

Ana Rexach, Ed.D.

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Jacksonville, FL

Instructional Designer | eLearning Specialist | Quality Assurance

Innovative and results-driven Instructional Designer and Learning Experience Specialist with over 15 years of experience designing and developing modernized eLearning, blended, and instructor-led training across military, aviation, and higher education industries. Proficient in Articulate Storyline, Rise, Adobe Captivate, Camtasia, and Canva, with a strong background in AI-enhanced design, microlearning, gamification, and interactive multimedia. Skilled in collaborating with Subject Matter Experts (SMEs), product owners, and stakeholders to define project requirements and create adaptive, learner-centered content aligned with organizational objectives. Adept in Agile and Kanban environments using Jira and Confluence, ensuring projects are delivered on time and exceed quality standards. Recognized for applying adult learning principles, accessibility standards, and evaluation methodologies to deliver engaging, high-impact learning experiences.

Core Competencies

- Instructional Design & Development
- eLearning & Blended Learning Solutions
- Articulate Storyline, Rise, Adobe Captivate
- Camtasia, Canva, Adobe Creative Suite
- Workday Learning, Canvas, D2L, Brightspace
- Needs Analysis & Curriculum Design
- Knowledge Checks & Assessments
- Project Management (Agile, Jira, Confluence)
- Adult Learning Theories & ADDIE Model
- Inclusive & Accessible Learning Design
- Evaluation & Data-Driven Improvement
- Stakeholder & SME Collaboration

Professional Experience

Senior Instructional Designer / Quality Specialist

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

- Designed and delivered training for the Sentinel DEE and XM30 Digital Backbone Programs, ensuring alignment with government learning and compliance standards.
- Developed AI-enhanced and interactive eLearning courses in Articulate Storyline, incorporating multimedia, microlearning, and gamified design to boost learner engagement and retention.
- Partnered with SMEs, stakeholders, and product owners to assess learning needs, define performance outcomes, and align deliverables with organizational goals.

- Conducted comprehensive quality assurance and accessibility reviews to ensure content accuracy, usability, and adherence to branding guidelines.
- Managed multiple concurrent design projects in an Agile and Kanban environment, utilizing Jira and Confluence for project planning, tracking, and milestone management.
- Supported enterprise-wide learning initiatives by integrating videos, infographics, simulations, and hybrid delivery formats to reach diverse audiences effectively.

Instructional Systems Designer

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

- Collaborated with SMEs and engineers to design simulation-based and performance-centered learning modules for the Advanced Helicopter Training System (AHTS) program.
- Applied adult learning theory, instructional design models (PADDIE), and evaluation frameworks to produce effective digital learning content.
- Developed technical documentation, infographics, and interactive media to enhance learner comprehension and retention.
- Facilitated review sessions and feedback cycles with stakeholders to ensure instructional accuracy and engagement.

Academic Director of Online Graduate Legal Education

Florida Coastal School of Law — 2011–2017

- Directed the development of over 400 online graduate courses, maintaining Quality Matters and accessibility standards across three-degree programs.
- Collaborated with faculty to design hybrid and online learning materials tailored to professional learners using adult learning principles.
- Provided program management oversight including scoping, scheduling, and milestone tracking for large-scale curriculum projects.
- Recognized with the Outstanding Contributor Award for exceptional leadership in online education innovation.

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