

# Jen Rains

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

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

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## INSTRUCTIONAL DESIGNER

Specializes in scenario-based eLearning based on stakeholder and learner research, including projects built from real operations on a Great Barrier Reef tourism boat. Combines ID thinking with graphic and visual design to deliver polished, end-to-end solutions. Completed WCAG 2.2 accessibility training and now designs with accessibility embedded from the start. Portfolio featured by Tim Slade of The eLearning Designer's Academy.

## EXPERIENCE

Jen Rains Learning Design

January 2025 – Present

### **Instructional Designer**

*Self-directed portfolio projects applying instructional design methodology to real-world performance needs.*

- 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.