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Top Skills

Moodle

Articulate 360

Graphic Design

Syed Farhat Ali Shah

e-Learning content Developer | Moodle Administrator | LMS & Server Security Specialist | Articulate Storyline/Rise Studio | Adobe Creative Suite

Pakistan

Summary

E-Learning Content Developer | Moodle Expert | LMS & AWS EC2 Server Management | Articulate Storyline 360 | Adobe Creative Suite
Passionate E-Learning Content Developer with a strong blend of instructional design creativity and technical expertise. I specialize in transforming complex ideas into engaging, learner-friendly digital content — while also managing the technical backbone that keeps learning platforms running smoothly. What I Bring to the Table: E-Learning Development — Designing interactive, engaging courses using Articulate Storyline 360 and Articulate Studio, tailored to diverse learner needs ## Moodle Administration — Complete LMS management: course setup, configuration, troubleshooting, and performance optimization Server & Security Management — Hands-on experience with Moodle migration and server security on Linux-based AWS EC2 environments Visual Design — Crafting polished graphics and multimedia assets using Adobe Photoshop and Illustrator to enhance learning experiences Why Work With Me: I thrive in fast-paced, deadline-driven environments and bring a collaborative, can-do attitude to every project. Whether it's building a course from scratch or securing a server migration, I take ownership and deliver quality results — every time. Let's connect if you're working on e-learning innovation, LMS solutions, or digital training transformation!

Experience

Jinnah Sindh Medical University

Instructional Designer

December 2018 - Present (7 years 8 months)

Department: Institute of Medical Education (IME) / Medical Education

Department

Company: Jinnah Sindh Medical University

Description:

Serving as LMS Administrator and E-Learning Content Developer at the Institute of Medical Education, Jinnah Sindh Medical University — one of the largest medical universities in Sindh, Pakistan — supporting flagship postgraduate programs including MHPE (Master in Health Professions Education) and CHPE (Certificate in Health Professions Education).

Course Development — Designed and developed structured e-learning courses for MHPE and CHPE programs using Articulate Storyline 360 and Articulate Studio, tailored for health professions educators

Moodle LMS Administration — Full administrative ownership of the university's Moodle LMS, including user management, course creation, enrollment, and configuration

Student & Course Enrollment — Managed end-to-end enrollment processes for MHPE, CHPE, and other academic programs on the LMS

LMS Operations — Handled all Moodle-related tasks including course structuring, plugin management, grading setup, and troubleshooting for faculty and students

Server Migration & Security — Led Moodle migration projects and maintained server security on Linux-based AWS EC2 infrastructure to ensure reliable LMS uptime

Visual & Instructional Content — Created supporting instructional graphics and multimedia using Adobe Photoshop and Illustrator to enhance course materials

International Committee of the Red Cross - ICRC

Elearning Specialist

January 2023 - December 2024 (2 years)

Pakistan

De-escalating and Managing Violence in Healthcare Settings (E-Learning Course)

Organization: ICRC (International Committee of the Red Cross) — in collaboration with Jinnah Sindh Medical University, Jinnah Postgraduate Medical Centre (JPMC), and Indus Hospital

Associated with: Jinnah Sindh Medical University

Description:

Led the digital content development for "De-escalating and Managing Violence in Healthcare Settings," a course developed in collaboration with ICRC (International Committee of the Red Cross), Jinnah Sindh Medical University, Jinnah Postgraduate Medical Centre (JPMC), and Indus Hospital — addressing the critical issue of workplace violence faced by healthcare providers across Pakistan.

Digital Course Development — Converted the training curriculum into a fully digitized e-learning course using Articulate Storyline 360, integrating instructional design best practices for healthcare professionals

Multimedia Integration — Applied graphic design, animation, and voice-over synchronization skills to create an engaging, realistic learning experience around de-escalation techniques

National Rollout — Successfully deployed and ran the course across multiple medical universities and healthcare institutes in Pakistan, extending its reach beyond a single institution

LMS Deployment (Khyber Medical University, Peshawar) — Traveled to Khyber Medical University, Peshawar, to configure, upload, and launch the course live on their Moodle LMS, ensuring smooth accessibility for their faculty and healthcare staff

Cross-Institutional Collaboration — Worked directly with stakeholders from ICRC, JSMU, JPMC, and Indus Hospital to align content with real-world clinical and safety needs

Impact: Contributed to a nationally significant training initiative aimed at equipping healthcare providers with practical skills to prevent and manage violence in clinical settings — a pressing safety issue for frontline medical staff in Pakistan.

LearningCert

Senior eLearning Content Developer

January 2019 - June 2019 (6 months)

karachi

About the Company: LearningCert is a trusted and accredited training entity providing high-quality training to individuals and corporates, offering self-paced, instructor-led (online and classroom-based), and corporate training solutions across domains like Governance & Compliance, Project Management, IT Service Management, Agile & DevOps, and Cybersecurity.

Job Title: E-Learning Content Developer (ya jo bhi aapka actual title tha — bata dein to update kar dunga)

Company: LearningCert Inc.

Description:

Contributed to LearningCert Inc., an internationally accredited training organization delivering self-paced and instructor-led courses in IT Governance, Project Management, Agile/DevOps, and Cybersecurity domains.

Developed engaging self-paced e-learning courses using Articulate Storyline 360 and Articulate Studio for internationally accredited certification programs
Managed and administered the Moodle LMS platform, including course setup, configuration, and troubleshooting

Handled Moodle migration and server security on Linux-based AWS EC2 servers to ensure reliable and secure LMS performance

Designed visual and multimedia content using Adobe Photoshop and Illustrator to enhance course engagement and learner experience

Collaborated with subject matter experts and instructors to translate complex technical content (e.g., ITIL, COBIT, CISSP, PMP) into interactive, learner-friendly modules

3i Logic

Instructional Designer

May 2018 - May 2019 (1 year 1 month)

Karachi Pakistan

- 1) Develops engaging e Learning courses to distribute to web-based platforms utilizing rapid authoring and content management tools.
- 2) Collaborates with visual designers, instructional designers, and other interactive developers to bring course ware to life.
- 3) Publishes and tests course ware to function properly within learning management systems.
- 4) Interprets storyboards to tell visual stories that support learning.
- 5) Learns new technologies in a rapidly changing industry.
- 6) Voice Over Cleaning and Syncing

EDeQUAL

Elearning Content Developer and Designer

February 2017 - May 2018 (1 year 4 months)

Karachi, Pakistan

EDeQUAL

About the Company: EDeQUAL is a Pakistan-based education technology company known for its blended learning solutions, using technology-enabled instruction to help students significantly improve their understanding in STEM subjects (Math and Science), partnering with leading schools across Pakistan such as Beaconhouse, The City School, Karachi Grammar School, and Indus Academy.

Worked as an E-Learning Content Developer at EDeQUAL, a Pakistan-based EdTech company delivering technology-enabled blended learning solutions to help students master STEM subjects and close learning gaps.

Problem-Solving Content Development — Created structured, step-by-step problem-solving e-learning content for Math and Science curricula, designed to build conceptual understanding and higher-order thinking skills

Voice-Over Synchronization — Recorded and synced professional voice-overs with on-screen content to enhance clarity and learner engagement

Course Animations — Designed and produced animations to visually explain mathematical and scientific concepts, making complex topics easier to grasp

Instructional Design — Translated academic curriculum into engaging, self-paced digital lessons tailored for school-level learners

Multimedia Production — Used industry-standard authoring and design tools to produce polished, classroom-ready e-learning modules

3i Logic

Elearning Content Developer

January 2012 - December 2017 (6 years)

Karachi pakistan

1) Create engaging educational materials such as e learning courses, info graphics, video editing, educational games, voice over syncing and graphic design work.

2) Worked on Moodle administration such as uploading courses and assign users on LMS.

3) Making Courses for corporate , banking and Educational Games.

Education

Liaquat University of Medical and Health Sciences

Certificate of Distance Education (CODE), elearning · (June 2020 - December 2020)

Private

Intermediate of Commerce, Commerce · (2012 - 2014)

Naveed Boys Secondary School

Computer Science · (2002 - 2004)

Arena Multimedia

Diploma in Multimedia , Media

PIAIC

Agentic AI Architect · (June 2026)