

Ana Rexach, Ed.D.

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Jacksonville, FL

Instructional Designer | Learning Experience Strategist | eLearning Developer

Strategic Instructional Designer with 15+ years of experience designing performance-driven eLearning, blended, and instructor-led solutions across defense, aviation, and higher education sectors. Expertise in translating complex technical content into engaging, learner-centered experiences using Articulate Storyline, Rise, Adobe Captivate, and Camtasia. Experienced in Agile environments, collaborating with cross-functional stakeholders to deliver scalable, accessible, and data-informed learning solutions. Strong background in quality assurance, accessibility compliance, microlearning, and AI-enhanced instructional strategies aligned to organizational performance outcomes.

Core Competencies

Instructional Design & Strategy

ADDIE | PADDIE | Needs Analysis | Curriculum Design | Performance Improvement

eLearning Development Tools

Articulate Storyline | Rise | Adobe Captivate | Camtasia | Canva | Adobe Creative Suite

Learning Technologies

Canvas | D2L | Brightspace | LMS Administration

Project & Quality Management

Agile | Kanban | Jira | Confluence | Accessibility (Section 508) | QA Review

Professional Experience

Instructional Design Consultant

Self Employed | 2025 - Present

- Designed and developed portfolio-driven eLearning, microlearning, and multimedia projects to demonstrate advanced instructional design practices and emerging technologies.
- Produced interactive, scenario-based modules, video tutorials, and learning prototypes using Articulate Storyline, Rise, Camtasia, and AI-enhanced tools.
- Applied adult learning theory, ADDIE methodology, and accessibility standards (Section 508/WCAG) to create learner-centered, performance-focused experiences.
- Managed full project lifecycles—from analysis and design to development, quality assurance, and iterative refinement—across multiple portfolio pieces.
- Integrated AI tools and data-informed design decisions to enhance interactivity, streamline development, and strengthen overall learning effectiveness.

Senior Instructional Designer / Quality Specialist

General Dynamics Information Technology (GDIT), Inc. — 2023–2025

- Designed and deployed enterprise-level training solutions supporting Sentinel DEE and XM30 Digital Backbone programs in compliance with government standards.
- Developed interactive, AI-enhanced eLearning modules using Articulate Storyline, incorporating multimedia, scenario-based learning, and gamification to increase learner engagement.
- Conducted performance analysis and partnered with SMEs and product owners to define measurable learning objectives aligned to mission-critical outcomes.
- Led comprehensive QA and accessibility reviews to ensure compliance with Section 508 and organizational branding standards.
- Managed multiple concurrent projects within Agile/Kanban frameworks using Jira and Confluence to ensure on-time, high-quality delivery.
- Integrated simulations, video content, and blended delivery formats to support technical and operational audiences.

Instructional Systems Designer

River Tech, LLC (AHTS Program – Naval Aviation) — 2021–2023

- Designed simulation-based and performance-centered training modules for Naval Aviation technical programs.
- Applied PADDIE and adult learning theory to develop interactive digital learning experiences.
- Translated complex engineering and technical documentation into learner-friendly instructional content and visual job aids.
- Facilitated stakeholder review cycles to refine content accuracy and ensure instructional alignment.
- Developed infographics and interactive multimedia assets to enhance comprehension and retention.

Academic Director of Online Graduate Legal Education

Florida Coastal School of Law — 2011–2017

- Directed the design and quality oversight of 400+ online graduate-level courses across three academic programs.
- Ensured alignment with Quality Matters standards and accessibility best practices.
- Led cross-functional collaboration with faculty to design outcomes-based, adult-centered curriculum.
- Managed large-scale curriculum initiatives, including project scoping, scheduling, and evaluation.
- Awarded Outstanding Contributor Award for innovation in online education leadership.

Education

Doctor of Education (Ed.D.), Instructional Design and Technology
University of West Florida, 2023

Education Specialist (Ed.S.), Curriculum and Instruction
University of West Florida, 2018

Master of Arts (M.Ed.), Educational Administration and Supervision
Metropolitan University, 2001

Bachelor of Arts (BA), Elementary Education
Inter-American University, 1998