

## Contact

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## Top Skills

Storyline 360  
Storyline Rise  
Camtasia  
Snagit  
Skilljar LMS  
Bridge LMS  
LearnUpon LMS  
Project Management

## Languages

English  
Hindi

## Certifications

Instructional Design: Adult Learners  
The Fundamentals Of Digital  
Marketing  
Skilljar Certified Professional Exam  
TechSmith Camtasia 2022 Explorer  
Instructional Design Essentials:  
Models of ID

## Honors-Awards

The Indigo Star  
Rising Star

# Vineet Singh

Senior Instructional Designer & eLearning Developer at Phreesia  
Bilaspur, Chhattisgarh, India

## Summary

- 11+ years of total experience.
- 8+ years of experience in designing and developing customized learning solutions for clients spread across multiple geographies and industries. The solutions include but are not limited to curriculum design, content development, eLearning, ILTs, vILTs.
- Experience in Instructional Design, E-Learning Development, and Project Management.
- Tools: Camtasia, Articulate Storyline 360, Rise 360, Skilljar, Bridge, Snagit, Adobe Captivate, Audiate, MindMeister, Monday work management, Microsoft PowerPoint, Microsoft Excel, Microsoft Word.
- Worked in different domains like Sales, marketing, banking, E-commerce, Healthcare, and IT.

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## Experience

### Phreesia

Senior Instructional Designer & eLearning Developer  
July 2021 - Present (3 years)  
Wilmington, Delaware, United States

At Phreesia, I drive the creation of multimedia eLearning and video training for both internal and external stakeholders. From supporting the establishment of the Product Training Style Guide to collaborating with content developers, instructional designers, subject matter experts, and other departments, I ensure our materials maintain Phreesia's brand standards. Alongside this collaboration, I provide guidance on learning technologies like Articulate 360 and Camtasia Studio, while also assisting in the management of Phreesia University, our client-facing LMS-Skilljar and LearnUpon. My expertise in SCORM-compliant courseware development and tools like Office 365 and HTML/XML enables our content to remain top-notch and seamlessly integrated within our learning ecosystem.

## **NIIT Limited**

Freelance instructional designer

April 2020 - April 2022 (2 years 1 month)

Gurugram, Haryana, India

- Craft and deliver tailored learning solutions for clients across various geographies and industries.
- Assess project requirements and collect necessary data for the comprehensive execution of the learning and development (L&D) department.
- Create Detailed Design Documents.
- Develop storyboards that outline the blueprint for course production.
- Review and refine storyboards to ensure alignment with project goals and stakeholder expectations.
- Manage project timelines, ensuring milestones are met and deliverables are on schedule.
- Create a variety of documents including high-level design documents, virtual instructor-led trainings, help page articles, simulations, storyboards, infographics, and video storyboards.

## **Freelance Consultant**

Learning Solutions Consultant

December 2016 - June 2021 (4 years 7 months)

- Design and develop customized learning solutions for clients spread across multiple geographies and industries.
- Analyze project requirements and gather data for the end-to-end implementation of the learning and development department.
- To design proof of concept (POC) focusing on the analysis. Get approval for POC from the respective stakeholders.
- Writing storyboards that serve as a blueprint for the course production.
- Create a design of the project along with regular consultation from the respective stakeholders.
- To implement the tools and materials with the help of stakeholders.
- Evaluating the learning effectiveness and performance outcomes of the training.
- To develop the project with inputs and consultation from the L&D department. Train the trainers of various departments in delivering the new L&D solutions.

## **IndiaMART InterMESH Limited**

Client Acquisition Manager

July 2016 - November 2016 (5 months)

Mumbai, Maharashtra, India

# Manage a team of ten members.

# Communicating with clients, gathering their requirements, and acting as a liaison between client and technical team.

# Strategic consulting, including business plan and sales strategy development for all the clients.

# Acquiring new clients and retaining old and new clients.

# Create a design of the project along with regular consultation from the respective stakeholders.

# Create the training material for the team and train them on specific skills.

# Design and develop curriculum to provide training to clients for use of the online portal.

## **CarWale**

Senior Executive

July 2015 - June 2016 (1 year)

Mumbai, Maharashtra, India

# Acquiring new clients and retaining existing clients also achieving monthly sales targets.

# SEO, SEM, and digital marketing add campaign.

# Communicating with clients, gathering their requirements, and acting as a liaison between client and technical team.

# Increasing visibility and online presence of clients.

# Query resolution, maintaining a relationship with the dealers.

# Handling key accounts and after-sale service.

# Preparing all the necessary reports and presentations.

# Meeting Clients with various team members for Sale closures.

# Optimizing online lead generation activities and improving the quality of leads.

# Strategic Consulting, including business plan & sales strategy development for a used car dealer.

## **Bhagwati Tractors**

Sales Manager

January 2014 - July 2015 (1 year 7 months)

Rewa, Madhya Pradesh, India

- # Hiring, training, and managing a team of sales executives.
- # Resolving queries, training, and motivating team members periodically.
- # Achieving monthly sales target (individual and team).
- # Direct sales.
- # Resolving after-sales grievances of clients.
- # Maintaining sales and other required datasheets.

## **ICICI Bank**

Relationship Manager

August 2013 - November 2013 (4 months)

Indore Area, India

- # Handled a team of five sales Executives.
- # Dealership visits.
- # Bank walk-in customer handling.
- # Solving grievances of customers, and team members.
- # Motivating team members, training, recruiting.
- # Achieving monthly Sales target (individual and team).

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## **Education**

Prestige Institute of Management & Research, Ring Road, Indore  
Master of Business Administration (MBA), Finance And HR · (2011 - 2013)

Maharishi Mahesh Yogi Vedic Vishwavidyalaya  
PGDCA, Computer Science · (2013 - 2014)

I.P.S. Academy, indore  
Bachelor of Business Administration (BBA), Accounting and  
Finance · (2008 - 2011)

Bal Bharti School  
HSC, Business/Commerce, General · (2007 - 2008)

The Scindia School  
SSC · (2005 - 2006)