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KRISTA M. RUNDIKS

INSTRUCTIONAL DESIGN & COMMUNICATIONS SPECIALIST

Visit: www.KmrDesigns.net

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

Optimize digital experiences by enhancing websites and ensuring content relevance. Contribute to learner experience and learner design for the new Cornerstone LMS, support service delivery to internal clients, created knowledge base documentation, and manage Google Ad campaigns and web reporting to provide stakeholders with insights on engagement and performance.

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, and knowledge base documentation.

MAR 2023 - MAY 2023

Instructional Media Specialist, UNM College of Pharmacy, Albuquerque

Gained experience in ACPE requirements and CPE administration, assisted with NEO course enrollment via Moodle, managed course completion certificates, and supported OSCE setup. Contributed to rebranding mock-ups for UNM's CPE and NEO websites, while providing instructional design recommendations for restructuring NEO online courses and content modules.

OCT 2018 - DEC 2020

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

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

Developed and designed visually compelling marketing materials and websites to strengthen brand identity and effectively promote products and services.

APR 2010 - MAR 2011

Web & Graphic Designer, Haifleigh BrandWorks, Denver

Led end-to-end web design, including concept creation, coding, and managing a team of three designers to meet deadlines. Collaborated with clients, estimated projects, and worked with the CEO to ensure task completion. Coordinated with copywriters, oversaw SEO analytics, and handled basic IT responsibilities.

JUL 2005 - APR 2010

Web & Graphic Designer, American DataBank, Denver

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

Instructional Design Expertise:

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



Technical Expertise: Adobe Creative Cloud, MS Office, Google Products, HTML, CSS, Bootstrap, WordPress, Design Fundamentals, Optimization Techniques, Basic Tableau, Basic Power BI.



Marketing and Communications Expertise: Digital Marketing, Brand Building, Graphic Design, Web Design, UI/UX Design, Content Creation and Strategy, SEO Optimization, Business Analytics, Project Analysis, Pre-Production, Project Planning, Client Communication, DEI (Diversity, Equity, and Inclusion) Awareness, User-Centered Audits, User Testing, Persona Creation, Team-Oriented, Self-Starter.



EDUCATION

SEP 2024 – DEC 2025

Graduate Certificate in Technical & Professional Communication (GCERT in TPC), GPA: 4.0, 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 offered through UNM's Continuing Education Business Development Courses.

AUG 2018 – DEC 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.

AUG 2004 – DEC 2006

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

Completed diverse multimedia courses covering topics such as Hardware and Software Documentation, Writing for Environmental Industry, Interactive Multimedia Writing, Visual Basic Programming, Multimedia Production, Scriptwriting, Communications Law, Corporate Cultures, and Budgeting for Multimedia.

AUG 1998 – AUG 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

During my tenure at Red Rocks CC, I undertook a diverse array of classes that collectively shaped my proficiency in media and design. Class topics covered: Writing About Film, Post-Production, Video Production, Web Design, Digital Photography, Color Theory, Electronic Prepress, Adobe Software, Art History, Art Appreciation, Management & Production, Sound Design, and Music Appreciation.