout, typography, and placement of portal elements for readability and aesthetics.

- Collaborated with developers to translate designs into functional code, providing assets and specifications.

- Ensured consistency with brand guidelines and values in the portal's design.

- Conducted testing to align design with user experience and functional requirements.