

# Dineshraj G

INSTRUCTIONAL DESIGNER . LEARNING EXPERIENCE  
DESIGNER. L&D SPECIALIST

Tiruppur, Tamil Nadu

4+  
YEARS EXP

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Portfolio

LinkedIn

I'm a creative instructional designer with 4 years of experience across edtech, educational institutions, and corporate L&D. I believe learning is a natural skill we begin honing from birth – it should be an effortless, dopamine-spiking experience. Somewhere along the way, schools and colleges turned it into a forced act. But it doesn't have to be that way. Learning can be interesting. It can be interactive. It can drive real results. The question is: how? That's where my Master's in Instructional Design, creativity in design and strategy, cross-industry experience, and software skills come together – to bring learning one step closer to the audience, and one step easier for the provider.

## PROFESSIONAL EXPERIENCE

### Content Developer – L&D Uber AI Solutions

April 2025 - Present

- Applied the Successive Approximation Model (SAM) to develop learning solutions through rapid prototyping, stakeholder feedback, and iterative refinement.
- Developed 100+ video-based learning modules and self-paced e-learning courses for global audiences, improving onboarding and learner engagement.
- Managed the end-to-end content development lifecycle, including needs analysis, instructional design, scripting, storyboarding, production, and final delivery.
- Self-learned Vyond and Adobe Premiere Pro within one month to support high-quality video-based learning development.

### Instructional Designer KGiSL MicroCollege

Feb 2024 - Mar 2025

- Applied the ADDIE instructional design model to develop and evaluate e-learning and training solutions.
- Leveraged Gagné's Nine Events of Instruction to design engaging ILT/VILT sessions that enhanced learner engagement and retention.
- Designed interactive e-learning courses, self-paced modules, ILT/VILT resources, PDFs, pitch decks, and graphical learning aids.
- Collaborated with Subject Matter Experts (SMEs) to ensure instructional quality, content accuracy, and learner-centric design.

## SOFTWARE & TOOLS

Storyline 360	<div><div style="width: 85%;"></div></div>
Rise 360	<div><div style="width: 75%;"></div></div>
Vyond	<div><div style="width: 95%;"></div></div>
Premier Pro	<div><div style="width: 60%;"></div></div>
Canva	<div><div style="width: 80%;"></div></div>
Photoshop	<div><div style="width: 70%;"></div></div>
Illustrator	<div><div style="width: 85%;"></div></div>
Camtasia	<div><div style="width: 50%;"></div></div>
MS Office	<div><div style="width: 75%;"></div></div>
PowerPoint	<div><div style="width: 90%;"></div></div>
Captivate	<div><div style="width: 65%;"></div></div>

## ID METHODOLOGIES

ADDIE

SAM

Backward Design

Bloom's Taxonomy

Kirkpatrick Levels

Gagné's 9 Events

LXD

Agile L&D

## PROFESSIONAL EXPERIENCE

### Content Creator & Graphic Designer

Eagle i Studios

Aug 2023 - Jan 2024

- Created digital content and marketing assets using Adobe Photoshop and Illustrator for client campaigns.
- Strengthened visual communication skills in layout design, brand consistency, and audience engagement.

### Jr. Instructional Designer

Edufoc Digital

Dec 2021 - Jun 2023

- Developed L3 interactive storyboards for international clients and global brands, applying ADDIE and Bloom's Taxonomy.
- Responsibilities spanned instructional scripting, learning strategy, storyboard creation, and QA reviews of storyboards and production files.

### Instructional Designer Intern

Geniees

Oct 2021 - Dec 2021

- Created detailed storyboards for Articulate Storyline projects in the medical domain; built strong foundation in content structuring and learner engagement.

## CORE COMPETENCIES

Curriculum Development

Needs Analysis

WBT / ILT / VILT

Microlearning

Video-Based Learning

Blended Learning

L3 Storyboarding

SME Collaboration

Stakeholder Management

Adult Learning Theory

Rapid E-Learning

Project Management

## EDUCATION

M.Sc. - E-Learning Technology

2020 - 2022

Bharathiar University

CGPA: 7.6

B.Sc. - Physics

2017 - 2020

Bharathiar University

CGPA: 7.5

HSC & SSLC

2015, 2017

Tamil Nadu State Board

HSC: 82% | SSLC: 92%

## AI ASSISTED DEVELOPMENT

Chatgpt

Claude

Gemini

Scripting

Storyboarding

Video/Asset Gen

## LANGUAGES

English - Proficient

Hindi - Beginner

Tamil - Mother Tongue

## DOMAIN EXPERIENCE SUMMARY

Experienced across diverse industries – including Edtech, Corporate L&D, Healthcare/Medical, Banking & Finance, Data Science, and Full Stack Development training programs. Has designed learning solutions for global audiences, adapting content strategy, tone, and instructional approach to suit each domain's compliance needs, learner profiles, and business goals. Comfortable working with cross-functional teams and SMEs from technical, clinical, and business backgrounds to translate complex subject matter into engaging, learner-centric experiences.

## VOLUNTEERING & KNOWLEDGE SHARING

- Conducted 2 guest sessions at Bharathiar University, Coimbatore, introducing students to the field of Instructional Design – covering ID fundamentals, learning theory, storyboarding & scripting, e-learning tools (Articulate, Vyond), graphic design for learning, and the end-to-end project process pipeline used in professional L&D teams.
- Mentored junior designers and interns within the workplace, guiding them on tool usage, storyboard structure, and professional workflows.
- Reached a combined audience of 10–20 learners across sessions, bridging the gap between academic curriculum and industry-ready skills.

## KEY ACHIEVEMENTS

Learning video adopted internationally across multiple localized versions at Uber AI Solutions.

Established the company-wide standard design template for video-based learning.

Presented creative learning strategy to international clients in first year at Edufic Digital – recognized by management and clients.

Learned Vyond + Premiere Pro independently in one month under tight deadlines; became primary video resource.

Independently managed an end-to-end client project within 6 months of joining Edufic Digital.

Designed 7 pitch decks in a single day at KGiSL MicroCollege – directly appreciated by the CEO.