

Jen Rains

JenRainsDesign@gmail.com | [LinkedIn](#) | [Portfolio](#)

Cairns, QLD, Australia | US Citizen | Australian Permanent Resident

INSTRUCTIONAL DESIGNER

Specializes in scenario-based eLearning designed around practice and decision-making. Combines instructional design with graphic and visual design. Builds accessible learning to WCAG 2.2 standards.

EXPERIENCE

Jen Rains Learning Design

January 2025 – Present

Freelance Instructional Designer

Contract work for clients alongside self-directed projects.

- Designing installation training for a hardware technology client, from storyboard through development, including the print job aids across the full program
- Conducted needs analysis interviews with 9 stakeholders and learners, developed learning objectives and a storyboard, and designed scenario-based microlearning for snorkel guide interns on a Great Barrier Reef tourism boat, using action mapping, developed in iSpring
- Developed a branching simulation in Articulate Storyline 360 modeled on real reef survey data collection protocols, with 219 possible inputs per slide and a custom scoring system built to handle partial accuracy, overcounts, and cumulative tallies
- Designed a performance support job aid in Adobe Illustrator for a hands-on physical skill, iterated on community feedback with accessibility improvements in version two
- Audited my portfolio website against WCAG 2.2, identifying and remediating 30+ issues across contrast, alt text, semantic HTML structure, and keyboard navigation
- Produced project multimedia including underwater footage in Adobe Premiere Pro and an explainer video in Camtasia

The Salvation Army, Remote

November 2024 – October 2025

Graphic Designer (Contract)

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

- Designed 16 print and digital deliverables across 5 events, collaborating with internal teams to align on themes and audience needs using Adobe Illustrator, InDesign, Photoshop, and PowerPoint
- Managed multiple design projects simultaneously, scheduling stakeholder meetings to gather feedback and drive approvals, handling project timelines from concept to final delivery

Nice Giraffics, Remote

September 2020 – September 2023

Learning Designer & Owner

Independent education resources business. Designed and sold interactive digital learning materials for K-12 classrooms.

- Identified gaps in available K-12 learning resources and designed interactive digital materials reaching 25,000+ learners
- 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, Gwangju, South Korea

March 2020 – August 2020

Curriculum Designer (Contract)

Private language academy based in South Korea. Contracted to evaluate and redesign the existing phonics curriculum across three learner levels.

- Partnered with stakeholders and teachers to identify gaps in an existing phonics curriculum and redesigned activities to improve learner clarity and teacher correction
- Created 9 progressive workbooks across 3 levels, sequencing content to build skills systematically and support learners

ADDITIONAL EXPERIENCE

Marlin Coast Recreation Centre, Cairns, Australia

December 2024 – Present

Swim Instructor

- Plan and deliver lessons for 70+ students per week, using ongoing assessment to adapt instruction and support individual skill progression

Various International Schools and Online Platforms

October 2015 – February 2025

English Language Teacher

- Designed and delivered English language instruction to 1,000+ learners across 10 countries, adapting materials and methods to diverse cultural contexts, age groups, and skill levels

EDUCATION & CERTIFICATIONS

Lesley University

Bachelor of Arts in Elementary Education & Global Studies

Magna Cum Laude

Instructional Design Institute

2026

Making Online Content Accessible for All

Hands-on training in applying WCAG 2.2 accessibility standards to instructional design and digital content, culminating in a full audit and remediation of a live website. Facilitated by Dr. Nicole L'Etoile CPACC.