



Kristen Watterson

Instructional Designer

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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.
- Working with Subject Matter Experts (SMEs) and key stakeholders to coordinate project goals, deliverables, and timelines.
- Developing graphics, content, videos, materials, and digital courses
- Creating digital courses in Articulate 360: Rise, Storyline, and Cognota.
- Converting Virtual Instructor-led courses (VILT) to digital self-paced elearning.
- Working with the LMS admin to upload courses to WorkDay LMS.
- Creating and facilitating instructional design training to “level up” the team.

Cerner, Kansas City - Senior Graphic Designer - 2021 - 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 globally.

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 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.
- Assisting 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:

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, Wix, Wordpress
Adobe Premiere Pro, Rush, After Effects
Camtasia, Articulate Rise & Storyline 360, Cognota, WorkDay, Wrike, Microsoft Office, Word, PowerPoint, Excel, SharePoint, 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

THE HONOR SOCIETY OF



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**SALESFORCE
CERTIFIED**

Marketing Cloud
Email Specialist

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



Kristen Watterson

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, 2000-2007

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Dreamweaver, Wix, Wordpress
Adobe Premiere Pro, Rush, After Effects
Camtasia, Articulate Rise & Storyline 360,
Cognota, WorkDay, Wrike, Microsoft Office,
Word, PowerPoint, Excel, SharePoint,
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**