

PROFESSIONAL SUMMARY

My goal is to help create and evaluate effective instructional design products that encompass a blend of learning strategies and theories. I seek to provide ways to collaborate, improve, and inspire within online learning environments.

EMPLOYMENT HISTORY

JUN 2024 - PRESENT

Web Content Specialist, Exponential Technology Group, Remote

Assist with web content for multiple stakeholders & help with service delivery for internal employees.

JAN 2021 - MAY 2024

Marketing & Design Specialist, LogisticsFlow, Remote

Collaborate with 20+ stakeholders from electronic distribution firms helping with brand development, paid campaigns, marketing report creation, front-end web design, knowledge base documentation, and instructional design.

MAR 2023 - MAY 2023

Instructional Media Specialist, UNM College of Pharmacy, ABQ, NM

Learned about ACPE requirements & Continuing Pharmacy Education (CPE) administration, assisted in Nuclear Pharmacy Education Online (NEO) course enrollment via Moodle, supported OSCE setup, and contributed to rebranding mock-ups for UNM's CPE and NEO websites.

OCT 2018 - DEC 2020

Instructional Design Graduate Student, University of NM OILS Graduate Program, ABQ, NM

I coordinated the analysis, design, development, implementation, and evaluation phases for two online training projects, constructed a virtual world in Second Life showcasing New Mexico culture, crafted a grant proposal to empower women in Morocco, and authored a comprehensive learning plan, team charter, and evaluation plan.

MAR 2011 - DEC 2020

Marketing & Design Specialist, Component Distributors, Inc., Denver & Remote

Designed and created visually appealing marketing materials and websites to support the brand image and promote products and services.

APR 2010 - MAR 2011

Web & Graphic Designer, HBW Marketing & Branding, Denver

Led web design processes from concept creation to coding, managing a team of three designers to meet deadlines. Engaged in client communications, estimated projects, and collaborated with the CEO.

JUL 2005 - APR 2010

Web & Graphic Designer, American DataBank, Denver

As the sole designer at American DataBank, I collaborated with sales, operations, and IT, creating 200+ custom background check websites for clients in education, healthcare, and corporate sectors.

AUG 2002 - AUG 2010

Free-Lance Web & Graphic Design, KmrDesigns, Denver

Designed marketing materials & websites for 25+ businesses.

SKILLS

Learning Theories & Principles, Needs Assessment, Context & Learner Analysis, Audience Analysis, Gap Analysis, Task Analysis, Goals & Objectives, Design Documentation, Prototyping, Pilot Testing, Surveys, Working with Stakeholders and SMEs, Implementation Documentation, Evaluation Planning, Instructional Presentations, Performance Graphics, Consulting & Project Management, Basic LMS Experience in Moodle, Blackboard Learn, Canvas, & Cornerstone, Articulate & Rise 360, Video & Audio Editing.



Adobe Creative Cloud, MS Office, Google Products, HTML, CSS, Bootstrap, Design Fundamentals, Optimization Techniques, WordPress, Basic Tableau.



Digital Marketing, Brand Building, Graphic Design, Business Analytics, Project Analysis, Pre-Production & Project Planning, Client Communication, Team Oriented, Self-Starter.



EDUCATION

SEP 2024 – DEC 2025

Graduate Certificate in Technical & Professional Communication (GCERT in TPC), The University of New Mexico, ABQ, NM

Fifteen hours of courses from the broader range of courses within Rhetoric and Writing including Technical and Professional Communication & Ethics in Technical and Professional Communication.

APR 2023 – FEB 2024

Digital Marketing Bootcamp & Business Analytics (Passed), Promineo Tech & Ziplines – UNM Continuing Education, ABQ, NM

Completed a 16-week Digital Marketing Bootcamp and 10-week Business Analytics certificate offered through UNM's Continuing Education Business Development Courses.

2018 – 2020

Master of Arts, Instructional Design & Technology, GPA: 3.96, 30 Credits, The University of New Mexico, ABQ, NM

Delved into instructional design, covering topics from understanding the adult learner and global e-learning to prototyping designs, utilizing presentation technologies, and exploring virtual worlds in online learning, culminating in a capstone internship project.

2004 – 2006

Bachelor's Degree in Technical Communications / Multimedia Emphasis, GPA: 3.39, 61 Credits, Metropolitan State University, Denver, CO

I completed diverse multimedia courses covering topics such as DVD Authoring, Interactive Multimedia Writing, Visual Basic Programming, Multimedia Production, Scriptwriting, Communications Law, and Budgeting for Multimedia.

1998 – 2004

Associate of General Studies (Production & Design Tech), Associate of Applied Science (Graphics & Animations Tech), Certificate (Graphics & Animation Tech), GPA: 3.62, 137 Credits, Red Rocks Community College, Lakewood, CO

Coursework included Web Design, Digital Photography, Print Design, Color Theory, Photoshop, Illustrator, Video Editing, Sound Production, Animation and more.