

### 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](http://www.KmrDesigns.net) for more information.

### EMPLOYMENT HISTORY

JUN 2024 – PRESENT

#### Web Content Specialist, Exponential Technology Group, Remote

Design interactive training, support LMS operations, and contribute to software adoption and web content initiatives across the organization.

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.

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 2011 – DEC 2020

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

Designed marketing materials and custom campaigns while supporting analytics, reporting, and e-commerce store designs across 20+ websites.

APR 2010 – FEB 2011

#### Web & Graphic Designer, Haifleigh BrandWorks, Denver

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

JUL 2005 – MAR 2010

#### Web & Graphic Designer, American DataBank, Denver

Supported the design of 200+ custom background check websites and contributed to marketing, RFPs, trade shows, and webinars.

### EDUCATION

AUG 2026

#### Master of Arts, Communication, University of Colorado Colorado Springs

Accepted into the Master's program in Communication at UCCS, beginning Fall 2026, with a focus on advancing communication theory and applied practice.

AUG 2024 – MAY 2026

#### GCERT in TPC, GPA: 4.33, 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.

AUG 2018 – DEC 2020

#### Master of Arts, Instructional Design & Technology, GPA: 4.0, 30 Credits, The University of New Mexico, ABQ, NM

Covered learning theories, global e-learning, design prototyping, presentation technologies, and virtual learning environments, 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 Technology), Associate of Applied Science + Certificate (Graphics & Animation Technology), GPA: 3.62, 137 credits, Red Rocks Community College, Lakewood, CO

Studied web and print design, digital media, and multimedia production.

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

