

# AYSU JABRAYILOVA

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## SUMMARY

Learning designer with 9+ years of experience creating and managing educational content for adult learners. Skilled in designing blended learning experiences, leveraging EdTech tools, and applying instructional design methodologies to enhance learning effectiveness. Passionate using innovative, human-centered design and systems thinking to overcome development challenges, drive meaningful change, and promote diversity, equity, and inclusion in the learning environment and workplace.

- **Skills:** RStudio, SPSS, Learning Management Systems (Canvas, Coursera), Cap Cut, Adobe Captivate/Storyline/Premiere Pro, WordPress, H5P, Canva, Asana, MiroBoard, Microsoft Office Suite, Google Suite/Slides, PowerPoint.
- **Languages:** English (Fluent), Azerbaijani (Native), Russian (Fluent), Turkish (Fluent), German (Beginner).

## WORK EXPERIENCE

### **Learning Designer (GA)** at the [Center for New Designs in Learning and Scholarship](#) [Georgetown University](#)

*Washington, D.C.*  
*08/2022–05/2024*

- Designed and built **30+** engaging online courses on LMS (Coursera and Canvas) in cross-functional collaboration with faculty, SMEs, e-learning, and multimedia teams (video production), ensuring alignment with university branding guidelines.
- Incorporate EdTech tools like Voicethread, Panopto, H5P, and HTML to create visually engaging and user-friendly online courses across different learning management systems, including Canvas, Edx, and Coursera.
- Facilitate **8** teaching feedback focus groups with **200+** students, synthesize students' feedback, and discuss recommendations with faculty on improving course design and teaching.
- Assess **30+** online courses for compliance with [Quality Matters](#), inclusive pedagogy rubrics, and WCAG 2.1 standards, providing actionable recommendations to enhance course materials, content, and technical tools.

### **Learning Designer & Adjunct Lecturer** [Azerbaijan State University Of Economics](#)

*Baku, Azerbaijan*  
*01/2022 – 07/2022*

- Taught Soft Skills courses in **11 classes**, engaging over **200 students** in the Finance and Economics Schools, and achieved a **95%** student success rate using active learning methods.
- Redesigned and revised course syllabus using Adult Learning Theory, resulting in a **94%** increase in student engagement.
- Facilitated and trained **25+** faculty members to transition to a new IT platform, resulting in a **95%** satisfaction rate and ensuring a smooth and inclusive learning experience for over 500 students.

### **Project Coordinator & Learning Designer** [The German Sparkassenstiftung for International Cooperation](#)

*Baku, Azerbaijan*  
*10/2018 – 02/2022*

- Coordinated over **10 projects**, achieving **93%** on-time completion while adhering to budgets, roadmap, and vendor agreements.
- Developed **9+** comprehensive learning programs based on learning needs analyses for different target groups in collaboration with institutions like The Central Bank of the Republic of Azerbaijan, Azerbaijan Bank Training Center, GOPA, and GIZ.
- Advised and facilitated partner organizations on capacity building, including training **50+** staff members to enhance competencies.
- Led over **100** game-based learning sessions for **2500+ learners**, resulting in a **92%** improvement in financial literacy awareness.
- Monitored training outcomes, analyzed data, and reported findings through an online system to evaluate and improve training effectiveness.

### **Head Specialist of International Relations and Deals with FI & Learning Specialist** [TuranBank](#)

*Baku, Azerbaijan*  
*05/2010 – 03/2017*

- Directed and managed over **15 strategic projects**, securing **\$50 million** in financial resources, including term deposits, syndicated investments, credit lines, and subordinated debts for micro and SME financing.
- Led the development and management of relationships with over **20** international financial institutions, resulting in a **40%** increase in cross-border transactions and partnerships.
- Conducted needs assessments and provided data-driven recommendations, resulting in a **20%** increase in operational efficiency and a **15%** reduction in errors, addressing complex bank operation challenges through targeted training and knowledge interventions.
- Guided mentorship and training to onboarded staff on bank products, operational procedures, and exceptional customer support standards.

## EDUCATION

### **MA: Master of Arts** in Learning, Design, and Technology **Georgetown University, Graduate School of Arts and Sciences**

*Washington, DC*  
*08/2022 – 05/2024*

### **MBA: Masters of Business Administration** in Foreign Economic Activity **Khazar University, School of Economics and Management**

*Baku, Azerbaijan*  
*\*\*\* 06/2017*

### **BS: Bachelor of Science** in Administrative Management **Azerbaijan State University Of Economics, School of Economic Regulation**

*Baku, Azerbaijan*  
*\*\*\* 06/2012*