



MAI EL BELTAGY

Senior Instructional Designer

PROFILE

Senior Instructional Designer with 10+ years of experience designing and managing learning programs across corporate and educational settings. Skilled in creating eLearning, blended, and instructor-led training using storytelling, gamification, and scenario-based learning. Experienced in collaborating with SMEs and mentoring instructional designers to deliver learner-centered, engaging training solutions.

WORK EXPERIENCE

Sr. Instructional Designer (Project-Based) | Blue Carrot

JULY 2025 - Present

- Enhanced course quality by redesigning interactivities and exercises to improve learner engagement.
- Conducted curriculum mapping to align learning content with program objectives.
- Contributed to multiple projects by refining instructional strategies and strengthening assessment design.

Sr. Instructional Designer (Part-Time) | Lumofy

FEBRUARY 2024 - AUGUST 2024

- Designed and developed eLearning programs from initial concept through final deployment, ensuring strong alignment with business goals and learner needs.
- Created engaging, instructionally sound scripts that enhanced multimedia integration and boosted learner interaction.
- Adapted and curated complex content into clear, relevant modules, improving consistency and alignment with course objectives and assessments.

CONTACT

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SKILLS

Learning Design & Development

- Learning Experience Design (LXD) & Strategy
- Storytelling, Gamification & Scenario-Based Learning
- Curriculum Design & Mapping
- Script Writing for Multimedia

Digital Learning Tools

- Canva
- Genially
- AI-Powered Content & Design (e.g., rapid prototyping, content personalization, and assessment generation)
- Microsoft Office Suite (PowerPoint, Word)
- Articulate 360 (Storyline, Rise)

Leadership & Strategy

- Learning & Development Strategy
- Project Management
- Training Needs Analysis (TNA)
- Stakeholder & SME Management
- Team Leadership & Mentorship
- Quality Assurance

WORK EXPERIENCE

Sr. Instructional Designer (Project-Based) | Egyptian Banking Institute (EBI)

MARCH 2024 - AUGUST 2024

- Led the monitoring and continuous improvement of course design to enhance learner engagement and effectiveness.
- Reviewed and edited storyboards to ensure instructional clarity, alignment with adult learning principles, and consistency in tone and structure.
- Validated course objectives for alignment with instructional content and learner outcomes.
- Assessed the reliability and fairness of course assessments, ensuring they accurately measure intended learning objectives.
- Curated and refined course content, incorporating updated examples, visuals, and interactions to improve relevance and instructional quality.

Instructional Design Supervisor | Egyptian Banking Institute (EBI)

AUGUST 2022 - AUGUST 2023

- Collaborated with SMEs to redesign and enhance curricula, ensuring accuracy and learner relevance.
- Designed blended learning programs in banking and soft skills, integrating eLearning, ILT, and VILT.
- Introduced gamification and storytelling strategies that significantly increased learner engagement.
- Delivered workshops to instructors on course design and effective use of multiple learning modalities.
- Mentored and coached junior instructional designers, strengthening team capability and design quality.

WORK EXPERIENCE

- **Instructional Designer/Programs Manager | BRITISH COUNCIL
EGYPT, CAIRO**

SEPTEMBER 2019 - JULY 2022

- Partnered with stakeholders to identify training needs and design solutions aligned with learner profiles and business goals.
- Designed and developed learning content and assessments across multiple modalities (VILT, ILT, and web-based courses) using Articulate 360, Camtasia, and PowerPoint.
- Evaluated the quality of classroom learning and lesson plans, ensuring alignment with instructional standards and continuous improvement of teaching practices.
- Delivered training and onboarding for new instructors on virtual and self-paced learning methodologies.
- Ensured instructional design quality by applying adult learning principles and tailoring approaches to diverse learner groups.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Diploma in Curriculum Design (DELTA) | International House, London | 2017–2019
- IDOL Academy - Instructional Design Training & Membership | 2020–Present : Ongoing access to workshops, resources, and industry tools for continuous professional development in instructional design and eLearning.
- Teaching Young Learners Extension Certificate (TYLEC) | Trinity College, London | 2017
- M.A. in Cultural Studies | Cairo University | 2012–2015