ZEINA ALAZEM

LEARNING DESIGNER & CAPABILITY STRATEGIST

CliftonStrengths® Top 5:
Learner · Ideation · Communication · Significance · Strategic

CONTACT

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EDUCATION & CERTIFICATIONS

2024 - 2026
BAHÇEŞEHIR UNIVERSITY

- Educational Design & Evaluation
- M.A. | GPA: 3.91 / 4.0

2026

- IDOL Courses Academy | CPTP
- Google PM Certificate (in progress)

2025

- Gallup-certified Coach
- LSP-certified Facilitator

2004 - 2008
KALAMOON UNIVERSITY | SYRIA

- International Relations & Diplomacy
- B.A. | GPA: 3.51/ 4.0

CORE SKILLS

- Learning Experience Design
- Needs Diagnosis & Analysis
- Translating Complex Needs into Actionable Frameworks, Tools & Pathways
- Learning Objectives, Instructional Alignment & Assessment Design
- Interactive Facilitation
- Program & Project Management

PROFILE

I design learning programs and institutional learning experiences that strengthen capability and performance. My work begins with understanding needs and translating them into clear pathways, practical applications, and tools that can be used in real work settings.

I bring together learning design, interactive facilitation, strengths-based coaching, and systems thinking to help organizations and teams turn goals into practical, sustainable capabilities and ways of working.

Since 2016, I have designed and facilitated more than 55 workshops and learning experiences for over 600 participants.

WORK EXPERIENCE

Independent Learning Designer & Facilitator

In-person & Remote | 2016–Present

- Designed and facilitated 55+ workshops and learning programs for 600+ participants across diverse professional and age groups, including leaders, teams, youth, and adolescents.
- Develop programs based on needs analysis, learning design principles, and interactive facilitation, creating structured learning experiences tailored to each context rather than relying on off-the-shelf training content.
- Apply methodologies including LEGO® SERIOUS PLAY®, strengths-based coaching, Design Thinking, and experiential learning according to program needs.
- Design learning materials, reflection tools, and practical activities that help participants translate learning into realistic action plans and next steps.
- Use participant feedback and post-program evaluation to refine learning experiences, content, and activities over time.

Founding Chair of the Board — The Arab Union for Educational Leadership (TARBWY)

Switzerland | 2025–Present

- Lead the establishment and strategic development of an emerging Arab educational organization, translating its vision into a clear institutional model, priorities, and scalable pathways for growth.
- Designed a portfolio of nine initiatives focused on strengthening educational organizations and leaders, translating sector needs into practical, scalable interventions.
- Built governance and operating frameworks, including role structures, decision-making processes, work-tracking tools, and institutional documentation.
- Lead coordination across initiatives, governance, partnerships, and communications, supporting relationships that strengthen the Union's growth and long-term impact.

LANGUAGES

- English (Advanced)
- Arabic (Native)

PROFESSIONAL METHODOLOGIES & TOOLS

- Learning Design & Program Development

ADDIE · Merrill's First Principles of Instruction · Bloom's Taxonomy · Adult Learning Principles (Andragogy) · Gagné's Nine Events of Instruction · Universal Design for Learning (UDL)

- Facilitation & Interactive Learning

LEGO® SERIOUS PLAY® · CliftonStrengths® Coaching · Padlet · Mural · AhaSlides · Mentimeter

- Learning Evaluation & Experience Analysis

Survey Design · Feedback Analysis · Reflection & Self-Assessment Tools · Qualitative Data Analysis · Formative & Summative Evaluation

- Workflow, Project Tracking & Reporting

Google Workspace · Excel · Google Forms · Tally · Project & Task Tracking Templates · Monitoring Forms & Reports

- Content Development & Digital Production

Educational Content Development & Adaptation · Canva · PowerPoint · Prezi Articulate Rise · Storyline · Genially · NotebookLM · AI Prompt Engineering · Job Aids & Visual Material Design

Program Designer & Facilitator — IRTIKAA Academy | The Change Journey

Istanbul, Turkey | In-person | 2022–2025

- Designed and facilitated workshops within extended development programs focused on leadership awareness, communication, confidence, teamwork, and self-expression for girls and adolescents.
- Applied interactive and experiential approaches including LEGO® SERIOUS PLAY®, guided reflection, group dialogue, and project-based learning to turn concepts into participatory learning experiences.
- Achieved strong participant satisfaction, reaching 93% in selected workshops based on post-session evaluations.

Head of Character-Building Department — AQSA American School

Istanbul, Turkey | In-person | 2019–2022

- Led school-wide character and values education programs across multiple age groups.
- Translated developmental goals into practical programs and student activities.
- Supervised 12 teachers and monitored the quality of classroom and extracurricular delivery.
- Supported student social, emotional, and developmental needs through school-wide initiatives.

Founder & Learning Programs Manager — TAFANNAN Center

Istanbul, Turkey | 2017–2020

- Designed and delivered skill-development and creative learning programs for children and parents.
- Led curriculum and learning activity design, translating program goals into structured content and practical learning experiences.
- Onboarded facilitators and refined programs through participant feedback and continuous improvement.

Founder & Arabic Learning Resource Designer — Tafannan.online

Remote | 2015–2026

- Designed Arabic learning resources, printables, and toolkits that translate learning goals and pedagogical concepts into practical, engaging activities.
- Developed and adapted educational content for different learner needs, with attention to clarity, usability, and age-appropriate learning design.
- Created reusable visual and instructional templates to support consistent digital resource development and future scalability.

SELECTED LEARNING DESIGN PROJECT

Effective Reading & Self-Directed Learning Program | 12-hour, 3-day program, on-site

- Redesigned an existing training program into a structured learning journey with defined outcomes, sequenced modules, interactive practice, reflection, and application activities.
- Developed facilitator and learner materials, pre/post assessment tools, practical exercises, and a 90-day learning action plan.

Scenario-Based UDL Learning Module | We Are Learning | 45–60 min (View Module)

- Designed an interactive digital module for educators on applying Universal Design for Learning (UDL), using scenario-based learning, branching decisions, reflective prompts, and application activities.
- Defined learning objectives and aligned content, interactions, and assessment moments to help learners identify barriers, select appropriate UDL strategies, and redesign a lesson component.