

Asna Naseem

Learning Experience Designer | Instructional Designer | UX Designer

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PERSONAL STATEMENT

Learning Experience Designer with a multidisciplinary background spanning instructional design, UX, digital product design, and visual communication. Experienced in designing scalable learning experiences, internal digital platforms, and curriculum systems that improve learner engagement and operational efficiency. Passionate about translating complex problems into intuitive, user-centred solutions through research, information architecture, and thoughtful interaction design.

CORE EXPERTISE

Learning Experience Design • Instructional Design • UX Design • Information Architecture • Content Strategy • Curriculum Design • eLearning Development • User Flows • Wireframing • Stakeholder Management • Project Coordination • Design Systems • Rapid Prototyping • Accessibility • Adult Learning

PROFESSIONAL EXPERIENCE

Learning Content Designer

Lighthouse Communities Foundation

Nov 2025 – Present

- Led the UX and information architecture for an internal Career Counselling Platform, transforming fragmented workflows into an intuitive digital experience adopted across multiple centres.
- Built dynamic web experiences using Wix CMS and Velo, integrating Google Sheets APIs to automate content updates and reduce manual maintenance.
- Developed learning materials, guides, digital resources, and instructional content for blended learning programmes.

Design Instructor

iD Tech Camps

June 2024 – Aug 2025

- Delivered live online instruction in Game Design and 3D Design to students from diverse learning backgrounds using Unreal Engine, Blender, and Adobe Creative Suite.
- Designed structured learning experiences that balanced technical instruction with creativity and engagement within intensive programme timelines.
- Coordinated class operations, learner communication, scheduling, and parent support while maintaining high instructional quality across multiple cohorts.

SCADpro Ambassador

SCADpro Department, SCAD

Oct 2023 – May 2024

- Represented SCADpro during academic events, industry engagements, and recruitment activities.
- Designed presentation assets, motion graphics, and visual communication materials supporting departmental initiatives.
- Coordinated cross-functional events involving faculty, prospective students, and industry partners.

EDUCATION

Savannah College of Art and Design, Savannah, USA - MFA in Interactive Media and Game Design

2021 – 2024

Digital Media Designer . Interactive Media . Communications Lead . Tech Lead . Visual Design Lead

AMU Department of Architecture, Aligarh, India - Bachelors of Architecture

2016 – 2021

Design Thinking . Architectural Visualization . Colour and Balance . Design Philosophy

TOOLS

- Learning Design: Articulate Storyline; Rise 360; SCORM; Moodle (*basic*)
- UX & Product Design: Figma; Wix Studio; Wix CMS; Velo; Google Sheets API
- Creative: Photoshop; After Effects; Blender; Affinity; Camtasia; Autodesk Maya; Unreal Engine