

Ayoub Ibrahim Safi

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PROFESSIONAL SUMMARY

Senior Instructional Designer & eLearning developer with a focus on adaptive and interactive digital learning. Develop courses end-to-end (needs analysis, learning objectives, storyboarding, development and assessment) using Articulate Storyline 360, Rise and PowerPoint. Collaborate with stakeholder subject matter experts to translate the source material into a structured and measurable learning. Bilingual in English/Arabic, four years of teaching experience in the classroom to which the design decisions are applied.

SKILLS AND STRENGTHS

Instructional Design: ADDIE · needs analysis · learning objective mapping · storyboarding · scenario-based learning · assessment and feedback design · adaptive and personalised learning.

Authoring & Technology: Articulate Storyline 360 · Rise · SCORM · LMS platforms · text-to-speech scripting · Microsoft Office

Professional: SME collaboration · curriculum development · documentation and design standards

Languages: Arabic (native) · English (full professional proficiency)

EXPERIENCE

Senior Instructional Designer (eLearning Engineer)

CTS – Creative Technology Solutions, Amman, Jordan | Jun 2025 – Aug 2026

- Designed and developed adaptive learning modules on the Area9 Rhapsode engine, applying instructional design principles to deliver personalized, mastery-based learning paths.
- Led the instructional design team, reviewing output and setting shared design standards across projects.
- Partnered with subject matter experts to translate complex source content into clear learning objectives, structured lesson flows and interactive learning experiences.
- Built interactive activities, assessments and feedback mechanisms in Articulate Storyline 360 to support knowledge retention and skill transfer.
- Authored reference documentation and internal design standards for the instructional design team.
- Produced bilingual English/Arabic learning content for both young learners and professional audiences.

English Language Teacher

UNRWA – Al Baqa'ah & Madaba Elementary Schools, Jordan | Sep 2021 – May 2025

- Taught English across grades 1–6 over four academic years, adapting instruction for mixed-ability classes.

- Designed assessments measuring reading, writing, speaking and comprehension, and used results to adjust instruction.
- Coordinated with teachers in other subjects to integrate language skills across the wider curriculum.
- Organized spelling bees and writing competitions to raise engagement and participation.

English Language Teacher

Zahrat Al-Nudom, Amman, Jordan | Feb 2018 – Jan 2019

- Delivered instruction in reading, grammar, composition and literature.
 - Designed exams testing fluency in reading, writing, speaking and comprehension of English.
 - Established classroom management routines that supported a safe, predictable learning environment.
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EDUCATION

Bachelor of Arts, English Language and Literature

University of Jordan | Oct 2018 – Jan 2021

GPA 3.7 – graduated with excellence.

Al-Shamel Comprehensive Examination

National higher education examination, Jordan | Dec 2017 – Jan 2018

Overall grade 85.1 – ranked first nationally in Jordan, 2018.

Diploma, English Language and Literature

Al-Qadisiya College | Oct 2016 – Dec 2017

Certification: Designing Scenario-Based Learning – LinkedIn Learning, 2026