

PROFESSIONAL SUMMARY

Designer, Technical Communications, and Instructional Design Professional with over 15 years of expertise in digital marketing, content creation, brand building, and 6 years in instructional design. Dedicated to creating innovative solutions and optimizing content across platforms to enhance user experience and drive business growth. Visit www.KmrDesigns.net for more information.

EMPLOYMENT HISTORY

JUN 2024 - PRESENT

Web Content Specialist, Exponential Technology Group, Remote

Drive content optimization across multiple platforms, enhancing user engagement and streamlining internal processes for measurable productivity gains.

JAN 2021 - JUN 2024

Marketing & Design Specialist, LogisticsFlow (LFI), Remote

Assisted electronic distribution firms with brand development, paid campaigns, marketing initiatives & reports, and front-end web design.

MAR 2023 - MAY 2023

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

Gained insight into ACPE & CPE administration requirements, supported NEO course enrollment, assisted with OSCE setup, and contributed to rebranding mock-ups.

MAR 2011 - DEC 2020

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

Designed marketing materials, custom campaigns, analytics, and reporting, while enabling e-commerce store designs for over 20 websites.

APR 2010 - MAR 2011

Web & Graphic Designer, Haifleigh BrandWorks, Denver

Led web design processes from client communication and initial concepts to planning, budgeting, and production.

JUL 2005 - APR 2010

Web & Graphic Designer, American DataBank, Denver

Contributed to the creation of 200+ custom background check websites, developed marketing materials, and assisted with RFP proposals, trade shows, and webinar presentations.

EDUCATION

AUG 2024 - DEC 2025

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 (100%, Passed), UNM Continuing Education - Promineo Tech & Ziplines, ABQ, NM

Completed a 16-week Digital Marketing Bootcamp and 10-week Business Analytics certificate.

AUG 2018 - DEC 2020

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

Covered 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.

AUG 2004 - DEC 2006

Bachelor of Science in Technical Communications / Multimedia Production, GPA: 3.39, 61 Credits, Metropolitan State University of Denver, Denver, CO

Completed multimedia courses covering various topics such as Writing for Interactive Multimedia & Multimedia Production.

MAY 1998 - DEC 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.

SKILLS

Design & Digital Tools Expertise: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere), Canva, MS Office, Google Products (Analytics, Ads, Looker Studio, Slides), HTML, CSS, Bootstrap, UI/UX Design, Wireframing & Prototyping, Design Principles, Content Optimization (Print, Web, SEO), WordPress (Installation & Design), Squarespace, CMS Fundamentals, Digital Photography, Film & Video Production, Audio Recording & Editing, MIDI Creation.



Digital Marketing & Brand Building Expertise: Campaign Strategy & Execution, Performance Tracking, Business Analytics, A/B Testing, SEO Content Optimization, Content Strategy & Creation, Brand Positioning & Messaging, User Research, Graphic & Web Design, Paid Media Campaigns, Email Marketing, Brandbook Creation, Project Planning & Budgeting, Client Communication, Team Collaboration.



Technical Communications Expertise: User-Centered Audits, User Testing, Empathy Mapping, Persona Creation, DEI Awareness (Diversity, Equity, and Inclusion), Audience Analysis, Content Localization, Simplifying Complex Content, Technical Writing, Process Documentation, Proposals, Content Strategy, Content Editing & Proofreading, Accessibility Best Practices, Instructional Materials Development.



Instructional Design: ADDIE and SAM, Needs & Task Analysis, Learning Objectives Creation, Content Development, Collaboration with SMEs, LMS Fundamentals (Moodle, Canvas, Cornerstone, Blackboard Learn), E-learning Design, Instructional Technologies (Articulate 360), Assessment & Evaluation, Learning Strategies and Theories, Online Course Creation, Tango.

