



MUHAMMAD ZIA UL HAQ

+92 301 411 8111 | 251094zia@gmail.com | 24220015@lums.edu.pk
Lahore, Pakistan | linkedin.com/in/zia-ul-haq-45538b164

CAREER SUMMARY

Results-driven education leader with over 10 years of experience identifying systemic inefficiencies and engineering scalable solutions across curriculum development, education technology, and organizational operations. Known for diagnosing root causes of underperformance and translating complex challenges into actionable strategies that deliver measurable outcomes. Currently leading learning innovation at ARVO (by PGC), the EdTech division of Pakistan's Punjab Group, where I oversee 180+ professionals and have driven transformational improvements—including a 12X increase in production speed, PKR 200M+ in cost savings, and 25,000+ man-hours reclaimed through AI-driven operational redesign. My approach consistently centers on finding the right solution first, then building the systems and teams to sustain it at scale.

EDUCATION

Lahore University of Management Sciences (LUMS) 2024
Executive MPhil – Education Leadership & Management

- Specialized in Leadership & Change Management, Educational Policy, and Advanced Data Analysis.
- Research focused on program monitoring, evaluation, and impact assessment frameworks.

University of The Punjab, Lahore 2018
MPhil – Physics

PROFESSIONAL EXPERIENCE

ARVO by The Punjab Group
Head of Learning Innovation (promoted Aug 2025) Jan 2023 – Present
Previously: Head of Content and EdTech Productions (Jan 2023 – Jul 2025)

- Problem:** Pakistan's largest private education network (500+ campuses) faced fragmented content workflows, slow production cycles, high operational costs, and no unified system for digital learning delivery.
- Solution:** Redesigned the entire content production and delivery pipeline. Built cross-functional systems from the ground up, integrating pedagogy, technology, and media production under a single operational framework.

Key Impact & Achievements:

- AI-Driven Operational Transformation:** Integrated AI tools across quality control, metadata tagging, and student engagement analytics—fundamentally changing how the team works and making processes faster, smarter, and more consistent.
- 25,000+ Man-Hours Saved:** Identified and eliminated redundancies across production, review, and deployment workflows. Reclaimed more than 25,000 man-hours in just 7 months through process automation and intelligent task allocation.
- 12X Production Speed Increase:** Engineered a new production planning and editorial review system that compressed turnaround times dramatically—turning what once took weeks into days.
- PKR 200M+ Cost Savings:** Drove resource optimization, vendor renegotiations, and workflow consolidation that collectively saved over PKR 200 million in operational expenditure.
- Team of 180+ Professionals:** Built and lead a cross-disciplinary team of subject specialists, instructional designers, media producers, software engineers, and studio technicians—fostering a culture of ownership and rapid iteration.
- Designed scalable internal systems for production planning, editorial review, and version control—reducing error rates and enabling continuous improvement based on real-time feedback.
- Serve as the bridge between pedagogical intent and technological execution, actively shaping the roadmap for the organization's learning platforms and digital infrastructure.
- Collaborate with leadership across education, engineering, and business units to ensure operational decisions align with learner outcomes and long-term strategic goals.

Ulearn Pakistan Ltd
Program Manager – EdTech Sep 2020 – Dec 2022

- **Problem:** The platform lacked a coherent content delivery framework, resulting in inconsistent learner experiences, low retention, and underperforming digital marketing efforts.
- **Solution:** Built end-to-end content frameworks for synchronous and asynchronous learning, integrated multimedia with platform UX, and designed data-informed marketing strategies.
- Developed and standardized instructional design processes, assessment alignment, and learner pacing across all programs—solving for inconsistency at scale.
- Designed and executed high-impact digital marketing strategies that drove measurable platform growth and improved learner retention across multiple segments.
- Leveraged learner analytics and campaign data to identify pain points and iteratively refine product features and content delivery systems.
- Collaborated with product and engineering teams to test, iterate, and scale new platform features—ensuring technology responded to real classroom dynamics.
- Managed end-to-end operational workflows including project timelines, faculty coordination, QA cycles, and stakeholder reporting.

NearPeer Pvt Ltd

Academic Program Manager – EdTech

Oct 2017 – Nov 2020

- **Problem:** No structured MDCAT preparation program existed on the platform. The company needed a flagship academic offering to compete in Pakistan’s crowded EdTech market.
- **Solution:** Designed and launched NearPeer’s MDCAT program from scratch—an initiative that became one of Pakistan’s most sought-after medical entrance prep offerings.
- Led end-to-end development: syllabus structuring, content creation, instructor onboarding, and learner experience design.
- Introduced scalable systems for course delivery, learner support, and performance analytics—laying the foundation for expansion across other test prep verticals.
- Managed collaboration between academic experts, video production teams, and marketing to ensure coherence between pedagogical goals and digital media output.
- Played a key role in early-stage brand growth, contributing to platform positioning, outreach campaigns, and user engagement in a competitive market.

KIPS

Physics Lecturer

May 2015 – Aug 2017

- Designed and delivered physics curriculum for students, integrating simulations and digital resources to enhance engagement.
- Developed interactive lesson plans focused on concept retention—identifying gaps in traditional instruction and building solutions around student needs.

KEY SKILLS

1. Operational Problem-Solving & Process Redesign
2. AI Integration in EdTech Operations
3. Strategic Planning & Scalable Execution
4. Cross-Functional Team Leadership (180+)
5. Curriculum Design & Instructional Systems
6. Data-Driven Decision-Making & Learning Analytics
7. Production Workflow Optimization
8. Budget Management & Cost Optimization
9. Change Management & Crisis ResponseStakeholder Relations & Partnership Development

INSTRUCTIONAL DESIGN & E-LEARNING

Expert in instructional design with deep experience in e-learning development and curriculum structuring. Proficient in Articulate Storyline, Articulate Rise, and multimedia content creation. Applied Bloom’s Taxonomy and ADDIE framework to structure effective, outcome-driven learning experiences across diverse educational settings.

FEATURED PROJECTS

- Arvo Digital Learning Content – Punjab Group of Colleges (2023-2026)
- Training Program for Future EdTech Instructors – University of Central Punjab (2023)