



## Manal Alyaba

NY/NJ Metro Area  
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A creative and self-motivated professional with 5+ years of experience in adult and adolescent digital learning solutions, utilizing a wide range of skills that bring learning excellence and fulfill learning needs. Committed to meeting deadlines, guide, and lead projects to successful completion. A dedicated learning experience designer who strongly believes that learning should be accessible, enjoyable, engaging, and useful for learners of any age.

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### Education

**MA Digital Media Design for Learning with Games for Learning Concentration**  
New York University | New York, NY, USA | Spring 2020 | GPA 3.80

**MFA Visual Communication Design**

Rochester Institute of Technology | Rochester, NY, USA | Fall 2014 | GPA 3.77

**BA Childhood Studies**

King Abdul Aziz University | Jeddah, Saudi Arabia | Fall 2004 | GPA 4.01

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### Learning Design Skills

Instructional design and evaluation models, learning theories including adult learning, eLearning, gamification, simulations, educational games, microlearning, multimedia principles, human-centered design, and scenario-based learning

### Visual & Technical Design Skills

UX design, prototyping, typographic solutions, motion graphics, animation, interactive media, video and audio production, authoring tools, interactive PDFs and forms, basic HTML and CSS editing

### Software

Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, XD, Premiere, Dreamweaver, Audition, Articulate 360, Audacity, and Figma, familiarity with Adobe Captivate, and Camtasia

### Languages

English: Professional Proficiency  
Arabic: Native

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### Work Experience

**Freelance eLearning Developer  
Fresh Communications**

**Remote | October 2016 – Present**

Converted over 50 PPT storyboards into Scorm compliant interactive modules that covered a variety of medical devices used to treat women's health issues. Used Articulate Storyline's custom variables to build interactivity and customized assessments. Created interactive job aids, forms, and eBooks with InDesign.

**Product Designer, 12 Weeks Project  
NYU Steinhardt, Department of  
Communicative Sciences and Disorders  
New York, NY | Oct 2019 – Dec 2019**

Worked with linguistic pathology SMEs and stakeholders to design an automated behavior analysis system for the prevention and treatment of early developmental language disorders. Following a UX design methodology, a high-fidelity prototype was delivered to the client based on the target audience's needs.

**Instructional Designer, 14 Weeks Project  
NYU College of Dentistry  
New York, NY | Feb 2019 – May 2019**

Collaborated with team members alongside key stakeholders and the NYU Dentistry Office of Professional Development to revamping the NYU College of Dentistry orientation module for entering staff and faculty. Utilized the LXD model to research needs analysis, assess learning gaps. Generated design solutions that would help to solve learners' challenges.

**eLearning Developer, Contract  
Respectful Ways  
Remote | April 2018 – July 2019**

Worked in partnership with the stakeholder to craft 20 interactive learning modules that improve social-emotional learning experiences for PreK-12 students. Employed Articulate Storyline features, created visuals graphics based on the learning content, and needs.

**Digital Designer  
Second Avenue Learning  
Rochester, NY | Oct 2016 –  
March 2018**

Created supporting materials and media for the company's flagship products: Martha Madison, VotersEd. Designed graphics, UI, and the finished product for a variety of projects. Collaborated with peers to storyboard and develop ClassBloom instructional videos teaching math skills for K-8, and workforce training videos. Led the production of SI CARES patient empowerment video series that targeted Medicaid patients, plus the cultural competency and health literacy module for Staten Island Performing Provider System.

**Instructional Designer Associate,  
Contract  
CypherWorx, Inc  
Fairport, NY | Feb 2015 –  
March 2016**

Used Articulate Storyline 2 to develop multiple interactive eLearning courses for OSHA training. Collaborated with team members to create early childhood educators' training for the Pennsylvania Keys to Quality. Plus, edited images, audio, created UI for these courses.