Brandon Kunz

Instructional Designer

Prolific Epic certified instructional designer with an eye for creative process and a knack for emerging technologies. Combine highly developed knowledge of past and current experience to bring target organization support in their Electronic Health Records through training and elbow support of clinical staff.

Experience

Apr 2016 - present

Manager of Instructional Design & Branding

SAC Health System

Organization type: Non-profit FQHC

Industry: Healthcare

Organization: SAC Health System is a Federally Qualified Health Center serving the underserved population in Southern California for 60 years. SACHS offers Primary Care, Dental and 29 specialties, making it the largest offering among FQHCs across the nation and one of the 3 largest Teaching Health Centers. Each site has achieved level 3 PCMH recognition. Across 4 locations, SACHS employs 330 staff and 720 providers, housing 4 residency programs.

Role: Instructional Design & Branding Manager

- Provided top-level technical expertise in Instructional Systems Design.
- Oversee team of 3 Instructional Designers, set up training schedules, and assisted and observed in classrooms to insure consistency in delivery and instruction.
- Epic Ambulatory Implementation Support.
- Provided elbow support for clinics initial installment of Epic.
- Develop and maintain a positive collaborative relationship with physicians and clinical staff to ensure appropriate training and utilization of EHR.
- Oversee and train 1000+ end users along with 40 Epic Super Users.
- Assist with the build, configuration, and testing of training environments
- Collaborate with EHR training and clinical staff to ensure objectives are being met.
- Identify and track/document notable issues. Implement solutions and escalate to leadership as needed.
- Responsible for visualizations of trainings including electronic medical records, eligibility and on-boarding to name a few.
- Designed and developed course materials from scratch for employee development training.
- Conducted QA checks for all instructional media to ensure training content was instructionally sound.
- Development and customization of company LMS (Learning Management System) through the use of Moodle.
- In conjunction with Chief of Information and Technology, work with subject matter experts to identify target audience training needs.
- Maintain brand integrity within organization, online and in the community.
- Responsible for creation of media, including animations, presentations and video for online and offline distribution.
- Developed initial social media plan and presence for brand.
- Build social media calendar, posts, advertising and promotions across social media platforms.
- Analyze and evaluate marketing campaigns and strategies.
- Work with the Business Intelligence and Development Manager in

Personal Info

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brandon-kunz.com

LinkedIn

http://linkedin.com/in/brandon-kunz-a9098439

Skills

Graphic Design:

Adobe Illustrator CC, Adobe Photoshop CC, Adobe Draw

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UI Design:

Adobe XD, Sketch

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Web Design:

Wordpress, HTML5, CSS3, Javascript, Adobe Dreamweaver

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Video Production:

Adobe Premiere CC, Adobe Captivate, Adobe After Effects, Final Cut Pro X, Apple Motion 5

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Animation:

Adobe Animate CC, Adobe Flash

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Creative Experience

Web & Multimedia:

Website Design

Video Editing

Video Photomontages

Social Media

Creative Experience Cont'd

Print

visualizations and prototypes for applications.
- Design marketing displays for various fairs and events to increase recognition in the community.

See Portfolio

Jan 2014 - Sep 2016

Creative Supervisor
BananasLab
Organization type: Online store
Industry: Retail - Apparel
Organization: BananasLab is a self-expression online company that produces and distributes apparel and other customized items.
Role: Creative and Brand Supervisor Responsible for product design and online presence.
- Created content to give brand a voice that reflects company mission.
- Built and maintained website to be eCommerce friendly.
- Successfully spearheaded campaigns on social media platforms including Facebook, Twitter, and Instagram, increasing sales growth over 15% within the first 6 months.
- Managed social media planning for execution of marketing strategies and community management.
- Implemented marketing and promotion tactics that led to 32% growth in total social media shares and 26% increase in website traffic from social media posts.
- Outlined goals, defined target audience and created platforms to help scale brand.
- Monitored online presence of company brand and engaged with users, strengthening customer relationships.
- Led the concept development of BananasLab Gear and Not Your Average Sport.
- Led team of two remote graphic designers.

See Website

Jan 2008 - Dec 2013

Web Developer and Graphic Designer
Freelance, Fontana, CA
- Met with clients, in person and remotely, to discuss and review project scope.
- Advised clients on best strategies for products and desired audiences.
- Created original images, audio messages, illustrations and logos for customers.
- Performed final editing on projects to ensure product was without errors.
- Utilized a bidirectional feedback process to ensure client satisfaction.

See Portfolio

Education and Certifications

2018	**Business Administration AA, Chaffey College**
2018	**Certified DevOps Foundation, DevOps Institute**
2018	**Marketing Management Certificate, MIT**
2018	**Strategic Marketing Measurement, MIT**
2018	**Marketing Masterclass, Udemy**
2018	**SEO Training Certificate, Udemy**
2018	**Google Analytics Certificate, Google**

Portfolio

brandon-kunz.com