

# Badr Alaa | Instructional Designer, E-learning specialist

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## SUMMARY

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Instructional designer and E-learning Specialist with +13 years of experience, I worked with local and global companies like Nafham, EL-Moasser, Empatico, and currently Future Group, where I designed an outstanding learning experience and helped to digitize the content. Seeking a new opportunity to utilize my skills to grow a company that will exceed expectations and business goals.

## SKILLS

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Learning Models Understanding - Learning Technology Experience - Presentation Skills - Project Management - VR/AR Experience - Adobe Tools - StoryLine - Unity - Video Shooting and Editing - Team Collaboration.

## EXPERIENCE

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### Production Team Lead e-learning

Sep. 2021 - Present

#### [Future Group, Egypt](#)

- Managed the full Production for Medical content project, serving more than 1K Students.
- Created the setup of the production Studio chroma which helped us to go faster and more efficiently.
- Initiated the department of FG-learn which added a big user and business value to the company.

### Senior Instructional Designer

Sep. 2020 - Oct. 2021

#### [EL-Moasser, Egypt](#)

- Managed the production of 2 school subjects for Arabic and Social Studies which served 10K+ Students.
- Created and improved the video production process and storyboard which led to better quality and low cost.

### Senior Instructional Designer

Nov. 2019 - Oct. 2020

#### [Information Technology Institute \(ITI\), Egypt](#)

- Developed 3 Courses for the Programming field in a creative way which served more than 10K learners.
- Worked on storyboarding and production of a set of educational videos.
- Converted more than 35 hours from audio format content to video format which added great value to learners.

### Content Manager, Instructional Designer

Jan. 2013 - Sep. 2019

#### [Nafham Education, Egypt](#)

*Nafham leads EdTech in the Middle East according to Forbes, which reached 5M+ users.*

- Developed 5 school curriculums for 5 countries which served more than 5M students.
- Trained more than 200 teachers that created 10K educational videos.
- Organized, managed, and updated the educational content structure that has been watched 200M+ views.

## PROJECTS

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- [Canon Course for MENA region](#): Managed the content and added an assessment system by collaboration with the developers and sales team in partnership with Canon company.
- [Rexona Academy Courses](#): Led the instructional design and production process for creating 8 courses in soft skills targeting youth in MENA.
- [Mahara Tech \(ITI\), Ministry Of Communication](#): Worked on the instructional Design and Video Production and Editing of 3 programming courses.
- [Programming for Kids Program](#): I supported an international company (Empatico) as a consultant to give my professional perspectives on their new courses that target MENA learners.

## EDUCATION and CERTIFICATION

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- **Master's Degree**, Faculty Of Specific Education - Ain Shams University (2018).
- **Augmented Reality Course** on Vuforia Engine pricing - PTC (2019).
- **Instructional Design Foundations and Applications Course** by the University of Illinois at Urbana-Champaign on Coursera (2022).