Kris Watterson, Ed.D. (c)

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Summary

Strategic Learning Leader & Ed.D. Candidate with 15+ years of experience bridging the gap between instructional excellence and organizational impact. Expert in leading cross-functional teams to design high-stakes learning ecosystems, from large-scale corporate initiatives to graduate-level academic programs. Proven track record of scaling L&D operations, optimizing development lifecycles through Agile frameworks, and transforming complex subject matter into engaging, award-winning learner experiences.

Awards & Recognition

- 2025 ATD BEST Award
- 2023 Outstanding Graduate Student Award, ESU
- Phi Kappa Phi Graduate Honors Society
- 2018 PIA MidAmerica GraphEx Award (Graphic Design / Print Industry Award)

Areas of Strategic Expertise

- **L&D Strategy & Governance:** Program Development, Curriculum Strategy, Adult Learning Theory, and Instructional Design Standards (ADDIE/SAM/Agile)
- **Operational Leadership:** People Management, Resource Allocation, Project Management (Wrike/Asana), and Cross-functional Stakeholder Management
- **Learning Technology Architecture:** LMS Administration (Workday/Canvas), SaaS Implementation, and Technology Evaluation & Procurement
- **Performance Excellence:** Kirkpatrick Evaluation, Quality Assurance (QA) Proofing Processes, and ROI/Impact Tracking
- **Creative Direction:** Brand Stewardship, Multimedia Strategy, and UX/Interaction Design Foundations

Technical Proficiency Stack

Authoring & Development	Articulate Storyline & Rise, Camtasia, Cognota, Vyond, and Powtoons
Adobe Creative Cloud	Adobe **Expert:** Photoshop, Illustrator, InDesign, Premiere Pro, Audition
Digital & Web	Dreamweaver, Wix, WordPress, and HTML/CSS for Email template design, LMS administration, Salesforce Marketing Cloud
Productivity & Collab	MS Office 365 (Teams, Excel/PowerPoint, SharePoint) and Virtual Facilitation Tools

Education

- Boise State University – **Ed.D.** Educational Technology (expected May 2027)
- Emporia State University – **MS**, Instructional Design & Technology
- Oral Roberts University – **BS**, Graphic Design – Video

Experience

Emporia State University – Adjunct Professor, August 2025 – Present
Focus: Graduate-level curriculum design, pedagogical leadership, and talent development

- **Graduate Curriculum Architecture:** Engineered and launched a comprehensive graduate-level course for the Master of Instructional Design and Technology (MS-IDT) program, aligning learning objectives with industry-standard competencies
- **Advanced Technology Instruction:** Directed hands-on mastery of the modern L&D tech stack, including Articulate Storyline, Rise, Canvas LMS, and Vyond, for a cohort of aspiring instructional designers
- **Digital Learning Facilitation:** Spearheaded the end-to-end delivery of asynchronous and synchronous learning experiences via Canvas, utilizing evidence-based practices in adult learning theory
- **Exceptional Quality Ratings:** Achieved "Excellent" (5.0/5.0) student evaluation scores for both teaching effectiveness and course design, demonstrating a high-impact, learner-centric approach
- **Scholar-Practitioner Mentorship:** Provided individual coaching and academic guidance to graduate students, bridging the gap between theoretical framework and professional application

S&P Consultants, Kansas City – E-Learning Development Team Lead, January 2025 – Present
Focus: Strategic governance, rapid scaling, process development, and federal contract leadership

- **Strategic Training Governance:** Appointed to the Internal Training Leadership Team to architect program-level instructional strategies and eLearning standards for a high-priority federal EHR transition

- **Operational Leadership & Integration:** Directed the end-to-end recruitment, onboarding, and performance management for a team of 7 eLearning developers, while successfully integrating cross-functional workflows during organizational restructuring
- **Cross-functional Leadership Across Teams:** Supported work efforts on the Curriculum Development side as needed, including developing style standards and SOPs for curriculum development and creating branded templates for participant guides, facilitator guides, and job aids
- **Consultative Stakeholder Management:** Partnered with executive stakeholders and SMEs to define project priorities, software procurement needs, and resource allocation for complex curriculum rollouts
- **Agile Framework Implementation:** Championed the use of ADDIE, SAM, and Agile methodologies to streamline the development lifecycle for Oracle Health and RevCycle training initiatives
- **Quality & Performance Standards:** Established comprehensive evaluation and feedback loops (Kirkpatrick levels) to ensure training efficacy and continuous improvement across all digital learning assets
- **Additional Uplifts:** LMS administration and eLearning curriculum mapping. Supporting sales, marketing, graphic design, and go-to-market strategy

GEHA, Kansas City - Instructional Design Trainer – Digital, October 2022 – January 2025
Focus: Enterprise-wide impact, mentorship, and process innovation
- **Enterprise Learning Strategy:** Led the design and execution of high-visibility digital learning programs, including a blended Career Support program delivered to a company-wide audience
- **Multidisciplinary Leadership:** Spearheaded a strategy sub-team to roll out Agile ID processes, standardized templates, and quality assurance protocols across the L&D department
- **Talent Development & Coaching:** Mentored and individually coached junior team members in instructional design best practices, elevating the overall technical capability of the design unit
- **Technology Transformation:** Served on the technology sub-team to evaluate and procure enterprise-level L&D tools, managing relationships with external vendors to enhance the internal tech stack
- **Executive Communications:** Managed and produced the L&D bi-monthly newsletter, serving as a primary communication channel for learning culture and organizational growth initiatives

Cerner, Kansas City - Senior Graphic Designer, 2016 - 2022
Corporate Marketing Creative Services team – Senior Graphic Designer, 2021 - 2022
- **Major Trade Show Brand Ownership:** Led the graphic development of Oracle Health Conference Bash event
- **Strategic Visual Storytelling:** Partnered with executive leadership to create custom brand illustrations and complex storyboards that communicated high-level product narratives and service value propositions
- **Additional Uplifts:** Created various logos and graphics, trade show displays, books, print materials, social media and web graphics, video graphics including storyboard development and animation. Worked with the international team to develop graphics for Cerner globally

Instructional Design Team - Lead Graphic Designer, 2020 – 2021
Focus: High-stakes federal training and cross-functional leadership
- **L&D Program Leadership:** Served as the lead instructional designer and developer for the IPT program training pilot, coordinating with a diverse team of SMEs to curate high-impact content
- **Systems Architecture:** Designed and deployed new Computer-Based Training (CBT) templates for the enterprise eLearning team, standardizing the digital learning experience
- **Talent Selection:** (Certified Targeted Selection) Actively contributed to the organizational growth of the ID team by participating in the interview and selection process for new consultants
- **Federal Contract Execution:** Spearheaded the creation of comprehensive training materials, including participant and facilitator guides, for the Department of Veterans Affairs (VA) contract

Population Health Member Marketing Services - Manager | Lead Graphic Designer, 2016-2020
Focus: People management, client relationship management, and operational efficiency
- **Departmental Leadership:** Directed all project workflows and resource allocation for a 5-member creative team, serving as the final authority on brand innovation and compliance
- **Operational Innovation:** Engineered and implemented a proprietary project tracking and request tool, significantly increasing team efficiency and workflow transparency
- **Strategic Client Management:** Managed high-stakes relationships for 80+ wellness and 40+ Health Center clients, successfully rehabilitating and retaining critical accounts through strategic intervention
- **Quality Assurance Governance:** Developed and enforced a standardized team proofing and guideline framework to ensure 100% accuracy and brand integrity for global client deliverables
- **Technical Product Development:** Led the strategy and implementation of proprietary HTML email tools and landing page architectures to scale member marketing services

Freelance Graphic Designer / Illustrator, Kansas City & Tulsa 2013-2016
PR Loop, (Ad Agency), Tulsa - Creative Director, 2011-2013
Focus: Executive-level creative strategy and agency leadership
- **Creative Strategy & Vision:** Directed the end-to-end creative vision for an advertising agency, overseeing the conceptualization and execution of multi-channel campaigns

- **Brand Stewardship:** Acted as the primary strategic consultant for diverse client portfolios, aligning creative output with long-term business objectives

Tulsa Engineering Alliance, Inc., Tulsa - Graphic Designer, 2007-2011
Secondary Teacher, Kansas City & Tulsa, Certified in Art & Biology 2004-2008
- Certified in Secondary Art and Biology in the State of Oklahoma
- Taught 6-8th grade Art, 8th grade Physical Science, 10th grade Biology, 12th grade Yearbook, 12th grade Graphic Design
- Developed curriculum, original projects and assignments, assessments, and rubrics

Snap Graphics Inc., Tulsa - Owner / Graphic Designer, 2000-2007

Certificates

- *Josh Cavalier AI Intensive for L&D Professionals, 2025*
- *Vyond Advanced: Storyboarding & Concept Video Production, School of Story Design, 2024*
- *Vyond Story Production, School of Story Design 2024*
- *CITI Program Certificate for Social and Behavioral Researchers 2024*
- *ATD Virtual Training & Facilitation, 2023*
- *Salesforce Certified Marketing Cloud Email Specialist 2018*
- *LinkedIn Learning Certificates 2021 - 2022, including:*
  - Articulate Storyline Essential Training
  - Foundations of Learning Management Systems (LMS)
  - Inclusive Instructional Design
  - Agile Instructional Design
  - Gamification of Learning
  - Learning Design Thinking: Leading Change in Your Organization
  - UX Foundations: Interaction Design
  - eLearning Essentials: Instructional Design
  - Instructional Design Essentials: Models of ID
  - Converting Face-to-Face Training into Digital Learning
  - Corporate Instruction Foundations
  - Gaining Internal Buy-In for eLearning Training

Skills/Keywords

- Adobe Creative Ste.
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe Audition
- Dreamweaver
- Adobe XD / Rush
- Captivate
- Canvas
- Workday LMS
- Job Aids
- Coaching / Mentoring
- Adult Learning Theory
- Facilitation
- Adobe After Effects
- Camtasia
- Vyond / Powtoons
- Articulate Rise
- Articulate Storyline
- Cognota / Workday
- Wrike / Asana
- Wix / Wordpress
- Facilitator Guide
- Participant Guide
- ADDIE / SAM / Agile
- Rapid Prototyping
- Microlearning
- Accessibility
- Virtual Instructor-Led Training (VILT)
- MS Office
- MS Word
- MS PowerPoint
- MS Excel
- MS SharePoint
- Video Editing
- eLearning
- Instructional Design
- Content Writing
- Learner Personas
- Story /Scenario Dev.
- Communication Plan
- People Management
- Blended Learning
- Multimedia
- Marketing & Comms
- Strategy
- Digital Painting
- Copywriting
- Video Script Writing
- Storyboarding
- Digital Course Dev.
- Learning Journeys
- Graphic Design
- Illustration
- Project Management
- Program Development
- Creative Problem Solving

For examples of my work, please visit https://www.kristenwatterson.com/currentwork
Published journal article: https://jl4d.org/index.php/ejl4d/article/view/1282