

Simran Parekh

Instructional Designer

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SUMMARY

Instructional Designer with 5+ years of experience creating engaging, learner-first content across industries and countries. Skilled in content review, multimedia learning design, and simplifying complex topics into useful, scalable digital training. I've worked with teams across sectors, finance, consumer goods, pharma, senior living and bring a global learner mindset, backed by strong collaboration and storytelling.

WORK EXPERIENCE

Cigna, Sr. Instructional Designer Jun 2025 – Present | Remote

- Developed role-based eLearning and instructor-led training materials for clients across multiple industries using instructional design best practices.
- Created product walkthroughs, demo simulations, facilitator guides, and QA learning materials within tight project timelines.
- Collaborated with SMEs, clients, designers, and QA teams to deliver accurate, learner-focused training solutions.
- Utilized AI tools, including Microsoft Copilot, to support content development, research, and workflow efficiency.

Thinkdom, Senior Instructional Designer Jan 2025 – Jun 2025 | India

- Designed 10+ interactive storyboards for finance and consumer brands aligned with learner outcomes and brand tone.
- Created multimedia learning assets including videos, simulations, and interactive activities to enhance training effectiveness.
- Created DEIB-focused communication and learning materials to support employee engagement and internal initiatives.
- Wrote internal blogs and managed learning-focused social media content to increase audience engagement.

Surge Learning, Instructional Designer Apr 2022 – Dec 2024 | Canada

- Designed and revamped 250+ customized eLearning modules, improving onboarding efficiency and learning accessibility.
- Developed microlearning and gamified training experiences to enhance learner engagement and retention.
- Conducted learning needs assessments for SaaS clients to align training solutions with business goals.

- Performed LMS audits and content updates to ensure accessibility compliance and content accuracy.

Ayask Media, *Co-Founder & Social Media Specialist* Jan 2020 – Mar 2022 | Canada

- Led a team of 11 designers to produce 100+ high-quality branded content pieces.
- Developed multi-platform campaigns across LinkedIn, Twitter, Reddit, and Instagram, boosting engagement by 45%.
- Managed influencer outreach and leadership programs, leading to a 35% increase in brand visibility for clients.

KEY SKILLS

Project Management – Multi-Project Coordination, Trello, Asana, Confluence, SME Collaboration

Motion Graphics & Video Editing – Vyond, Camtasia, Audacity, Adobe Creative Suite , Play.ht

Instructional Design – Articulate Storyline, Adobe Captivate, LMS Management

Learning Methodologies – ADDIE, SAM, Microlearning, Gamification

LMS Management – Administration, Content Updates, User Support

Web Development – HTML, CSS

PORTFOLIO HIGHLIGHTS

- Motion Graphics Projects: Animated explainer videos for e-learning modules using Adobe After Effects.
- Visual Design: Created course interfaces and templates adhering to brand guidelines.
- E-Learning Solutions: Developed SCORM-compliant modules improving user accessibility.

EDUCATION

Coursera, *Gamification* Jan 2024 | Toronto, Canada

Queens University, *Designing for Online Learning* Jul 2023 | Kingston, Canada
Certificate [🔗](#)

Sheridan College, *Visual Merchandising and Arts* Dec 2019 | Mississauga, Canada

INIFD, *Bachelors of Interior Design and Arts* Jul 2016 | Mumbai, India