

Tariq Ahmad

Learning Ecosystem Architect

ID | eLearning | LMS (SAP SF, Workday, Cornerstone) | Articulate | Vyond | Adobe Captivate

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PROFESSIONAL SUMMARY

I am results-driven **Learning & Development (L&D)** with **8+ years of experience** in designing and executing **corporate training strategies, leadership development programs, and workforce capability enhancement** across **Retail, F&B, QSR, Hospitality, Manufacturing, and Automobile** sectors. Adept at transforming **learning initiatives into business outcomes**, ensuring measurable improvements in **employee engagement, retention, and productivity**. Proven ability to develop and deliver **high-impact training programs, instructional design strategies, and competency-based learning models** aligned with **organizational goals and future workforce needs**.

Expert in **training facilitation (ILT, VILT, In-Person, eLearning)** and **learning effectiveness evaluation (Kirkpatrick Model, ROI measurement)**, optimizing training outcomes with **pre- and post-training assessments**. Skilled in **LMS platforms (SAP SuccessFactors, Workday, Oracle LMS, Cornerstone)** to **digitize learning, track performance, and enhance compliance**. Recognized for collaborating with **HR leaders, business heads, and cross-functional teams** to drive **L&D transformation and innovation**.

Implemented **scalable learning solutions across GCC, US, APAC, Canada, and Poland**, reducing **skills gaps by 20%** and increasing **L&D ROI by 35%**. Passionate about **continuous learning cultures, leadership development, and strategic workforce planning**, ensuring long-term business success through **engaging and impactful training methodologies**.

CAREER HIGHLIGHTS

- Designed and delivered **100+ corporate training programs**, boosting **employee engagement and retention rates**.
- Developed a structured **soft skills curriculum**, including **customer experience, emotional intelligence, leadership, and collaboration**.
- Spearheaded **eLearning transformation**, migrating traditional training to **digital platforms**, increasing participation rates by **35%**.
- Led **pre- and post-training assessments**, improving **knowledge retention by 40%** and **L&D effectiveness by 30%**.
- Managed **multiple LMS platforms**, ensuring **95% course completion rates** for compliance and skills development.
- Conducted **TNA with HR and department heads**, aligning training initiatives with company objectives, reducing skills gaps by **20%**.
- Designed a **Train-the-Trainer (TTT) program**, empowering internal trainers to enhance organizational learning.
- Implemented **ROI-driven training strategies**, optimizing **learning investments and performance metrics**.

CORE COMPETENCIES

Learning & Development Strategy | Soft Skills & Behavioral Training | Leadership & Team Development | Training Design & Facilitation | Coaching & Mentoring Programs | LMS & Digital Learning | Training Needs Analysis (TNA) | Employee Onboarding & Continuous Learning | Pre- & Post-Training Assessments | Training Effectiveness KPIs | Compliance & SOP Development | Performance Assessment & Metrics | Stakeholder Collaboration & Alignment | Customer Service & Hospitality Training | Sales Coaching & Role-Playing | Retail & F&B Operations Training | Franchise & Multi-Unit Training | Inventory & Loss Prevention Training | Visual Merchandising & Customer Engagement | Event-Based Training (Product Launches & Promotions) | Conflict Resolution & Negotiation Skills | Workplace Culture & Diversity Training | Communication & Interpersonal Skills Development | Retail & F&B Quality Assurance Standards

WORK EXPERIENCE

Senior Instructional Designer July 2025 – Till Now
Tech Firefly Pvt. Ltd Remote
Client: **Google**

- Designed and developed** engaging, **learner-centered instructional materials** including **e-learning modules, interactive simulations, job aids, and assessments** using **Evolve** and other leading instructional design tools.
- Collaborated with Subject Matter Experts (SMEs)** to gather, validate, and structure content, ensuring **accuracy, relevance, and alignment with defined learning objectives**.
- Curated digital learning resources** by utilizing **Evolve’s responsive design features**, multimedia integration, and interactivity to create **visually appealing and accessible content**.
- Managed multiple instructional design projects** from conception to delivery, ensuring **on-time, within-scope, and high-quality outcomes** while coordinating with cross-functional stakeholders.
- Assessed learning effectiveness** through feedback, usability testing, and **data-driven analysis**; implemented continuous improvements to enhance **learner engagement and knowledge retention**.

Instructional Designer May 2025 – June 2025
Deloitte USI Remote
Payroll Company: Orcapod Consulting Services Private Limited
Project Based Role
Client: **McDonald**

- Designed and delivered** competency-based technical and safety training programs using **Articulate Storyline, Rise, and Captivate**, tailored to **engineering and construction clients**, ensuring industry-specific relevance.
- Conducted **Learning Needs Analysis (LNA)** and created **blended learning paths** aligned with **ISO standards**, improving **workforce readiness and compliance** across diverse teams.
- Developed **onboarding, induction, and upskilling modules**, integrating **digital learning and instructor-led formats**, significantly **reducing time-to-productivity** for new and existing employees.
- Evaluated learning effectiveness** through **Kirkpatrick Level 1–3 assessments**, ensuring **measurable impact and continuous program improvement**, aligning with organizational objectives.

Learning and Development Specialist	October 2024 – December 2024
Landmark Group (Retail)	Remote
<ul style="list-style-type: none"> Designed and converted traditional training materials into engaging eLearning formats, improving accessibility and learner engagement across multiple platforms. Developed training programs for in-store experiences, including the Stock Take App, Sahla Store, Oracle Net Suite, and Point of Sale (POS) systems, enhancing operational performance and technical proficiency. Created and delivered product training modules to improve product knowledge and customer service skills, focusing on upselling and counter selling techniques. Developed comprehensive manuals and training materials on cash handling, POS systems, and other operational procedures to ensure consistent execution across all locations. Delivered event-based training for special campaigns such as Ramadan and White Wednesday for Babyshop, focusing on promotional strategies, customer engagement, and sales performance. Conducted interactive, scenario-based training using gamification, role-plays, and case studies to enhance employee skills in customer engagement and sales. Implemented pre- and post-training assessments (Kirkpatrick Model) to evaluate training effectiveness and continuously improve L&D strategies. 	

Learning and Development Specialist	March 2021 – May 2024
Learning Mate - Consulting Services (Offers Customized training solutions across various industries.)	Mumbai, India
<ul style="list-style-type: none"> Designed and delivered soft skills and professional development programs tailored to various business units, including Retail, F&B, QSR, and Hospitality, enhancing employee engagement and workplace effectiveness. Created comprehensive training toolkits, facilitator guides, and e-learning modules aligned with business needs, ensuring structured learning and knowledge retention across sales, customer service, operations, and leadership teams. Conducted interactive workshops, VILT, and in-person training using modern methodologies to cater to diverse learning styles across store operations, front-line employees, managerial staff, and corporate teams. Developed assessment frameworks (Kirkpatrick Model) to measure learning impact, analyze performance metrics, and optimize training effectiveness for customer-facing roles, store managers, and operational leaders. Partnered with HR, department heads, and senior leadership in Retail, F&B, QSR, and Hospitality to identify training needs, ensuring programs align with business goals and performance objectives. Implemented LMS-based learning solutions, microlearning, and blended learning strategies to enhance accessibility, engagement, and compliance tracking across multi-location retail chains, QSR outlets, and hospitality establishments. Researched and integrated emerging L&D trends, instructional design methodologies, and digital learning tools to drive continuous improvement in training effectiveness for service excellence, leadership development, and operational efficiency. 	

Notable Clients:

Zara, H&M, Reliance, Spencer’s, Chalhoun Group, Al Futtain, Carrefour, Kapsons, Croma, Flipkart, iStyle, Choithrams, Café Coffee Day, Barista, Domino’s, Pizza Hut, Blue Tokai, Al Baik, Four Seasons, Farzi Café, Radisson, Lemon Tree, Continental Hotels, Sheraton, Elior, Compass Group.

Training Manager	March 2016 – September 2020
Valley Cements – Manufacturing Plant (Specialized in high-quality cement production.)	Khrew Pampore, India
<ul style="list-style-type: none"> Designed and developed comprehensive course materials and training toolkits tailored to manufacturing, operations, and technical teams, ensuring structured learning and skill development. Delivered high-impact soft skills training programs, in-person workshops, and coaching sessions, focusing on communication, teamwork, leadership, and operational efficiency across various business units. Developed and administered pre- and post-training assessments to measure learning outcomes, track performance improvements, and ensure training effectiveness using competency-based evaluation methods. Conducted training evaluations and feedback analysis, generating reports to assist senior L&D leadership in refining learning strategies, engagement levels, and knowledge retention. Partnered with HR, department heads, and operations managers to identify skill gaps, align training initiatives with business objectives, and enhance employee development and workforce capabilities. 	

Technical Proficiencies & Learning Technology Expertise

- eLearning & Instructional Design Tools – Articulate Suite (Storyline, Rise) | Adobe Captivate | Evolve | Lectora | Vyond | Animaker | Camtasia
- Learning Management Systems (LMS) & Platforms – SAP SuccessFactors | Workday | Oracle LMS | Cornerstone | Canvas | Bento | Habitat
- Multimedia & Graphic Design – Adobe Creative Cloud (Photoshop, Illustrator, InDesign) | Figma | Adobe Premiere Pro | Adobe After Effects
- Content & Project Management – Wagtail CMS | Jira | Trello | Asana | Slack | Google Suite | MS Office
- Learning Innovation & Digital Transformation – Microlearning, Gamification, SCORM/xAPI Compliance, Mobile Learning, Adaptive Learning Technologies

Education

Bachelor of Technology (Specialization in Mechanical Engineering)	2011 - 2016
Lovely Professional University	Punjab, India
Lovely Professional University (LPU) is a prominent private university in India, accredited with an 'A+' grade by NAAC.	
Three Years Diploma (Specialization in Automobile Engineering)	2007 - 2010
Jammu & Kashmir State Board of Technical Education	Punjab, India

Languages

English (Fluent) | Hindi (Native) | Urdu (Fluent)