

Youssef Barj

Instructional Designer — H5P · Moodle · Self-Hosted LMS · AI-Powered Training

Casablanca, Morocco · Remote worldwide

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Summary

Instructional designer with 4+ years of freelance experience building interactive, scenario-based e-learning for organizations across Europe. I turn policies and source material into courses people actually finish — with built-in analytics, completion tracking, and certification — using open-source tools on infrastructure clients control. No SaaS lock-in, no per-seat fees. I work remotely in English and French.

Experience

Instructional Designer

Jan 2022 – Present

Freelance — Various Clients

Casablanca, Morocco · Remote

End-to-end e-learning design and LMS deployment for companies that need compliance, onboarding, and technical training without enterprise SaaS costs.

- Designed and developed 30+ interactive courses using H5P and Articulate — compliance, GDPR, sales enablement, SOPs, and certifications
- Deployed and configured self-hosted Moodle LMS on Linux VPS, eliminating SaaS fees and keeping learner data sovereign on EU servers
- Built AI-powered LMS automation agents handling course enrollment, progress reporting, certificate generation, and 1-on-1 learner tutoring via plain-language commands
- Integrated BigBlueButton virtual classrooms and SCORM/xAPI tracking for complete, audit-ready training ecosystems

Projects

Interactive Course Design

Scenario-based H5P modules with branching logic, knowledge checks, and completion analytics. Compliance refreshers that teams engage with instead of clicking past. Built-in xAPI tracking for L&D and HR to see exactly where learners struggle.

Self-Hosted Moodle LMS

Full Moodle deployment on private European VPS — course architecture, user enrollment, progress dashboards, audit-ready reports, automatic certificates, H5P embedding, and BigBlueButton live classrooms. Zero SaaS dependency, complete data ownership.

AI-Operated LMS Administration

Custom AI agent that automates repetitive Moodle admin. Type "enroll the new sales cohort in GDPR refresher, due Friday, send me completion stats Monday" and it's done. Runs 24/7 on client infrastructure. Also tutors employees 1-on-1 through course material.

Skills

AUTHORING

H5P · Articulate · SCORM · xAPI · Figma · Storyboarding

DESIGN METHODOLOGY

Needs Analysis · Assessment Design · Curriculum Architecture · ADDIE

LMS & INFRASTRUCTURE

Moodle · Linux VPS · BigBlueButton · Systemd · Docker

TRAINING DOMAINS

Compliance · GDPR · Onboarding · Sales Enablement · SOPs · Certifications

AI & AUTOMATION

Agent Deployment · LMS API · Telegram/Slack Gateway

LANGUAGES

English (Fluent) · French (Fluent)

Education

Faculté des Sciences Ben M'Sik, Casablanca

2023 – 2024

Master's — Educational Technology and Training Engineering (ITEF)

Certifications

Instructional Design Foundations and Applications — UIUC (Coursera, Dec 2023)

Google Project Management Certificate (CAPM) — Google (Coursera, Jun 2023)

AI Prompt Engineering Specialization — Vanderbilt University (Coursera, May 2023)

Teach English Now! Technology Enriched Teaching — ASU (Coursera, Nov 2023)