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Hiring Manager
Darsy Learning

Dear Hiring Manager,

For seven years I have designed lessons for teenagers who would often rather be anywhere else, and for the last three I have done it mostly online. That is the experience I would bring to Darsy Learning as a Learning Experience Designer: I know what makes a learner close the tab, and I have measured what brings them back.

In 2023, when our school moved online for most of the year, I rebuilt our grade 9 English course for 140 students as a blended course on Moodle. In the first term only 52% of students completed the weekly tasks. I cut every video to five minutes or less, added a short weekly check-in and moved the hardest task to the middle of the week. By the end of the year, completion had risen to 81%.

I know that a classroom is not a product team. To close that gap, I completed a UX design certificate in 2025, built 30 interactive lessons in Articulate Rise and trained 22 colleagues to use Moodle. I am used to working from evidence, to writing for learners whose first language is not English, and to honest feedback from my toughest users.

Darsy's Arabic-first courses for adults learning job skills are the reason I am applying, rather than simply looking for a change. Many of my students' parents study at night after work, on a phone, and designing for them is the work I want to do.

I would welcome an interview, and I would be glad to walk you through two of the courses I have built. Thank you for your time.

Kind regards,

Ruba Hamdan

WRITTEN WITH HUMANPROSE