

KELLY MCKENNA

Instructional Designer • Higher Education • Learning Technologies & Systems Design

Cortland, NY | kelly.mckenna@cortland.edu | 607.261.0034 | [LinkedIn](#) | [Portfolio Site](#)

PROFESSIONAL SUMMARY

Instructional designer with a higher education background specializing in human-centered learning experiences, systems design, and technology solutions that support faculty, staff, and students. Applies instructional design methodologies, accessibility principles, educational technology, and process improvement through a collaborative, user-centered approach grounded in stakeholder needs. Experienced in developing Brightspace learning experiences, evaluating online courses using OSCQR standards, creating scalable academic planning systems, and translating complex information into engaging, accessible learning resources.

CORE COMPETENCIES

INSTRUCTIONAL DESIGN

- Learning Experience Design (LXD)
- ADDIE
- Successive Approximation Model (SAM)
- Backward Design
- Assessment Design
- Bloom's Taxonomy
- Universal Design for Learning (UDL)
- Accessibility (WCAG Awareness)
- OSCQR Course Review

DATA & ANALYSIS

- Excel
- Dashboard Design
- Data Visualization
- Reporting
- Degree Planning
- Course Demand Forecasting

PROCESS IMPROVEMENT

- Needs Analysis
- Stakeholder Collaboration
- Systems Design & Implementation
- Workflow Design
- Process Documentation
- Project Coordination
- Faculty Support

PROFESSIONAL EXPERIENCE

Administrative Assistant 1 - Performing Arts Department

SUNY Cortland | July 2025 - Present

- Coordinate complex administrative operations for a university Musical Theatre program, supporting faculty, staff, students, guest directors/choreographers, academic scheduling, contracts, budgeting, recruitment, and performances.
- Manage complex travel workflows for recruitment, senior showcase, and faculty travel, coordinating authorizations, registrations, accommodations, financial reconciliation, reimbursements, and post-travel documentation.
- Designed and maintained an Excel travel dashboard using standardized tracking, conditional formatting, and status indicators to improve visibility across approvals, reservations, reimbursements, and required documentation.
- Improve departmental workflows by standardizing documentation, converting forms into fillable PDFs, reorganizing physical and digital records, and developing repeatable administrative processes.
- Track departmental spending across multiple funding sources, reconciling purchases, processing invoices, monitoring balances, and supporting internal transfers to ensure accurate financial management.
- Coordinate contracting and onboarding documentation for 30+ part-time and temporary employees, including workload calculations, HR documentation, payment processing, and onboarding support.
- Support academic planning through schedule development, enrollment tracking, registration management, advisor assignments, departmental communications, and administrative reporting.

Administrative Assistant 1 - Academic Programs & Global Engagement

Supporting the Honors Program, Center for Gender and Intercultural Studies (CGIS), Clark Center for Global Engagement, International Studies, and Phi Kappa Phi

SUNY Cortland | February 2025 - July 2025

- Supported administrative operations across four academic programs, coordinating communications, financial processes, student services, and faculty support within a shared academic office.
- Organized and digitized departmental records by consolidating paper documentation, reducing duplication, and improving organization and accessibility of shared resources.
- Developed Microsoft Teams and SharePoint resources to centralize advising materials, forms, and departmental documentation, improving access to shared information.
- Modernized administrative workflows by converting paper forms into fillable digital documents and supporting streamlined application and records management processes.
- Rapidly developed proficiency in university financial systems, administrative procedures, and institutional policies while supporting four academic programs in a newly established Administrative Assistant role.

Office Assistant 1 - Childhood & Early Childhood Education Department

SUNY Cortland | February 2023 - February 2025

- Designed and implemented a standardized academic degree planning system serving 860+ undergraduate and 100+ graduate students, replacing inconsistent advising methods with a unified departmental workflow.
- Conducted stakeholder needs analysis by evaluating faculty advising approaches, identifying common requirements, and synthesizing best practices into a standardized planning system.
- Developed dynamic Excel degree-planning workbooks featuring program pathways, automated course sequencing, prerequisite tracking, student teaching cohorts, and customizable advising tools.
- Created a long-range course demand forecasting system by consolidating advising data across faculty, supporting evidence-based enrollment projections and departmental scheduling.
- Designed and maintained a centralized SharePoint and Microsoft Teams advising hub for degree planning resources, documentation, student teaching timelines, orientation materials, and departmental reference guides.
- Facilitated department-wide implementation through documentation, faculty workshops, individualized support, and continuous refinement based on user feedback.
- Developed Formstack workflows to streamline admissions, registration, surveys, syllabus submissions, and other administrative processes, reducing manual work and improving data collection.
- Created reporting dashboards, enrollment tracking tools, and program data systems supporting advising, scheduling, registration, and departmental planning.

Founder & Creative Designer

K Marie ArtifeX | March 2021 - Present

- Designed and developed custom websites using Wix and Squarespace for artists, educators, small businesses.
- Guided clients through discovery, content planning, branding, and website launch using a structured consultation process.
- Created pricing models, project workflows, and client questionnaires to standardize services and improve project planning.
- Designed visual identities, digital graphics, and marketing materials that strengthened small business branding and outreach.
- Managed all aspects of a creative small business, including e-commerce, product photography, client communication, fulfillment, and commissioned ceramic production.

Teaching Assistant / Assistant Studio Technician

Ceramic Studio, SUNY Cortland | June 2016 - June 2018

- Supported beginning and advanced ceramics students through individualized instruction in wheel throwing, hand-building, glazing, design development, and technical problem-solving.
- Supported all phases of studio operations, including material preparation, kiln firings, inventory management, equipment maintenance, and studio safety.
- Diagnosed and resolved technical issues involving glazing, firings, kiln performance, material preparation, and ceramic production.
- Improved studio operations by redesigning storage systems, documenting kiln infrastructure, labeling equipment and materials, and streamlining workflows for students and faculty.
- Mentored student workers, coordinated daily studio operations, and maintained a production-ready environment throughout the semester.
- Supported classroom instruction through demonstrations, lesson preparation, and presentations on design principles for introductory and advanced courses.
- Coordinated logistics for ceramics sales, including event planning, display organization, quality review, pricing guidance, and customer experience.
- Applied expertise in ceramic materials and firing processes to help students translate creative concepts into successful finished work.

FEATURED CASE STUDIES | [See Full Portfolio](#)

Predictive Degree Planning & Course Forecasting System

Designed and implemented a scalable academic advising and decision support system serving 960+ students, improving advising consistency, long-range enrollment forecasting, and departmental course planning.

Brightspace Course Design: Foundations of Ceramics

Designed and developed an accessible Brightspace learning module integrating multimedia, formative assessment, and learner-centered instructional design strategies.

Brightspace Course Evaluation (OSCQR)

Evaluated a faculty-developed Brightspace course using OSCQR standards, recommending improvements to accessibility, navigation, instructional design, and overall learner experience.

Human-Centered Approaches to Online Teacher Preparation

Co-presented at SUNY FACT2 CIT Conference on balancing AI technologies with human-centered instructional design to support meaningful learning in online graduate education.

Performing Arts Travel Workflow Dashboard

Designed an Excel-based travel workflow dashboard using conditional formatting and standardized tracking to streamline approvals, documentation, reimbursements, and faculty travel planning.

PROFESSIONAL PRESENTATIONS

Human-Centered Approaches to Online Teacher Preparation in the Age of AI and Automation

Co-Presenter • SUNY FACT2 CIT Conference • 2025

Reflections into the Potted Past: An archaeological experiment in reproducing the lustrous surfaces of dark burnished wares from ancient Roman Britain

Presenter • EXARC Experimental Archaeology Conference • 2021

Examining the Maya Blue: An investigative study on its historic, artistic, and chemical properties

Presenter • REARC Conference • 2017

TECHNOLOGY & DESIGN TOOLS

Learning Technologies

- Brightspace D2L; OSCQR; Learning Analytics; NotebookLM; MagicSchool AI

AI-Assisted Learning Design & Tools

- AI-Enhanced Instructional Design; AI-Supported Content Development; Generative AI Prompting; ChatGPT; Claude (Familiarity); Google Gemini; Adobe Firefly

Administrative & Campus Systems

- Banner; Argos; DegreeWorks; Slate; EMS; ESM / RedDragonDepot; BI; Formstack / Intellistack; OnBase; TAS

Design, Web & Multimedia

- Adobe Creative Cloud; Acrobat Pro; InDesign; Illustrator; Photoshop; Premiere Pro; Adobe Express; Adobe Capture; Canva; Figma; Wix; Hostinger; Squarespace; Google Sites

Productivity & Collaboration

- Microsoft 365; Excel; Word; PowerPoint; Outlook; Teams; SharePoint; OneDrive; OneNote; Forms; Notion; Google Workspace & Form

Programming & Web Foundations

- HTML; CSS; JavaScript; Python; Java; Kotlin

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

Instructional Design Certificate with Distinction

SUNY Center for Professional Development (2025)

- Foundations of Instructional Design – *Distinction*
- Equitable Assessment Design & Course Evaluation – *Distinction*
- Advanced Instructional Design & Course Enhancement – *Distinction*

LinkedIn Learning

- Brightspace by D2L (2026)
- AI Prompts for Gamified Learning Design (2026)
- Using Gamification to Create Learner Engagement (2026)
- Figma Essential Training (2026)
- Learning Wix (2026)

PROFESSIONAL AFFILIATIONS & COMMUNITY ENGAGEMENT

EDUCAUSE

Member since 2025

Guest Lecturer | ANT 329: Experimental Archaeology

SUNY Cortland (Spring 2024)

Experimental Archaeology Volunteer | Ancient Technology Centre (ATC)

Cranborne, UK (2019)

Community Arts Engagement

Supported Empty Bowls (Loaves & Fishes, Cortland, NY) through ceramic outreach, event participation, and studio initiatives.

EDUCATION

University of Exeter | Exeter, Devon, United Kingdom

Master of Arts, Experimental Archaeology (Merit)

2020

Dissertation awarded Distinction

State University of New York at Cortland | Cortland, NY

Bachelor of Arts, Art History (Magna Cum Laude)

2017

Minor: Archaeology

ADDITIONAL COURSEWORK

State University of New York at Cortland

ANT 529: Introduction to Museum Studies

Graduate | Spring 2025

State University of New York College of Environmental Science & Forestry (ESF)

Additional Study: Landscape Architecture

Undergraduate | 2011-2013