



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.
- Full-scale video production for two cooking demonstrations for 28K members. Included scripting, filming, editing, audio, graphic design, & 508 compliance.
- Developed Career Support program delivered to all employees.
- 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:

Vyond Story Production Certificate, School of Story Design 2024

CITI Program Certificate for Social and Behavioral Researcher 2024

ATD Certification in 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

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

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

Working Knowledge of:

Salesforce Marketing Cloud, Adobe Captivate, Workday LMS, Canvas

2023 Outstanding Graduate Student Award



For more details on my 24 years of experience, see next page ▶



Kristen Watterson

Creative Expert 24 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

Education:

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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

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

Working Knowledge of:

Salesforce Marketing Cloud, Adobe Captivate, Workday LMS, Canvas

**For examples of my work,
visit: KristenWatterson.com**