

# MD ZIA KHURSHID

Instructional Designer | Technical Training | eLearning Designer

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## ID PORTFOLIO

- **Stop the Breakdown - Interactive Maintenance Simulation -** Scenario-based troubleshooting simulation built in Articulate Storyline 360, using branching decisions, evidence-based diagnosis, and risk assessment. Integrated JavaScript-generated randomized equipment data and dynamic charts to create new diagnostic scenarios on replay. View project
- **From Alarm to Action - BMS Troubleshooting Guide -** Technical learning experience built in Articulate Rise 360, guiding maintenance personnel through BMS alarms and equipment faults using the A.L.A.R.M. troubleshooting framework, diagnostic workflows, equipment visuals, trend interpretation, and job-focused quick references. View project

## EXPERIENCES

### Instructional & Teaching Experience

- Designed and developed 20+ course content, conducted tutorials, and assessed student learning as a Teaching Assistant at IIT Kharagpur for Mechanics, Solid Mechanics, and Kinematics of Machines, applying structured sequencing to help students build understanding from foundational to advanced concepts.
- Mentored 400+ students and facilitated discussions, adapting explanations to different learning paces and identifying knowledge gaps in real time.
- Designed and delivered 20+ interactive workshops on time management, goal planning, and academic guidance, developing session structure, materials, and facilitation approach independently.

### Instructional Content Development

- Created 1,600+ structured instructional resources reaching 100,000+ learners, translating complex STEM concepts into learner-centered educational experiences.
- Designed, scripted, and produced educational video lessons for a YouTube channel with 150,000+ views and 3,000+ subscribers, applying instructional design principles to maximize learner engagement and retention.

### Academic Writing & Editing

- Structured and clarified complex research content for 500+ clients across Mechanical Engineering, Civil Engineering, Mathematics, and Project Management as an Academic Writer/Analyst at Paperpedia Pvt. Ltd., translating dense technical material into clear, logically sequenced writing.

### Research Experience

- Conduct research involving literature synthesis, experimental design, data analysis, technical communication, and knowledge translation for complex engineering problems.

## EDUCATION

Ph.D., Applied Mechanics

📅 July 2017– Present 📍 IIT Kharagpur

M.A, Psychology

📅 2022– 2024 📍 IGNOU

M.Tech, Machine Design

📅 2014– 2016 📍 IEST, Shibpur

B.Tech, Mechanical Engineering

📅 2010– 2014 📍 KSEC, Kalyani

### Certifications

- Instructional Design Foundations and Applications (University of Illinois Urbana-Champaign)
- Emotional Intelligence Practitioner (CTAA Certified)

## SKILLS TOOLS

### Instructional Design

ADDIE • SAM • Bloom's Taxonomy • Adult Learning Theory • Cognitive Load Theory • Mayer's Multimedia Principles • Scenario-Based Learning • Assessment Design • Kirkpatrick Evaluation Model

### eLearning Development

Articulate Storyline 360 • Articulate Rise 360 • Camtasia • JavaScript • SCORM • xAPI • Moodle LMS • Microsoft PowerPoint

### Learning Design Content Development

Needs Analysis • Storyboarding • Learning Objectives • Branching Scenarios • Microlearning • Instructional Writing • Technical Training • Performance Support • Visual Learning Design

### Design, AI Multimedia

Canva • Figma • Photoshop • ChatGPT • Illustrator • AfterEffects • ChatGPT • Claude • AI-Assisted Content Development • Multimedia Development

## LANGUAGES KNOWN

English

Hindi

Urdu

Bengali

Arabic

Spanish

