

AYA SERHAN

CONTACT

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Beirut

EDUCATION

- PROFESSIONAL DIPLOMA IN
DIGITAL LEARNING DESIGN
2023 - 2024
Digital Learning Institute -
| Dublin, Ireland
 - Graduated with
Distinction (95%)
 - Accredited by
Glasgow Caledonian
University
- BACHELOR OF BUSINESS IN
MANAGEMENT INFORMATION
SYSTEMS
2016 - 2019
Lebanese International University
- ECONOMICS SECONDARY
EDUCATION
2015 - 2016

LANGUES

- English
- Arabic

PROFILE

Digital learning and training operations professional with experience leading learner-centered learning initiatives, coordinating digital learning programs, and managing cross-functional project delivery within fast-paced environments.

Currently leading a content development and digital learning team of 5 professionals, overseeing project workflows, quality assurance, stakeholder communication, and end-to-end learning delivery across multiple client initiatives.

Experienced in instructional design, learner engagement, reporting, process improvement, and digital learning implementation, with a strong focus on delivering impactful and high-quality learning experiences.

PROFESSIONAL EXPERIENCE

○ DIGITAL LEARNING TEAM LEADER

January, 2026 - Present - IQUAD Learning Solutions

- Lead and manage a content development and digital learning unit consisting of 5 professionals across multiple client projects and learning initiatives.
- Oversee end-to-end coordination of digital learning workflows, including planning, task allocation, timelines, quality assurance, and delivery execution.
- Drive the incorporation of AI-powered approaches and tools within digital learning workflows to enhance content development efficiency, learner engagement, and operational productivity.
- Collaborate cross-functionally with clients, SMEs, instructional designers, and developers to deliver learner-centered and business-aligned digital learning solutions.
- Monitor project progress, learner experience, operational performance, and quality standards across all deliverables.
- Support team mentorship, onboarding, and capability development, including guiding team members who are new to the digital learning industry.
- Ensure alignment between learning solutions, client expectations, learning objectives, and organizational goals.
- Lead process optimization and continuous improvement initiatives to enhance workflow efficiency and delivery standards within the digital learning lifecycle.

○ SENIOR DIGITAL LEARNING SPECIALIST

Febraury, 2025 - December, 2026 - IQUAD Learning Solutions

- Managed digital learning projects and content development initiatives for corporate clients.
- Supported the structuring and onboarding of a growing digital learning team, mentoring 3 team members new to the industry.
- Designed learner-centered experiences using scenario-based learning, interactive assessments, and blended learning approaches.
- Utilized AI-supported tools to streamline content development and enhance learning workflows.
- Conducted quality assurance reviews and supported reporting and project tracking activities.

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TOOLS & TECHNOLOGIES

○ LEARNING & DESIGN

- Elucidat
- Articulate
- EasyGenerator
- MindSmith
- LMS Platforms -
CrossKnowledge,
Cornerstone onDemand

○ PRODUCTIVITY

- Microsoft Office Suite

CORE SKILLS

- TRAINING COORDINATION
- DIGITAL LEARNING
OPERATIONS
- INSTRUCTIONAL DESIGN
- LEARNER ENGAGEMENT
- QUALITY ASSURANCE
- STAKEHOLDER
MANAGEMENT
- REPORTING &
DOCUMENTATION
- AI IN LEARNING &
DEVELOPMENT
- LMS & DIGITAL PLATFORMS
- LEARNING EXPERIENCE
DESIGN (LXD)

PROFESSIONAL EXPERIENCE

○ DIGITAL LEARNING SPECIALIST

January, 2024 - February, 2025 - IQUAD Learning Solutions

- Assisted in planning and executing digital learning initiatives while ensuring alignment with project timelines, quality standards, and learning objectives.
- Collaborated with clients and internal teams to support the successful implementation of learner-centered digital learning solutions.
- Supported learner engagement activities, digital learning delivery processes, and content development workflows.
- Utilized AI-assisted approaches and digital learning technologies to support content enhancement, research, and development efficiency.
- Generated reports and insights to evaluate learning effectiveness, project performance, and operational progress.
- Assisted in integrating third-party tools, learning technologies, and digital platforms within project implementations.

○ OPERATIONS COORDINATOR

August, 2022 - December, 2023 - IQUAD Learning Solutions

- Executed operational and system-related tasks to support the smooth delivery of digital learning projects and client initiatives.
- Configured, updated, and managed content across digital learning platforms and internal systems.
- Performed quality assurance checks, testing, and validation activities to ensure accuracy and functionality of deliverables.
- Coordinated closely with project managers, technical teams, and cross-functional stakeholders to support timely project execution.
- Monitored task progress, maintained project trackers, and proactively flagged risks or delays.
- Prepared operational reports, documentation, and progress updates using Microsoft Office tools and internal systems.
- Supported workflow optimization and continuous improvement initiatives across operational processes.
- Assisted in stakeholder communication, scheduling, and resource coordination activities within fast-paced project environments.

○ ADDITIONAL EXPERIENCE - 2019 - 2022

Executive Assistant | Nascode

- Supported executive coordination, reporting, scheduling, and cross-functional communication activities.

Travel & Visa Assistant | UNRWA

- Coordinated travel logistics, documentation processes, and stakeholder communication activities.

ICT Technician | UNRWA

- Provided technical support, troubleshooting, and system support services for end users.