



# Kristen Watterson

## Instructional Designer

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**kristenwatterson.com**  
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785-550-0630

### *Experience:*

#### **GEHA, Kansas City - Instructional Design Trainer - Digital October 2022 - Present**

- Instructional Designer on Learning & Development team.
- Responsible for developing self-paced digital learning company-wide.
- Worked with Subject Matter Experts (SMEs) and key stakeholders to coordinate project goals, deliverables, and learning strategies.
- Developed graphics, content, videos, materials, and digital courses.
- Created digital courses in Articulate 360: Rise, Storyline, and Cognota.
- Developed and produced highly successful animated microlearning videos utilizing Powtoons, viewed by all employees.
- Converted virtual instructor-led courses (VILT) to digital self-paced eLearning.
- Collaborated as part of a strategy team to roll out agile ID processes, templates, and documents to the L&D team.
- Created and facilitated instructional design training to “level up” the team.

#### **Cerner, Kansas City - Senior Graphic Designer - 2021 - 2022**

- Corporate Marketing Creative Services team.
- Worked on developing graphics for new brand.
- Created custom brand illustrations to communicate storied messages around products and services.
- 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.

#### **Cerner, Kansas City - Lead Graphic Designer - 2020 - 2021**

- Worked on an instructional design team creating training materials for the VA. Creating videos with voiceover, graphics, PowerPoint presentations, digital and print materials, participant and facilitator guides.
- Developed interactive activities for virtual instructor-led training.
- Lead developer / instructional designer for IPT program training pilot.
- Worked with diverse team and SMEs to develop and curate training content.
- Created various logos and graphics for internal projects.
- Created new templates for Computer-Based Training for the eLearning team.
- Assisted with consultant interviews and hiring.

#### **Cerner, Kansas City - Manager | Lead Graphic Designer - 2016-2020**

- Population Health Member Marketing Services

### *Certificates:*

#### **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

### **Education:**

Doctoral Student (beginning 8/23)  
Boise State University, EdD Program  
Educational Technology

Emporia State University, 2022  
Masters of Science, Instructional  
Design & Technology

Oral Roberts University, 2004  
Bachelors of Science, Graphic Design

### *Skills:*

#### **Fluent in:**

Adobe Creative Suite: Photoshop, Illustrator, InDesign, XD, Dreamweaver, Adobe Premiere Pro, Rush, After Effects, Audition, Camtasia, Wix, Wordpress, Articulate Rise & Storyline 360, Cognota, Workday, Wrike, Microsoft Office, Word, PowerPoint, Excel, SharePoint, Powtoons Digital Painting, Video Editing, Writing / Copy Editing, Press Releases, Social Media, Communication and Marketing Plans

#### **Working Knowledge of:**

Salesforce Marketing Cloud,  
Adobe Captivate, Workday LMS, Canvas

#### **Writing:**

Instructional Content, Copywriting, Advertising, Product Descriptions, Blogging, Proofreading, Editing, Creative Writing, Short Stories, Fiction, Journalism, Article Writing, Press Releases, Newsletters, Social Media Posting, Content Writing, Email Campaigns

#### **2023 Outstanding Graduate Student Award**

THE HONOR SOCIETY OF



PHI  
KAPPA  
PHI

**SALESFORCE  
CERTIFIED**

Marketing Cloud  
Email Specialist

**For more details on my 23 years  
of experience, see next page ➤**



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*Creative Expert 23 Years of Experience:*

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**GEHA, Kansas City - Instructional Design Trainer - Digital 2022 - Present**

**Cerner, Kansas City - Senior Graphic Designer - 2021 - 2022**

**Cerner, Kansas City - Lead Graphic Designer - 2020 - 2021**

**Cerner, Kansas City - Manager | Lead Graphic Designer - 2016-2020**

- Coordinated all projects and workflow for department, assigned tasks and managed a team of 5 associates.
- Art director and final approver on all marketing materials with an eye for innovation and compliance with client brand guidelines.
- Developed and implemented team proofing process and guidelines to ensure accuracy and quality of every material being provided to clients.
- Developed and implemented proprietary HTML email tool and landing pages.
- Logo creation, branding and identity / campaign identity creation.
- Created and managed marketing and communication calendars for clients.
- Client relationship management with 80+ wellness clients and 40+ Health Center clients, successfully saved several client relationships.
- Created custom illustrations and stock photography based on client or campaign needs.
- Created monthly materials distributed to all members across all clients.
- Created award-winning die-cut cross-fold mailer(s) sent to 50,000 homes.
- Innovated and strategized team workflows and processes for efficiency, developed and implemented project tracking and request tool.
- Able to complete large projects and campaigns on short turn around.
- Certified Salesforce Marketing Cloud Email Specialist.
- Certified in Targeted Selection and assisted with many Cerner interviews.

**Freelance Graphic Designer / Illustrator, Kansas City & Tulsa 2013-2016**

**PR Loop, (Ad Agency), Tulsa - Creative Director, 2011-2013**

**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, and rubrics.

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

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Boise State University, EdD Program  
Educational Technology

Emporia State University, 2022  
Masters of Science in Instructional  
Design & Technology

Oral Roberts University, 2004  
Bachelors of Science, Graphic Design

Tulsa Technology Center, 2000  
Advertising Design

## *Skills:*

### **Fluent in:**

Adobe Creative Suite: Photoshop, Illustrator, InDesign, XD, Dreamweaver, Adobe Premiere Pro, Rush, After Effects, Audition, Camtasia, Wix, Wordpress, Articulate Rise & Storyline 360, Cognota, Workday, Wrike, Microsoft Office, Word, PowerPoint, Excel, SharePoint, Powtoons Digital Painting, Video Editing, Writing / Copy Editing, Press Releases, Social Media, Communication and Marketing Plans

### **Working Knowledge of:**

Salesforce Marketing Cloud,  
Adobe Captivate, Workday LMS, Canvas

### **Traditional Art / Illustration:**

Pen, Ink, Graphite, Colored Pencil, Marker, Water Color, Acrylic, Murals, Vector, Screen Printing, Digital Painting

### **Lettering:**

Traditional Calligraphy, Pen, Ink, Brush, Vector, Custom Font Creation, Custom Logo Font, Traditional Sign Painting, Hand-painted Window Signage

### **Writing:**

Instructional Content, Copywriting, Advertising, Product Descriptions, Blogging, Proofreading, Editing, Creative Writing, Short Stories, Fiction, Journalism, Article Writing, Press Releases, Newsletters, Social Media Posting, Content Writing, Email Campaigns

**For examples of my work,  
visit: [KristenWatterson.com](http://KristenWatterson.com)**