

## Innovation, Collaboration, Quality

We design comprehensive eLearning solutions for higher education, secondary education, and corporate learning -in English and Spanish- enhancing the transformational power of education through content.

## Leadership

Dr. Ana María Mass, Founder & CEO, brings extensive educational expertise and business acumen to NovEduca.

### Entrepreneurship and Executive Management

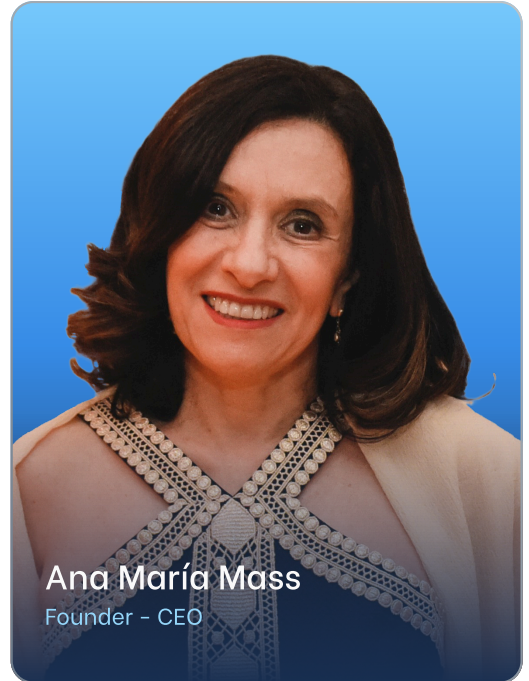
Founded NovEduca in 2023. Established an edtech analytics company and patented AI-driven software that enhances real-time student engagement in online classes in 2022. Created and led for eight years a virtual university and eLearning portfolio serving over 30,000 students and 100+ corporate clients.

### Competencies

Digital Experience Design, AI and Technology Applications for Education, Accessibility Compliance, Competency Training, Faculty Development.

### Team

Supported by a team of consultants with broad experience in education, instructional and UX/UI design, technology, and project management.



Ana María Mass  
Founder - CEO

## Core Competencies



### Content Development

Creating custom curricula, video-based learning, and interactive, visually appealing course materials.



### Expert Instructional Design

Developing flexible and transferable formats across online, hybrid, and blended learning modalities, tailored to the Learning Management System (LMS) of your choice.



### Cutting-Edge Approaches

Leveraging AI and emerging technologies to deliver innovative solutions.



### Quality Assurance

Ensuring accessibility, instructional consistency, and alignment with learning outcomes.



### Collaborative Approach

Partnering with your faculty and Subject Matter Experts (SMEs) to create engaging and effective content.

## Differentiators

### Boutique Experience

Personalized, one-on-one service with end-to-end support from start to finish.

### Tailored Solutions

Custom designs aligned with your brand identity and specific needs.

### Fast Turnaround

Prompt, efficient delivery to meet deadlines.

### Pricing that Suits your Budget

Customizable plans for your needs.

### Student and Faculty-Centered Approach

Enhanced student engagement and retention while fostering faculty support and alignment with curriculum improvements.

### Project Management

Dedicated planning and execution for on-time, on-budget results.

### Analytics and Reporting

Collection, processing, and analysis of your data to enable insights and drive improvement.

## Experience

2023-2024

### University of Nevada, Las Vegas (UNLV) College of Education - National Institute for the Advancement of Education (NIAE) - Nevada Regional Professional Development Program (RPDP) - Tang Foundation - Nevada Institute on Teaching and Educator Preparation (NITEP)

- Designed 34 multi-modal credit and non-credit courses (15-45 hours each), improving their pedagogical structure, instructional methodologies, visual identity, platform navigation and accessibility on UNLV and RPDP Canvas LMS platforms.
- A team of 44 subject matter experts and 4 NovEduca designers collaborated to meet the objectives of improving student engagement, self-directed learning, and teaching flexibility.
- Provided a comprehensive pedagogical analysis of all programs and created 2 standardized templates for future replication.
- Key achievements include faculty adoption of redesigned materials and positive student reception, with longitudinal evaluation planned to assess long-term outcomes across academic levels and departments.