Hello
My Name is

Mohamed Reda Elefary

E-Learning Projects Manager |
Digital Learning Consultant |
Lead Learning Experience Architect

Emirates College for Advanced Education

This is my

Story

that

highlights the

Impact

I bring, and

illustrates

why I'm the

ideal

candidate

for you to

Hire
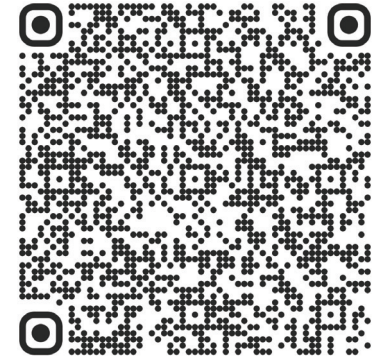
Information and Summary

UAE Residency Status

A UAE Golden Residency Visa Holder

Personal Information

- From : Alexandria, Egypt
- Live In : Abu Dhabi, UAE
- Nationality: Egyptian
- Experience : 15 years
- Education :Master's - Business Adminstration
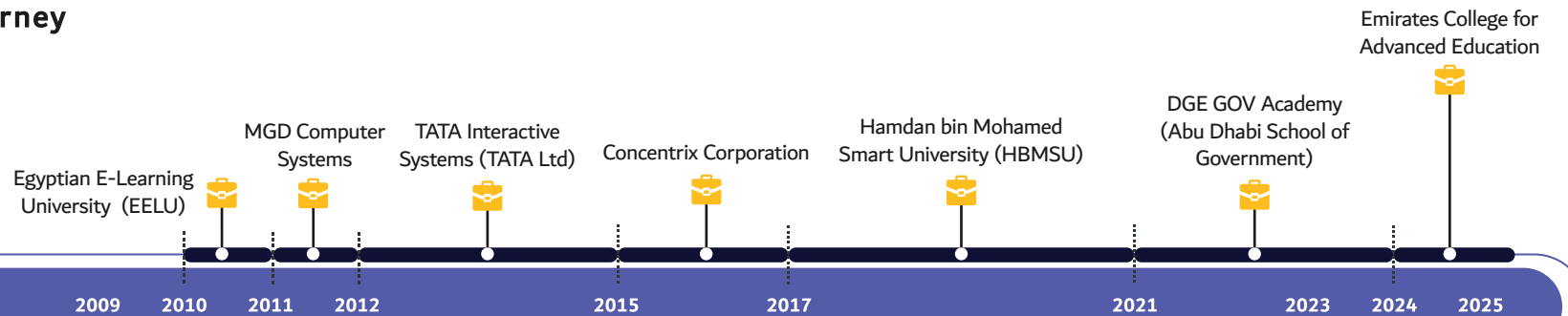- Availability: Full-Time, Freelancer

Contact Info

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Education & Career Journey

(Work Experience)

- Egyptian E-Learning University (EELU)
- MGD Computer Systems
- TATA Interactive Systems (TATA Ltd)
- Concentrix Corporation
- Hamdan bin Mohamed Smart University (HBMSU)
- DGE GOV Academy (Abu Dhabi School of Government)
- Emirates College for Advanced Education

Timeline: 2005 — 2009 — 2010 — 2011 — 2012 — 2015 — 2017 — 2021 — 2023 — 2024 — 2025

(Education)

- B.sc Phonetics & Computational Linguistics Alexandria University.
- Professional Diploma in e-learning technologies Information Technology Institute – (ITI).
- Project Management Professional Certificate PMI
- Master's In Business Adminstration Abu Dhabi University

Let me start with answering the first question in mind
"Can you tell me about yourself?"

Allow me to take you on a journey through my career, In the ever-evolving landscape of Digital learning, my journey has been nothing short of a transformative odyssey. Picture a professional who doesn't just design online courses, but architects learning experiences that ignite curiosity, spark imagination, and unlock human potential. That professional is me—a seasoned instructional design and digital learing maestro who has spent sculpting knowledge into powerful, engaging narratives.

Over 14 years of experience in the dynamic world of digital and online learning ecosystems. My story begins with a passion for making knowledge accessible and engaging. A GOAL that has driven me to craft learning experiences that resonate, inspire, and deliver measurable results.

In the early days of my career, I honed my technical skills, mastering the intricacies of instructional design. Through curiosity and a drive to innovate, I ventured into leadership roles, guiding teams to bring visionary learning projects to life. Over time, I assumed managerial positions, where I orchestrated complex initiatives, seamlessly blending creativity with strategy.

Every project I've led has been an opportunity to create impact. I have managed, designed and delivered learning solutions that bridge gaps, whether by developing innovative learning solutions, leveraging cutting-edge technologies, or tailoring programs to meet diverse audience needs. My professional portfolio stands as a testament to this commitment—a collection of achievements that highlight not just technical and managerial proficiency, but a genuine proof for empowering learners. International organizations have recognized my approach, acknowledging how storytelling and strategic design can turn learning from a mundane task into an exciting adventure of discovery.

At the heart of my craft lies storytelling. I weave narratives that simplify the intricate and humanize the abstract, making learning not just informative but also memorable and enjoyable.
So, as you explore my CV, you'll find the tale of a leader who's not only a technical expert but also a strategic visionary in learning and development. From empowering learners to driving organizational success, I am ready to embark on the next chapter of my career—one that continues to inspire and elevate the world of Diigital learning and education.

Roles & Duties

I help my organization and my clients to build a customer centric Learning journey through an online learning eco-system and brand defining customer experiences. Also, I help build a value-based consumer through commercial e-learning programs using effective Instructional Methodologies, coupled with advanced digital technology based on the target customer base.

As a Digital learning manager/Project Manager

I drive the formulation of corporate-level digital learning strategies that redefine and enhance learning ecosystems, fostering innovation and delivering impactful initiatives that align with organizational goals.

I possess strategic expertise in designing and implementing comprehensive online learning infrastructures, encompassing state-of-the-art video production studios, advanced digital learning platforms, and integrated learner support tools to elevate the learning experience.

I lead the successful implementation of e-learning initiatives, ensuring the design and delivery of engaging and impactful digital learning solutions that meet organizational goals and learner needs.

I manage the end-to-end process of e-learning projects, from initial concept to final deployment, ensuring all deliverables meet high-quality standards, project timelines, and defined objectives.

I collaborate closely with stakeholders, including subject matter experts, instructional designers, multimedia developers, and IT teams, to define requirements, set priorities, and align on project outcomes.

I oversee resource planning and allocation, optimizing human resources, budgets, and technology infrastructure to drive the efficiency and effectiveness of e-learning initiatives.

I monitor and analyze project performance metrics, such as delivery timelines, resource utilization, and learner engagement, making data-driven adjustments to maintain alignment with functional and corporate level strategic goals.

I manage stakeholder relationships by providing transparent communication on project milestones, deliverables, and any adjustments to scope, fostering trust and collaboration throughout the project lifecycle.

As Lead Learning Experience Architect

Develop and implement the organization's e-learning strategy, aligning it with overall goals and objectives.

Played crusial key role in formulating a forward-looking online learning strategy, aligning digital learning initiatives with the organization's broader goals and vision. This included setting priorities, identifying growth opportunities, and integrating innovative technologies.

Lead Instructional Designers and subject matter experts across the content team to develop e-learning course content.

Lead cross-functional teams and play the role the project management of e-learning initiatives, including the development timeline, budget, and resources.

Analyze, design, develop, implement, and evaluate online learning and support solutions based on the client requirements using different digital media appropriate to their needs.

Create Online learning experience in compliance with the learning methodology, client's desired learning outcomes, content input by SMEs and ensuring appropriate tools and practices are implemented to build engagement and continuous improvement.

Evaluates, selects, and manages the e-learning technologies and tools used to deliver and support e-learning programs.

Align content to different levels of target audience and inclusion of engagement tools and products to improve engagement.

Education Degrees and Prof. Certifications

Degrees

2021 : 2023

جامعة أبوظبي
Abu Dhabi University

Masters of Business Administration | Distinction with Honor, GPA: 3.95 | **Abu Dhabi University | UAE**

Earning my MBA degree has been a transformative journey, allowing me to broaden my knowledge, refine my skills, and prepare myself for leadership roles. I have honed my skills in strategic management, finance, marketing, and operations, bridging theory and practice to solve complex business challenges. Equipped with a strategic mindset, strong decision-making abilities, and leadership skills, I am poised to make a meaningful impact in the business world.

Throughout this rigorous program, I have consistently demonstrated a strong commitment to excellence, resulting in a GPA of 3.95, with distinction and honor.

2005 : 2009

جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY

Bachelor Phonetics and Computational Linguistics | Very Good | Alexandria University - Egypt

The field of study has provided me with a unique skill set that merges the study of language and technology. Through my studies, I have gained a deep understanding of the phonetic principles underlying speech production and perception, as well as the computational methods used to analyze and model linguistic phenomena. This interdisciplinary field has equipped me with the ability to analyze speech patterns, develop linguistic algorithms, and apply data-driven approaches to language processing technologies in the computational linguistics field.

Graduation Project: Arabic Question Answering Machine (Artificial Intelligent Machine to answer Arabic Questions based on inforamtion in database with a correct arabic Sentence structure.

Prof. Certification

Dec 2020

PMI

Project Management Professional (PMP) | Above Target | PMI - UAE

A transformative journey that has equipped me with a comprehensive skill set in project management. Through an in-depth examination of project management principles, methodologies, and best practices, I have gained a profound understanding of the entire project lifecycle from initiation to closure.
One of the key highlights of my PMP certification journey has been the development of my leadership skills. I have learned how to motivate and guide teams, effectively communicate with stakeholders, and navigate through complex challenges with ease. These leadership abilities enable me to inspire collaboration, drive team performance, and deliver projects that meet and exceed stakeholder expectations.

2009 : 2010

iTi

Post-Graduate Diploma in E-learning Technologies | Information Technology Institute - Egypt

A pivotal step in my professional journey, equipping me with the specialized knowledge and skills needed to excel in the ever-evolving field of digital education. Throughout this program, I have gained a comprehensive understanding of e-learning principles, instructional design methodologies, learning management systems, multimedia integration, and emerging technologies in the realm of online education. This intensive training has empowered me to design, develop, and implement effective e-learning solutions that engage learners, foster collaboration, and optimize learning outcomes.

Work Experience

E-Learning Projects Manager - Sr. Instructional Designer
Abu Dhabi Gov Academy (Abu Dhabi School of Government) | UAE – Abu Dhabi

2021 : 2024

Main Domains: Learning and development, Adult learning, designing and developing e-learning courses for AD Government employees across Abu Dhabi Gov. entities who are exceeding 60.000 Employees.

- E-Learning Strategy Formulation: Played a key role in formulating a forward-looking online learning strategy for ADSG, aligning digital learning initiatives with the organization's broader goals and vision. This included setting priorities, identifying growth opportunities, and integrating innovative technologies.
- E-Learning Ecosystem Creation: development of a comprehensive e-learning ecosystem for ADSG, including establishment of a cutting-edge digital video production studio and active collaboration in the development and launch of digital learning platforms.
- Innovative Learning Design: Led the design and development of engaging, learner-centric e-learning experiences aligned with organizational goals and strategic priorities.
- E-Learning Project Management: held the role of e-learning projects manager, managing end-to-end project lifecycles, including scope definition, timeline optimization, performance tracking, and stakeholder alignment.
- Client Management: Effectively managed clients relationships to ensure the delivery of high-quality, cost-efficient e-learning solutions.
- Stakeholder Communication and Problem Resolution: Demonstrated exceptional communication skills by aligning diverse stakeholders and driving issue resolution to achieve successful project outcomes.

e-Content Manager, Knowledge base & Instructional Design - Global Content & Development Dept.
Concentrix | Saudi Arabia - Riyadh

2015 : 2017

Main Domains: Managnig Saudi Telecom Co. Call Center agents e-content training development across KSA (Adult Blended Learning)

- Define and outline projects requirements and objectives for e-content management, identifying key team members and stakeholders involved.
- Effectively manage the scope of work, ensuring that needs are identified and aligned with project goals while monitoring team members' performance.
- Identify dependencies and critical success factors to ensure smooth project execution and minimize risks within defined Scope, Cost and Schedule.
- Monitor and ensure that the quality of the e-content meets corporate image expectations,
- Support the development and communication of detailed project plans and schedules, ensuring alignment with project objectives and timelines.

Instructional Designer
MGD Computer System | Egypt - Cairo

2011 : 2012

Main Domains: Saudi Arabia Ministry of Education, e-Content Project for K-12 Learners in ministry's curriculum subjects introduced to All Gov. Schools Students across the Kingdom.

Instructional Design Lead
Egyptian E-learning University | Egypt - Cairo

2010 : 2011

Main Domains: Academic courses development for Business, Educational, and Computer Science school.

2024 - Current

Lead Learning Experience Architect - Digital learning Expert
Emirates college for Advanced Education | UAE – Abu Dhabi

Main Domains: Learning and development, Adult learning, designing and developing e-learning courses for educators across UAE schools.

- E-Learning Strategy Formulation: Played crusial key role in formulating a forward-looking online learning strategy, aligning digital learning initiatives with the organization's broader goals and vision. This included setting priorities, identifying growth opportunities, and integrating innovative technologies.
- E-Learning Ecosystem Creation: development of a comprehensive e-learning ecosystem for ECAE, including establishment of a cutting-edge digital video production studio and active collaboration in the development and launch of digital learning platforms.
- Developed and executed the commercial strategy for the Commercial Arm, and Platform Commercial Front of the CEC, creating a cutting-edge online video marketplace for e-learning and professional development across the UAE. The platform offers video-based courses and motivational talks in Arabic and English, featuring expertly curated training programs and interactive delivery methods.
- Innovative Learning Design: Led the design and development of engaging, learner-centric e-learning experiences aligned with organizational goals and strategic priorities.
- E-Learning Project Management: held the role of e-learning projects manager, managing end-to-end project lifecycles, including scope definition, timeline optimization, performance tracking, and stakeholder alignment

2017 : 2021

Sr. Instructional Designer
Hamdan Bin Mohamed Smart University | UAE Dubai

Main Domains: Design and development of the e-learning courses for undergraduate and postgraduate degree learners across all the colleges of Business, Environment and Health, and Education fields,

Manage and lead many external projects with prestigous entities inside Dubai and UAE.

- Primary role as a Senior Instructional Designer seamlessly integrates instructional design expertise with project management skills to deliver exceptional results.
- Also played another role as projects manager who successfully manages multiple projects, ensuring adherence to scopes, timelines, and performance goals while exceeding client expectations.

2012 : 2015

Sr. Instructional Designer - Projects Design & Development Lead
TATA Interactive Systems | Saudi Arabia - Riyadh

Main Projects:
- King Khaled Military College for Saudi Arabia National Guard courses developvment.
- National Center for Assessment for High Education Saudi Arabia (Qiyass).

- Lead the instructional design process for e-learning projects, ensuring an effective and engaging learning experiences.
- Collaborate with subject matter experts, project stakeholders, and clients to gather project requirements and learning objectives.
- Apply instructional design methodologies and best practices to design and develop comprehensive instructional materials.
- Coordinate and manage multiple e-learning projects simultaneously, ensuring adherence to timelines.

Key Achievements

Main key and recent achievements in UAE

- I have established the e-learning function inside Abu Dhabi School of Government and Emirates college for advanced Education, after training were conducted repetitively in a physical form only.
- I have developed an E-Learning Ecosystem by planning and excution of a comprehensive e-learning ecosystem for ADSG, ECAE, including establishment of a cutting-edge digital video production studio and active collaboration in the development and launch of digital learning platforms.
- I introduced various methodlogies and modes of delivery between Self-paced training programs to blended learning that supports the physical sessions with interactive components can be introduced pre or post the physical sessions.
- Increased online course completion rates by 30% through continuous improvement and refinement of course content and delivery methods using the data driven feedback from target audience.
- Managed the e-learning Portfolio for HBMSU, ADSG, and ECAE, of Designing, Development and launching localized online courses that received high ratings from learners and improved overall organizational skills.
- Reduced e-learning program costs by 70% through strategic client management and cost-saving initiatives, and built the internal capability of the organization to create 100% in-house production.
- Introduced e-learning future initiatives that paved the road to entering the digital eco-system for ADSG, ECAE.
- Promoted the adoption of self-paced learning within government entities, and school educators to enhance the overall organizational goals and success of ADSG and ECAE

Clients and Projects

300	15	20	3
Learning Experiences	Clients	Successful External Projects	Countries

Technical & Personal Skills | Languages

Technical

e-Learning Concepts and Applications:

e-Learning and educational Concepts and theories	e-Learning Technologies	e-Content Development
Instructional Design	e-Content Design	Learning Needs Analysis
Assessment Design	Educational Game Concepts	Interactive Learning and Simulations
e-Content Development	e-Learning Management and Leadership	Multimedia Elements design & techniques

Multimedia & Authoring Tools:

Adobe Captivate	Articulate 360 Storyline	Articulate Studio	Camtasia Studio
Adobe After effects	Adobe Photoshop	Adobe Illustrator	Adobe Premiere pro
Adobe Audition			

Aware of 3D and Immersive Design tools and techniques:

Virutal Reality	Augmented Reality	360 Video and Panorama Design	Virtual Interactivity
Mobile Gamification	Green-Screen Editing	Lighting and Video Shooting Techniques	Virtual Reality Environments
Autodesk 3Ds Max	Blender 3D	Adobe Aero	

Personal

- Entrepreneurial and a team player who can efficiently align with other functions to drive results
- Understands the region and its nuances in terms of Client management, L&D, e-learning delivery standards.
- Strategic thinker who is data-driven, results-oriented, and a highly motivated self-starter
- Customer-centric, passionate and knowledgeable about the competitive landscape
- Strong communication skills, a bias for action and a proven ability to influence others in and across teams and organizations, with simplifying complex information for effectiveness
- Demonstrated ability to manage trade-offs and opportunistically evaluate new opportunities with internal and external partners.
- Ability to clearly articulate a vision / objectives and influence others.
- Highly effective written communication skills, presentation techniques, meeting management, and team building skills.
- Self-starter and able to work well with individuals at all levels and across functions.
- Execution oriented and highly organized
- Excellent research and data analysis skills combined with an obsession for making data-based decisions.

Languages

Arabic
Speaking/Listening: Native
Writing/Reading: Native

English
Speaking/Listening: Fluent
Writing/Reading: Fluent
IELTS Certificate 7.0

French
Speaking/Listening: Basic
Writing/Reading: Basic

Achievements News | Linkedin Proile
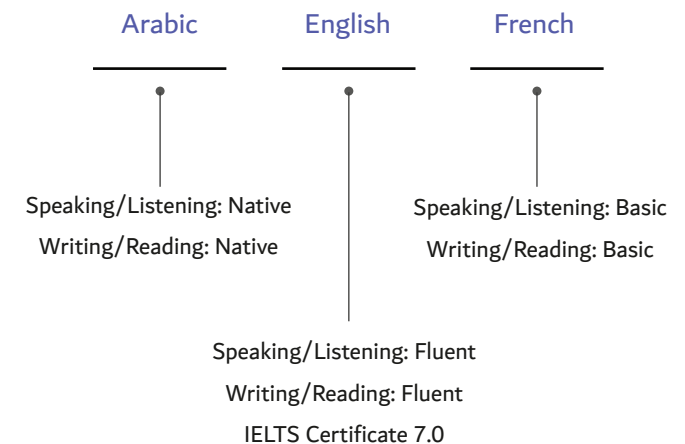
News about my Achievement
BY @UNISCO & HBMSU

My LinedIn Profile for more
needed engegment and
information

Thank you for taking a moment to walk through my career journey.

Every chapter of my journey has been about embracing challenges, learning, and leaving a positive mark along the way. From navigating complex projects to building meaningful collaborations, I've always aimed to turn ideas into impact. Now, as I look ahead, I'm eager to bring this story into a new chapter with your organization—where our shared aspirations can create a narrative of success, growth, and innovation.

It would be a privilege to join your organization's journey, where I can bring my skills, experience, and passion to help shape and enrich your corporate story. Together, we can drive success and make a lasting difference.