

Krista M. Rundiks

Technical Communication, Content & Instructional Design Specialist

Location: Denver, CO & Remote

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Versatile technical communication, content, instructional design, and digital marketing specialist who enjoys turning complex information into clear, engaging, and useful experiences. Experienced in creating digital content, training materials, technical documentation, websites, marketing communications, and visual assets that support employees, customers, and organizational goals. Brings a collaborative, cross-functional background in instructional design, LMS administration, digital adoption, web content, visual design, communications, digital marketing, and business analytics.

Employment History

JUN 2024 – PRESENT, WEB CONTENT SPECIALIST | IT COMMUNICATIONS & TRAINING

Exponential Technology Group (XTG), Denver, CO, Remote

Create employee-focused training, communications, and digital content that support knowledge sharing, process consistency, and technology adoption. Responsibilities include Articulate Rise 360 course development, Cornerstone LMS administration, IT communications, SharePoint design and administration, website content updates, and cross-functional support for Marketing, Quality, and organizational initiatives.

MAR 2023 – MAY 2023, INSTRUCTIONAL MEDIA SPECIALIST

UNM College of Pharmacy, Albuquerque, NM

Supported Accreditation Council for Pharmacy Education (ACPE) requirements and Continuing Pharmacy Education (CPE) administration, including Moodle enrollment, completion certificates, and Observed Structured Clinical Examination (OSCE) setup. Created rebranding mock-ups for CPE and Nuclear Education Online (NEO) websites and recommended improvements to online course structure and content.

JAN 2021 – JUN 2024, MARKETING & DESIGN SPECIALIST

LogisticsFlow (LFI), Remote

Collaborated with more than 20 stakeholders across electronic distribution, client organizations, and industry marketing channels to support business goals. Managed digital marketing, branding, Google Analytics, Google Ads, Data Studio reporting, front-end web design, wireframes, production-ready designs, and targeted marketing assets.

MAR 2011 – DEC 2020, MARKETING & DESIGN SPECIALIST

Component Distributors, Inc. (CDI), Denver, CO & Remote

Served as the sole front-end web, graphic, and content designer, developing websites, digital campaigns, and marketing assets across the organization. Managed SEO, Google Ads, Google Analytics, product listings, performance reporting, and the creation of print collateral, trade show graphics, HTML emails, blogs, surveys, reports, and presentations.

APR 2010 – FEB 2011, WEB & GRAPHIC DESIGNER

Haifleigh BrandWorks, Denver, CO

Managed end-to-end web design processes, including creating custom concepts, coding websites, and overseeing a team of three designers to meet deadlines. Actively engaged in client communications, estimating projects, and collaborating with the CEO to ensure task fulfillment. Coordinated with in-house copywriters, oversaw SEO analytics, and handled basic IT responsibilities.

JUL 2005 – MAR 2010, WEB & GRAPHIC DESIGNER

American DataBank, Denver, CO

Served as the sole web, graphic, and content designer, partnering with sales, operations, and IT to support marketing and business development. Designed more than 200 custom background check websites and created proposals, presentations, trade show graphics, sales collateral, HTML newsletters, and SEO initiatives for education, healthcare, and corporate clients.

Education

AUG 2026 – MAY 2028, MASTER OF ARTS, COMMUNICATION

University of Colorado Colorado Springs (UCCS)

Accepted into the MA in Communication program beginning in Fall 2026, with 21 credit hours remaining to deepen knowledge and skills in communication theory, research, and practice.

AUG 2024 – MAY 2026, GRADUATE CERTIFICATE, TECHNICAL & PROFESSIONAL COMMUNICATION, GPA: 4.33, 15 CREDITS

The University of New Mexico, Albuquerque, NM

Completed a GCERT in TPC focused on ethical, user-centered communication, usability, emerging technologies, and the creation of clear, accessible content for professional and technical audiences.

DEC 2023 – FEB 2024, BUSINESS ANALYTICS AND DIGITAL MARKETING BOOTCAMP, CERTIFICATES, 100% PASSED

UNM Continuing Education, Albuquerque, NM

Completed two certificate programs in Business Analytics and Digital Marketing through UNM Continuing Education. Coursework included data modeling, SQL basics, data visualization, AI and machine learning, Google Analytics, website UX, content marketing, SEO, paid media, email marketing, content management systems, campaign planning, performance tracking, and project management.

AUG 2018 – DEC 2020, MASTER OF ARTS, INSTRUCTIONAL DESIGN & TECHNOLOGY, GPA: 4.0, 30 CREDITS

The University of New Mexico, Albuquerque, NM

Focused on learning theories and the design, prototyping, and evaluation of learning experiences, with emphasis on e-learning, adult learning, program evaluation, project management, and team development.

AUG 2004 – DEC 2006, BACHELOR OF SCIENCE IN TECHNICAL COMMUNICATIONS / MULTIMEDIA PRODUCTION, GPA: 3.39, 61 CREDITS

Metropolitan State University of Denver, Denver, CO

Relevant coursework included multimedia production, interactive media writing, corporate video scriptwriting, advanced non-linear editing, software and hardware documentation, communications law, programming, InDesign, multimedia planning and budgeting, organizational communication, and environmental writing.

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

Relevant coursework included video and post-production, web design, digital photography, color theory, electronic prepress, Adobe software, sound design, media production management, film studies, and art history.

Graduate Level Courses Completed

THE ADULT LEARNER

UNM, Fall 2018, OILS 541, A-

CULTURE & GLOBAL ELEARNING I

UNM, Spring 2019, OILS 535, A

CULTURE & GLOBAL ELEARNING II

UNM, Spring 2019, OILS 536, A

PRESENTATION TECHNOLOGIES

UNM, Summer 2019, OILS 501, A+

FRAMING DESIGNS FOR LEARNING

UNM, Fall 2019, OILS 546, A

PROTOTYPING DESIGNS FOR LEARNING

UNM, Fall 2019, OILS 547, A

EXPLORING VIRTUAL WORLDS

UNM, Spring 2020, OILS 506, A

E-LEARNING COURSE DESIGN

UNM, Spring 2020, OILS 532, A-

PROGRAM EVALUATION

UNM, Spring 2020, OILS 544, A

TEAM DEVELOPMENT & FACILITATION

UNM, Summer 2020, OILS 552, A

CAPSTONE

UNM, Summer and Fall 2020, OILS 597, A

CONSULTING & PROJECT MANAGEMENT

UNM, Fall 2020, OILS 554, A

TECHNICAL & PROFESSIONAL COMMUNICATION

UNM, Fall 2024, ENGL 502, A+

ETHICS IN TECHNICAL & PROFESSIONAL COMMUNICATION

UNM, Spring 2025, ENGL 535, A+

GRADUATE INTERNSHIP

UNM, Spring 2025, ENGL 598, A

USER CENTERED DESIGN & USABILITY

UNM, Summer 2025, ENGL 512, A+

AI FOR WORKING AND LEARNING

UNM, Spring 2026, OILS 593, A

Core Skills

- Technical Communication & Content Design:** Technical writing, process documentation, user guides, proposals, IT communications, content strategy, editing and proofreading, audience analysis, simplifying complex information, user-centered content audits, usability testing, persona development, empathy mapping, content localization, accessibility best practices, DEIA awareness, and print and web content optimization.
- Instructional Design & Learning Technology:** ADDIE and SAM, learning theories, adult learning, learner and needs analysis, task analysis, learning objectives, course development, e-learning design, assessment and evaluation, instructional materials, performance-support resources, SME collaboration, Articulate Rise 360, Tango, and LMS administration in Cornerstone, Moodle, Canvas, and Blackboard Learn.
- Design, Web & Digital Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, and Premiere Pro), Canva, Microsoft 365, SharePoint design and administration, HTML, CSS, Bootstrap, WordPress, Squarespace, CMS platforms, UI/UX design, wireframing, prototyping, visual design, presentation design, digital photography, video production, and audio editing.
- Digital Marketing, Analytics & Brand Strategy:** Digital marketing strategy, campaign planning and execution, content marketing, search engine optimization (SEO), generative engine optimization (GEO), paid search and media, email marketing, social media, Google Analytics, Google Ads, Looker Studio, A/B testing, data analysis, dashboard development, performance reporting, business analytics, brand positioning and messaging, brand standards, website optimization, and audience research.
- Collaboration & Project Support:** Cross-functional collaboration, stakeholder and client communication, software adoption initiatives, project planning, budgeting, quality initiatives, business process improvement, and support for organizational communications and digital transformation projects.