



# Kristen Watterson

## Instructional Designer

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Eudora, KS | 785-550-0630

### 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, facilitated, and managed ongoing 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 using 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 guidance 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 Advanced: Storyboarding & Concept Video Production, School of Story Design, 2024**

**Vyond Story Production, School of Story Design 2024**

**CITI Program Certificate for Social and Behavioral Researcher 2024**

**ATD 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 in Instructional

Design & Technology

Oral Roberts University, 2004

Bachelors of Science, Graphic Design

Tulsa Technology Center, 2000

Advertising Design

### Instructional 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, Vyond, Powtoons, Digital Painting, Illustration, Video Editing, eLearning, Digital Course Design, Program Design, Learning Journeys, Communication Plans, ADDIE, Agile, and Rapid Prototyping

#### **Writing:**

Instructional Content, Participant & Facilitator Guides, Job Aids, Step-by-step Instructions, Learning Journeys, Learner Persona, Scripting, Proofreading, Editing, Creative Writing, Short Stories, Fiction, Article Writing, Newsletters, Content Writing, Email Campaigns

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

Adobe Captivate, Workday LMS, Canvas

### 2023 Outstanding Graduate Student Award



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



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*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**

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

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Emporia State University, 2022

Masters of Science in Instructional  
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Oral Roberts University, 2004

Bachelors of Science, Graphic Design

Tulsa Technology Center, 2000

Advertising Design

## *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, Vyond, Powtoons, Digital Painting, Video Editing, Illustration, 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:**

Copywriting, Scripting, Advertising, Product Descriptions, Blogging, Proofreading, Editing, Creative Writing, Article Writing, Press Releases, Newsletters, Social Media Posting, Content Writing, Email Campaigns

### **Working Knowledge of:**

Salesforce Marketing Cloud