

ALI DEMIRBAS

Instructional Designer · eLearning Developer

Athens, GA · +1 (762) 728-1434 · mrdemirbasa@gmail.com · demirbasali.com · linkedin.com/in/demirbasa

SUMMARY

Instructional designer and eLearning developer with 7 years in classroom instruction and curriculum development, now building scenario-based courses in Articulate Storyline 360, Rise 360, and Figma. Portfolio spans 124 screens across 3 interactive courses with 13 branching decision points, packaged to SCORM and xAPI for LMS deployment.

SELECTED PROJECTS

Advisor Journey — Branching Simulation · Storyline 360, Figma

- Built a hub-based simulation in which new loan advisors work through a client file one decision at a time, each choice opening a consequence path rather than returning a correct/incorrect flag.
- Designed the hub so learners enter stages of the file review in any order, with screen-level wireframes built in Figma before Storyline development.

Sales Excellence — Custom Course UI · Storyline 360, Figma

- Replaced Storyline's stock player with a custom course menu designed in Figma and built entirely in-house, giving learners self-directed navigation and visible progress the default player does not support.

Teamwork in a Tech Company — Branching Scenario · Storyline 360, Figma

- Wrote a workplace scenario where a team-lead character guides learners with hints instead of direct answers, routing recoverable mistakes to coaching rather than a failure state.

EXPERIENCE

Instructional Designer / eLearning Developer — Freelance, Athens, GA

Jun 2024–Present

- Design and develop interactive eLearning end to end: needs framing, learning objectives, storyboarding, UI design in Figma, and development in Storyline 360, Rise 360, and Genially.
- Write measurable learning objectives for every module and map each screen to a stated objective.
- Build course interfaces and character assets in Figma instead of stock templates, maintaining a consistent visual system across a course.
- Package and test courses to SCORM and xAPI standards for LMS deployment and learner tracking.

English Language Arts Teacher — Coile Middle School, Athens, GA

Jul 2022–Present

- Serve on the curriculum development team, building and revising instructional units against Georgia Standards of Excellence.
- Design daily instruction, instructional materials, and formative assessments, revising them based on student performance data and adjusting pacing across a unit as results come in.

ESOL Teacher — Nesibe Aydin Konya Schools, Konya, Turkey

Sep 2019–Aug 2022

- Built English-language curriculum, assessments, and differentiated materials from scratch across multiple proficiency levels over 3 years, adjusting sequencing based on learner progress.

International Relations Specialist — Selcuk University, Konya, Turkey

Sep 2014–Sep 2019

- Drafted bilateral agreements between partner institutions, coordinated international exchange logistics, and advised international students and faculty, including translation of academic and legal documents.

EDUCATION

BA, English Language and Literature — Selcuk University, Konya, Turkey · 2010–2014

CERTIFICATIONS

- AI-Powered Instructional Design Professional — LearnWorlds
- Digital Skills: User Experience — Accenture

SKILLS

Authoring & Development: Articulate Storyline 360, Articulate Rise 360, Genially, SCORM, xAPI

AI in Instructional Design: Claude, ChatGPT — scenario and branch drafting, assessment item generation, storyboard acceleration

Design: Figma, UI design, prototyping, visual asset creation

Instructional: Scenario-based learning, branching design, curriculum development, learning objectives, formative assessment, storyboarding

Languages: English (bilingual), Turkish (native)