

KRISTA SMITH

INSTRUCTIONAL DESIGNER / ELEARNING DEVELOPER

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📍 Frisco, Texas

Experienced Instructional Designer and eLearning Developer with 25+ years of creating engaging, results-driven learning solutions. Skilled in managing the full development cycle—from concept to design, development, and delivery—with a focus on interactivity, impact, and learner engagement.

WORK EXPERIENCE

SKILLS

■ 2010 - Present

Knowledge Media

Instructional Designer / eLearning Developer / Contractor

- Create engaging interactive eLearning courses, software simulations, training videos, and assessments. Topics have included: software training, product introduction, sales, new hire orientation, technical training, and customer service.
- Transform complex technical material into compelling information that engages learners and delivers results.
- Design and create quick-access support materials- interactive PDFs, reference guides, presentations, job aids, infographics, and micro-learning assets.

■ 2021 - Present

K. Smith Mercantile

Founder/Owner/Operator

- Own and operate a successful online retail business.
- Design, create, print, and frame large scale custom maps.
- Built and maintain an e-commerce website- manage product creation, listing optimization, customer service, and fulfillment.
- Execute all marketing and branding efforts.

■ 2022 - 2024

Poki Bowl

Owner/Operator - General Manager

- Launched and managed daily operations of a fast-casual restaurant, overseeing front and back of house.
- Trained, and supervised a team of 15+ employees.
- Created employees weekly schedules and managed labor costs.
- Implemented training procedures, improving onboarding efficiency and team performance.
- Created marketing and promotional campaigns, increasing local brand awareness and customer engagement.

- Articulate Storyline
- Articulate Rise
- Captivate
- Camtasia
- Synthesia
- Vyond
- InDesign
- Canva
- Photoshop
- Illustrator
- Lightroom
- Audition
- Premier Pro
- PowerPoint

EDUCATION

AAS - Marketing

Kingwood College

University of Houston

OTHER

2021 - 2025

Young Mens Service League

GLC - Grade Level Chair

YMSL Frisco Star Chapter

- Volunteer
- 40+hours per year

WORK EXPERIENCE

2003 - 2009

Stewart Title/Landata Systems

Lead eLearning Developer / Instructional Designer

- Created eLearning courses, assessments, simulations for proprietary software programs: SureClose and eClosingRoom.
- Converted all stand alone instructor led training, into eLearning courses.
- Conducted needs analysis to determine appropriate needs and delivery medium.
- Developed, created, installed, and coordinated stand-alone exams and ensured production of reports to confirm completion and mastery.

1999 - 2003

AIM Investments (INVESCO)

Lead eLearning Developer / Instructional Designer

- Responsible for the training department eLearning design and delivery technology solutions.
- Lead eLearning projects through delegation and self-assignment.
- Created 100+ eLearning modules and supplemental micro-learning assets. Ensured instructional soundness and timely delivery of each completed project.
- Created, developed and implemented:
 - Train-the-Trainer Classes
 - eLearning Standards & Procedures
 - eLearning Project Request Form
 - Intranet Request Procedures
 - Publishing Procedures
 - Project Conceptual Outline Forms
 - Remote User Tracking Guidelines
 - Interaction Guidelines
 - Quarterly Update Procedures
 - eLearning Methodology Tool
 - Job Aids and Infographics

1996 - 1999

MarTek Software

eLearning Developer / Consultant / Instructional Designer

- Completed 50+ eLearning courses and supplemental micro-learning for product introductions, new employee orientations, OSHA training, and technical training topics for large oilfield service companies: Baker Hughes INTEQ, Baker Oil Tools, Hughes Christensen, Security DBS, Western Atlas / Baker Atlas, The John Wright Company and Alert Disaster Services.
- Worked with Anadrill/Schlumberger and Diamondback Directional to transfer their paper bound tool specifications to an efficient online system.
- Converted Houston's Drug-Free Business Alliance manual into an eLearning Course.