

Gina Coburn, Ph.D.

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Product Designer | AI-Assisted UX Strategist | Accessibility-Focused Builder

Instructional design and learning experience leader with 15+ years of experience translating complex systems into clear, user-centered experiences across education, workforce, and technology-enabled environments. Founder and CEO of Nerrative, with experience leading product thinking, AI-assisted design workflows, technical collaboration, and accessibility-centered experience strategy for web-based platforms. Brings a strong background in cross-functional execution, systems thinking, and designing usable experiences for complex subject matter, with growing emphasis on product design methods, AI-assisted prototyping, and technical audience workflows.

Core Strengths

Product Thinking • UX Strategy • AI-Assisted Design Workflows • Accessibility Leadership (WCAG, Section 508, UDL) • Design Systems Thinking • User Flows • Technical Content Translation • Cross-Functional Collaboration • Stakeholder Alignment • Learning Experience Design • Agile Workflows • Quality-Focused Execution • Research-Informed Design • Technical Audience Empathy • Content Systems • LMS & Digital Platforms

Professional Experience

Nerrative | Founder & CEO

2020–Present

- Lead company vision, strategic growth, and cross-functional execution across product, curriculum, learner experience, and platform development for an AI-powered venture later supported by NSF funding.
- Translate complex product ideas and technical requirements into clear user flows, structured experiences, and scalable interaction concepts for web-based learners and technical collaborators.
- Use AI-assisted workflows to accelerate ideation, interaction design exploration, content modeling, prompt development, iteration, and experience refinement while maintaining a high quality bar for usability, clarity, and ethics.

- Partner with software engineers and other collaborators to shape requirements, anticipate user friction, refine workflows, and improve experience quality across evolving platform features.
- Apply systems thinking to design reusable patterns, accessible experiences, and structured content frameworks that support scale, consistency, and future extensibility.
- Design for technical and non-technical audiences by breaking complex concepts into usable, staged experiences that improve onboarding, comprehension, and task completion.

Mt. San Antonio College | Title V Instructional Designer

2020–Present

- Design professional development, instructional resources, and inclusive digital experiences for faculty and staff through a federally funded Title V grant.
- Serve as accessibility lead for Title V initiatives, setting standards for Section 508, WCAG, and Universal Design for Learning across digital resources and online learning materials.
- Partner with faculty coordinators and campus stakeholders to improve support systems, strengthen instructional quality, and scale effective practices.
- Research, evaluate, and implement learning technologies that improve curriculum design, digital usability, and learner experience quality.

E³ Center of Excellence | Curriculum Chairperson, Education Pillar

2026

- Led curriculum strategy and learning design for the Education pillar, coordinating priorities with stakeholders and aligning structured experiences to organizational goals.

Florida International University | Instructional Designer

2020–2022

- Designed hybrid and fully online learning experiences in Canvas in partnership with faculty and academic stakeholders.
- Supported the design and launch of more than 1,400 online courses during the pandemic response.
- Evaluated emerging technologies, tracked learning environment issues, and supported operational problem-solving through Salesforce.

Green Flower Media | Instructional Designer

2019–2020

- Built courses and certificate programs using Storyline, Adobe Captivate, and video-based learning tools.
- Partnered with subject matter experts and internal stakeholders to shape deliverables, assessments, and learner engagement strategy.
- Applied analytics, gamification, and structured review practices to improve learner experience and course effectiveness.

Earlier Experience

Pacifica Graduate Institute – Academic Advancement Administrator; Administrative Coordinator

Independent Consulting Work – Educational Technology Consultant

Santa Barbara Business College – Dean of Curriculum & Content Delivery; Academic Dean

College of the Canyons – Distance Learning Coordinator

Colorado Technical University Online – Associate Professor

American Intercontinental University – Senior Military Academic Counselor; Academic Counselor

Tools & Platforms

Claude • ChatGPT • JIRA • Confluence • Salesforce • Canvas LMS • SCORM/xAPI • Articulate Storyline • Adobe Captivate • Camtasia • Microsoft 365 • Learning Analytics • Digital Badging • Gamification

Additional Technical & Product Capabilities

AI prompt development for ideation and experience exploration • AI-assisted prototyping workflows • Experience architecture • User journey mapping • Accessibility reviews • Structured QA thinking • Agile collaboration with technical teams • Translating ambiguous requirements into usable workflows

Education

Ph.D., Education, Instructional Design for Online Learning — Capella University

M.S., Human Services, Criminal Justice Specialization — Capella University

B.A., English — Aurora University

Certification

Universal Learning Design Certification