

Jen Rains

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Learning Experience Designer

Learner-Centered | Performance-Focused | Purpose-Driven

AT A GLANCE

- 10+ years working in learner-focused roles supporting learning and skill development
- Experience across curriculum design, graphic design, and performance-focused learning
- Comfortable managing multiple projects independently, balancing priorities from concept to delivery

RELEVANT PROFESSIONAL EXPERIENCE

Jen Rains Learning Design

January 2025 - Present

Learning Experience Designer (Portfolio Projects)

Discovering ID as a profession put a name to the work I was doing, and I've since studied adult learning principles and ID methodology while building portfolio projects to apply them.

- Conduct needs analysis using action mapping and task analysis to design [scenario-based eLearning](#) in Articulate Storyline 360, translating complex workflows into realistic simulations where learners make decisions and see consequences
- Design performance support tools including a [job aid](#) and quick-reference materials, identifying when other solutions work better than training
- Currently developing a [microlearning](#) series in Articulate Rise and Camtasia using storyboarding and iterative design, incorporating peer feedback to refine clarity and usability

The Salvation Army

November 2024 - October 2025

Graphic Designer (Contract)

Contracted to design on-brand print and digital materials for events serving 400+ participants.

- Collaborated with internal teams to understand audience needs and align on themes, creating clear, visually engaging materials using Adobe Illustrator, InDesign, Photoshop, and PowerPoint
- Managed multiple design projects simultaneously, handling project timelines and iterating based on feedback from concept to final delivery

Instructional Designer & Owner

My passion for creating engaging learning experiences led me to start a business designing materials that filled a need in online classrooms and reached 25,000+ learners.

- Researched gaps in available learning resources and designed engaging, interactive materials that made learning enjoyable and kept students actively participating
- Created [87 learning experiences](#) from concept to completion, managing all aspects of design, production, and project timelines independently
- Designed materials with clear learning objectives and structured activities, receiving positive feedback (4.7 out of 5) on student engagement and usability

LCI Academy

March 2020 - August 2020

Curriculum Designer (Contract)

This role was the turning point in my career. Designing a phonics curriculum for an academy in South Korea made me realize my true passion was creating learning experiences.

- Collaborated with a stakeholder and teachers to evaluate the existing phonics curriculum and identify what wasn't working, then designed new materials to be more engaging and focused on skill development
- Created 9 progressive workbooks across 3 levels, sequencing content to build skills systematically and support learners

ADDITIONAL PROFESSIONAL EXPERIENCE

Marlin Coast Fitness Center

December 2024 - Present

Swim Instructor

- Plan and deliver [individualized swim lessons](#), using ongoing assessment to adapt instruction and support each learner's progress.

Various International Schools & Online Platforms

October 2015 - February 2025

ESL Teacher

- Taught English in classroom and online settings, adapting instruction to diverse learners across cultures and age groups
- Designed and delivered custom lessons and materials to support engagement, clarity, and learner confidence

EDUCATION

Bachelor of Arts in Elementary Education & Global Studies
Lesley University, Cambridge, Massachusetts