

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

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

Goethe University, Frankfurt, Germany

2024–2026

Masters in Linguistics, expected April 2026

Virtual University, Lahore, Pakistan

2021–2023

B.Ed. in Secondary Education, graduated with Distinction

Air University, Islamabad, Pakistan

2017–2020

Master of Philosophy in Linguistics

Hazara University, Mansehra, Pakistan

2012–2017

Bachelor of Studies in English, graduated with Honors

LANGUAGES

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

SKILLS

- 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

Deutschlandstipendium, Goethe University

2024 / 2025

Best Teacher Award, Doha, Qatar

2024

VOLUNTEER

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

- 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

- YouTube: Waseem Yousaf

- GitHub: Va-Seim