



# Kristen Watterson

*Creative Expert 22 Years of Experience:*

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

- 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**

- 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 2000-2016**

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

### **Tulsa Engineering Alliance, Inc., Tulsa - Graphic Designer, 2007-2011**

### **Snap Graphics Inc., Tulsa - Owner, 2000-2007**

## **Education:**

Oral Roberts University, 2004  
Bachelors of Science, Graphic Design

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

Emporia State University (Dec. 2022,  
earning a 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  
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

### **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:**

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