



Kristen Watterson

Instructional Designer

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Experience:

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

- Instructional designer on Learning & Development team.
- Responsible for developing self-paced digital learning.
- Working with Subject Matter Experts (SMEs) and key stakeholders to coordinate project goals, deliverables, and timelines.
- Developing graphics, content, videos, materials, and digital courses in Articulate 360: Rise and Storyline, as well as Adobe Captivate.
- Working with our LMS admin to upload to Workday LMS.

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

- Corporate Marketing Creative Services team.
- Working on developing graphics for new brand.
- Creating 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.
- Working with the international team to develop graphics for Cerner services around the world.

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

- Working on an instructional design team creating training materials for the VA. Creating videos with voiceover, graphics, PowerPoint presentations, digital and print paginated materials such as participant and facilitator guides.
- Developed interactive activities for virtual instructor-led training.
- Lead developer for instructional design for 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.
- Assisting with consultant interviews and hiring.

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

Certificates:

SalesForce Certified Marketing Cloud Email Specialist 2018

11 LinkedIn Learning Certificates 2021 - 2022, including:

- 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:

Oral Roberts University, 2004
Bachelors of Science, Graphic Design

Tulsa Technology Center, 2000
Advertising Design (2 year program)

Emporia State University, 2022
Masters in Instructional Design
& Technology

Skills:

Fluent in:

Adobe Creative Suite
Photoshop, Illustrator, InDesign,
Dreamweaver, Wix, Wordpress
Adobe Premiere Pro, Rush, After Effects
Captivate, Camtasia, Rise 360, Storyline 360
Salesforce Marketing Cloud,
Digital Painting, Video Editing, Writing /
Copy Editing, Press Releases, Social Media,
Communication and Marketing Plans

Working Knowledge of:

Microsoft Office, Word, PowerPoint
iWork: Pages, Numbers, Keynote

Writing:

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

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Marketing Cloud
Email Specialist