

# WASEEM YOUSAF

Instructional Designer and Content Creator

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*Instructional Designer and former English Educator with 7+ years of experience designing e-learning and blended training solutions. Skilled in Articulate Storyline, Rise, and LMS management. Currently designing global customer training solutions at Siemens Healthineers, focused on process improvement, e-learning, and LMS optimization.*

## 👤 EXPERIENCE

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### **Siemens Healthineers, Eschborn, Germany**

Aug. 2024–Present

*Werkstudent in Customer Services and Education Management*

Brief introduction: Supporting the Education Management team in developing and delivering training programs for customers and internal staff.

- Developed 12+ interactive Storyline and Rise modules for customer and staff training.
- Contributed to LMS migration project, optimizing user data tracking for 2,000+ learners.
- Conducted needs analyses to identify training gaps and recommend learning solutions.
- Collaborated with 30+ subject matter experts to ensure instructional accuracy and engagement.

### **Pakistan International School, Doha, Qatar**

June. 2019–May 2024

*Learning Design and Education Experience, English Teacher / Learning Advisor*

Brief introduction: Designed, delivered, and optimized blended learning experiences for high school students and faculty.

- Designed and delivered interactive English learning modules using Moodle and digital authoring tools.
- Redesigned curriculum delivery, improving student performance by 5%.
- Conducted faculty development workshops on digital pedagogy and learning engagement.
- Led Model United Nations and debate programs as experiential learning models enhancing communication and critical thinking.
- Transitioned curriculum to online delivery during COVID-19 using LMS and virtual classrooms.
- Supported the school's LMS administration and digital course management.

### **Elementary and Secondary School Department, Abbottabad, Pakistan**

Sep. 2018 – May 2019

*English Teacher* Education Management, Supervised regional exams

Brief introduction: Taught English to high school students in government schools.

- Designed interactive classroom and digital learning activities to increase learner engagement.
- Optimized lesson plans, improving student outcomes by 5%.
- Implemented basic LMS tracking using Moodle for course management.
- Supervised regional examinations and digitized manual timetables in Excel.

### **Fiverr**

May 2015 – Present

*Freelance Instructional Designer* Individual Projects

<https://www.fiverr.com/waseimyousaf>

- Delivered 50+ digital learning and content projects, including five complete e-learning modules.
- Designed marketing and training visuals using Canva and Figma.
- Edited and produced promotional learning videos using Adobe Premiere Pro.

## 🎓 EDUCATION

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### **Goethe University, Frankfurt, Germany**

2024–2026

*Masters in Linguistics, expected April 2026*

<b>Virtual University</b> , Lahore, Pakistan <i>B.Ed.</i> in Secondary Education, graduated with Distinction	2021–2023
<b>Air University</b> , Islamabad, Pakistan <i>Master of Philosophy</i> in Linguistics	2017–2020
<b>Hazara University</b> , Mansehra, Pakistan <i>Bachelor of Studies</i> in English, graduated with Honors	2012–2017

## LANGUAGES

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- English: Native Proficiency C1 Certificate
- Urdu: Native Proficiency
- German: Professional Proficiency B1 (B2 in progress)

## SKILLS

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- E-learning: Articulate Storyline, Rise, Adobe Captivate
- LMS: Moodle, SAP Litmos, TalentLMS
- Design & Media: Canva, Figma, Premiere Pro, Camtasia
- Web & Technical: WordPress, HTML/CSS (basic)

## HONORS AND AWARDS

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Deutschlandstipendium, Goethe University	2024 / 2025
Best Teacher Award, Doha, Qatar	2024

## VOLUNTEER

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Volunteering with Vostel to find accommodation for refugees in Germany	2024–Present
Volunteered in Goethe University Buddy Program to help international students	2024
FIFA World Cup 2022 Volunteer, Accreditation and Fan Engagement, Doha, Qatar	2022
FIFA Arab Cup 2021 Volunteer, Accreditation, Doha, Qatar	2021
Volunteer Teacher for Afghan Refugees, Doha, Qatar	2021
Organized charity events for underprivileged children in Pakistan	2017–2020

## CERTIFICATIONS

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- Instructional Design Foundations and Applications - Coursera
- Learning Experience Design: Development and Evaluation - Coursera
- Digital Learning and Educational Technology - Coursera
- Content Development for E-Learning - Coursera

## PORTFOLIO

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- YouTube: Waseem Yousaf
- GitHub: Va-Seim