

Tariq Ahmad

Learning Ecosystem Architect

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

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PROFESSIONAL SUMMARY

I am a **results-driven bilingual (English/Arabic) Learning & Development leader** and **instructional designer** with **8+ years of experience** designing and executing corporate training strategies, leadership programs, and workforce capability enhancements across *Retail, F&B, QSR, Hospitality, Manufacturing, and Technology sectors*. Adept at visual storytelling and structuring content, I excel at transforming complex concepts (including product updates) into clear, engaging learning experiences.

I collaborate closely with HR, product, technology, and CX teams to ensure training aligns with business goals and adapts to fast-paced change. **Proven ability to deliver high-impact training programs and competency-based learning models** that boost employee engagement, retention, and productivity.

Expert in **training facilitation (ILT, VILT, in-person, eLearning)** and **learning effectiveness evaluation (Kirkpatrick Model, ROI)**. Skilled in **LMS platforms** (SAP SuccessFactors, Workday, Cornerstone) and **authoring tools** (Articulate Storyline, Rise, Adobe Captivate). Recognized for using **data-driven feedback** (quiz scores, QA insights) to continuously enhance learner engagement and retention.

Implemented **scalable bilingual learning solutions** across GCC, APAC, US, and Europe, reducing skill gaps and increasing L&D ROI. Passionate about **continuous learning cultures, leadership development, and agile instructional design**.

CAREER HIGHLIGHTS

- Designed and delivered **100+ corporate training programs**, boosting employee engagement and retention rates.
- Developed a **structured bilingual (English/Arabic) soft skills curriculum** covering 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 (**Kirkpatrick Levels 1–3**), improving knowledge retention by **40%** and overall L&D effectiveness by **30%**.
- Managed multiple **LMS platforms**, ensuring **95% course completion rates** for compliance and skills development.
- Conducted **Training Needs Analysis (TNA)** with HR and department heads, aligning initiatives with company objectives and **reducing skill 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 | **Bilingual Training (English/Arabic)** | Visual Storytelling & Design | CX Enablement | Retail & F&B Quality Assurance Standards

WORK EXPERIENCE

Senior Instructional Designer Tech Firefly Pvt. Ltd Client: Google <ul style="list-style-type: none">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.	July 2025 – Till Now Remote
Instructional Designer Deloitte USI Payroll Company: Orcapod Consulting Services Private Limited Project Based Role Client: McDonald <ul style="list-style-type: none">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.	May 2025 – June 2025 Remote

- 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 NetSuite, 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, Chalhoub 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	
<ul style="list-style-type: none">• 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, Canva, Adobe Premiere Pro, Adobe After Effects• Content & Project Management: Wagtail CMS, Jira, Trello, Asana, Slack, Notion, Zendesk, Google Suite (Docs, Slides), 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)	