

Jen Rains

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Learning Experience Designer

Instructional Design | eLearning Development | Learning Strategy

CAREER PROFILE

- Instructional design professional with 10+ years of experience creating outcome-driven learning experiences tailored to learner needs and organizational goals. Skilled in creating sequenced learning experiences that onboard learners into new tools, systems, and skills through guided practice, applied scenarios, and progressive skill development.
- Led the end-to-end development of 100+ learning experiences for over 25,000 learners worldwide, applying instructional design principles and collaborating with subject matter experts to ensure accuracy, relevance, and engagement.
- Experienced in learning strategy, eLearning development, and visual design, with a track record of delivering high-quality solutions that drive performance outcomes—achieving a 96% satisfaction rate across 2,600+ educators and customers.

AREAS OF EXPERTISE

Learning Experience Design (LXD) • Curriculum Design • Adult Learning Principles • Scenario-Based Learning • Learning Pathways & Sequencing • Needs & Gap Analysis • Storyboarding • eLearning Development (Articulate Storyline 360) • Visual Design (Adobe Creative Cloud) • Accessibility • Project Management • Remote Learning

RELEVANT PROFESSIONAL EXPERIENCE

Nice Giraffics

2020 - Present

Instructional Designer | Owner

Nice Giraffics is a small business that creates and sells engaging, research-informed learning resources, supporting over 25,000 students and 2,600+ educators and parents worldwide.

Founded and operate a digital learning resource business, leading the end-to-end design and development of engaging, learner-centered content for global audiences across K-12 and homeschool environments.

Key Achievements

- Design structured, learner-centered materials that support progressive skill development through clear sequencing, guided practice, and scaffolded learning experiences.
- Apply instructional design principles—such as scaffolding, sequencing, and cognitive load considerations—to create clear, engaging, research-informed learning materials.
- Conduct market and learner needs analysis to identify content gaps and design targeted resources that address specific learning challenges.
- Manage the full content development lifecycle—from research and concept development to design, production, and quality assurance.

LCI Academy

2020, 2016 - 2017

Curriculum Designer & Educator

LCI Academy is a private English-immersion school in South Korea that serves young learners through a rigorous curriculum focused on language acquisition and academic development.

Designed and implemented a sequenced phonics curriculum for young learners, creating clear, engaging instructional materials that supported progressive skill development and foundational literacy in a second-language environment.

Key Achievements

- Delivered 100+ structured learning experiences for over 200 students, ensuring alignment with academic standards and language development goals.
- Integrated multimedia elements and interactive activities to support diverse learning needs and increase learner engagement.
- Refined instructional materials based on teacher feedback to improve clarity, pacing, and alignment with learner needs.
- Adapted curriculum for eLearning delivery to ensure continuity of instruction during remote learning periods, maintaining accessibility and learner support.

ADDITIONAL EXPERIENCE

Marlin Coast Fitness Center

2024 - Present

Swim Instructor

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

The Salvation Army

2024 - 2025

Graphic Designer

- Manage multiple projects simultaneously, delivering on-brand digital and print materials for events and outreach using Adobe Illustrator, InDesign, Photoshop, and PowerPoint.
- Collaborate with internal teams to develop clear, accessible visuals tailored to audience needs, applying brand standards and design best practices.

EDUCATION

Bachelor of Arts in Elementary Education & Global Studies
Lesley University