


Certified by **articulate**


Rakesh Rathod

Instructional Designer | AI-Enabled Learning Solutions


Instructional Designer with 7 years of experience delivering learner-centric, high-impact solutions across corporate and public-sector environments. Articulate-certified expert in end-to-end instructional design, LXD, and blended learning using ADDIE and SAM, with proven strength in performance analysis, stakeholder and SME collaboration, and translating business needs into measurable outcomes. Highly experienced in developing SCORM/xAPI-compliant programs using Articulate Storyline 360, Rise 360, and enterprise LMS platforms, with a strong focus on quality, accessibility, team leadership, and strategic business alignment.

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 Bengaluru, Karnataka, India

Education

2016

Bachelor of Engineering

Visvesvaraya Technological University

Expertise

- ADDIE and SAM Design Models
- Performance & Needs Analysis
- Learning Experience Design (LXD)
- Curriculum Design & Learning Architecture
- LMS Administration
- SCORM, xAPI & Learning Analytics
- Microlearning Design & UI/UX Design
- Gamification & Engagement Strategies
- Stakeholder & SME Management
- Evaluation and Effectiveness Measurement
- Project & Delivery Management
- Cross-Functional Collaboration
- Accessibility & WCAG-Aligned Design

Experience

2024 - Till Now

Paychex IT Solutions India | Bengaluru, Karnataka

Instructional Designer (Learning & Development)

- Conduct in-depth performance and needs analysis with stakeholders and SMEs to define training requirements, measurable learning objectives, delivery approaches, and success metrics.
- Advise on instructional design methodologies, adult learning principles, and learning technologies to design engaging, learner-centric training solutions. Also, built AI-powered learning modules on Sana.ai
- Design and deliver blended learning experiences (ILT, VILT) incorporating facilitator guides, participant materials, multimedia, simulations, gamification, and visual assets aligned to learning plans.
- Lead end-to-end course design (served as Learning Architect), development, implementation, and continuous improvement, ensuring quality, consistency, policy alignment, and business relevance.
- Manage design deliverables, timelines, and resources, developing detailed design plans to ensure on-time, high-quality outcomes that drive learning effectiveness and business impact.
- Evaluate training effectiveness using learner feedback and performance data, recommending enhancements to improve engagement, retention, and learning outcomes.
- Collaborate with cross-functional L&D partners and participate in learning strategy discussions to ensure alignment with business priorities and evolving industry trends.
- Lead and mentor a team of Instructional Designers, ensuring design quality and consistent, high-impact learning solutions.

2023 - 2024

Iexcel Learning Solutions Pvt Ltd | Bengaluru, Karnataka

Instructional Designer (Client: Wadhvani Foundation, New Delhi, India)

- Designed and facilitated e-learning and instructor-led training (ILT) aligned with learning objectives and business needs, collaborating with internal teams and SMEs to gather requirements and develop solutions using agile methods.
- Created, reviewed, and governed storyboards, instructional content, videos, and SCORM-compliant courses, ensuring instructional quality, design standards, and readiness for LMS publishing.
- Supported LMS deployment through quality checks, coordination of course uploads, and release activities.
- Provided content localization, including English-regional language translation and voice-over narration for select learning programs.

Tools

- Articulate Storyline, Rise & Review 360
- LMS (Cornerstone and SuccessFactors)
- SCORM, xAPI, and sana.ai
- Learning Record Store (LRS)
- Adobe Photoshop and Illustrator
- Adobe Premiere Pro and InDesign
- Camtasia, Vyond, Canva & iSpring Suite
- JIRA, Confluence, and MS Office
- Smartsheet and SharePoint
- Figma, Miro, and Kahoot
- Colour Contrast Analyser (TPGi)

Professional Skills

- Leadership & Team Mentoring
- Strategic Thinking & Problem Solving
- Change Management & Learning Adoption and Project Management
- Stakeholder Communication & Influence
- Decision Making & Accountability
- Conflict Resolution & Negotiation
- Scaling Learning Solutions
- Resource Planning & Utilization
- Talent Development & Capability Building

Certifications



Articulate Storyline 360 and Rise 360 Certificate of Completion

Issued by:

Articulate (via Authorized Training Partner: Stratbeans)

Issued on: 07 JAN 2026

Verify:

- <https://www.credly.com/go/5xz7wbJS>
- <https://www.credly.com/go/na6v5Be8>



Prompt Engineering for L&D Professionals. (Issued by: Udemy)



The Complete Artificial Intelligence for Professionals. (Issued by: Udemy)

- Partnered with clients, senior leaders, and project managers to execute learning initiatives and address capability gaps driving learning transformation.

2022 - 2023

Quana Insights Pvt Ltd | Bengaluru, Karnataka

Content Manager

- Designed and developed interactive learning programs and training modules for management, sales, and customer service teams.
- Managed a team of content writers, guiding content creation, review, and approval to ensure alignment with instructional objectives.
- Created and reviewed storyboards, documentation, and brand-aligned content to optimize learning effectiveness and engagement.
- Collaborated with leadership and SMEs to deliver learner-focused training solutions that improved team performance and product knowledge.
- Oversaw content quality and scheduling, ensuring accuracy, instructional relevance, and consistency across learning initiatives.
- Collaborated with CEO and executive leadership to define learning initiatives, align instructional design with business goals, and enhance team capabilities.

2018 - 2022

Busy Bee Global | Vijayapura, Karnataka

Instructional Designer

- Managed the ID, Multimedia, Content and Graphics department.
- Provided the voice over to the learning module which was later sold to the Govt. of Karnataka.
- Presented the modules to the investors after designing it with Instructional technology Integration.
- Designed and developed a training module for the internal team skill development programme and presented it to the top management.
- Directed and closely monitored the creative team to deliver graphic design, multimedia content, and promotional materials aligned with brand goals.
- Presented business proposals to investors, highlighting innovative branding strategies, Technology Integration and ROI.
- Provided the blended learning solutions by offering flexibility & scalability catering to diverse learning styles & preferences.
- Drive instructional design excellence through storyboards, blended learning (ILT, VILT, e-learning), and multimedia integration, ensuring measurable learning outcomes.

Achievements

Earned the "Letter of Appreciation" from Deputy Commissioner and District Magistrate, Vijayapur, Karnataka for leading the Content Development, and UI/UX Dept. of newly developed "COVID-19 Android App"

"I hereby declare that all the details mentioned above are in accordance with the truth and fact as per my knowledge and I hold the responsibility for the correctness of the above-mentioned particulars."

Rakesh Indrajeet Rathod