

KEVIN CASSIDY

Greater Tampa Bay Area · 727-459-5804
[LinkedIn](#) · [Resume Site](#) · [You Tube Channel](#)
Email: kcassidyfla@gmail.com

PROFESSIONAL SUMMARY

I am a learning solutions strategist and architect integrating tech and AI that changes performance and delivers efficiencies for training teams. I have partnered with executive leadership and HR for Fortune 100 companies to build enterprise-wide learning programs that change performance and achieve measurable results for both systems and soft skills training, notably in healthcare, banking and SAAS environments. I have been a peer mentor, led committees on new technology adoption, and sat on corporate training councils.

STRENGTHS AND EXPERTISE

Instructional Design	LMS Administration	Change Management
eLearning Development	Articulate 360 / Camtasia	Agile Project Management
AI - Claude, CoPilot, ChatGPT, Gemini	Microlearning / Audio / Video	New Technology Adoption

PROFESSIONAL EXPERIENCE

Instructional Designer and Developer - Contractor / Freelance

March 2022 - Present

Instructional Design Freelancer - Various

November 2025 - Present

- Provide freelance services for one off, limited scope design and development projects.
- Self-upskilled in AI best practices for learning and development teams.
- Rebranded and relaunched my web site www.kevincassidy.com.
- Articulate Storyline project work on comprehensive "Introduction to AI for L&D Teams" course.

Instructional Design Contractor - Humana

May 2025 - October 2025

- Overhauled and restructured PCO Provider New Hire eight-week curriculum to reflect athenaOne.
- Managed and reported Provider EMR systems change management process from ECW to athenaOne.
- Created participant and facilitator guides for early VILT sessions working with athenaOne SMEs.
- Recorded and edited live VILT sessions to make into on demand learning videos and microlearnings.
- Designed storyboards and developed Storyline 360 modules for athenaOne compliance usage.
- Utilized Articulate 360, Camtasia, SnagIt, Photoshop, Adobe Audition, MS Stream and MS Teams.

Instructional Design Contractor - McKesson

November 2024 - April 2025

- Built 26 course New Hire curriculum for new Supplylogix pharmacy management system adoption.
- Worked with subject experts to identify audiences, finalize course outlines and draft lesson topics.
- Utilized recorded webinars to validate role-based process and procedure to make into full courses.
- Created Articulate Rise courses with embedded Camtasia instructional systems videos.
- Leveraged AI for writing storyboards and text to voice synchronization of systems videos.
- Used MS Smartsheet and Confluence to track project progress and project effort hours.

Instructional Design Contractor - UnitedHealth Group

April 2023 - March 2024

- Evaluated, reconstructed and built New Hire curriculum for a new billing system including project management, crosswalk aids, storyboards and simulation embedded micro eLearning courses.
- Partnered with Change Management, IT, Documentation Team and Billing Team SMEs to scope course priority by role that offered the greatest early impact efficiency for the business.
- Tracked and communicated progress on change readiness and curriculum buildout

Senior Instructional Design Contractor - Amplitude

August 2022 - November 2022

- Created interactive, video-based sales courses for a new SAAS marketing analytics product launch.
- Developed New Hire Account Executive Sales Certification Training for Bronze, Silver and Gold curriculums.
- Partnered with Marketing Department and Sales Department SMEs to scope objectives.
- Recorded sample sales calls for source video assets for final product scenario development.
- Scoped the goals for a new learning team "Center of Excellence" for migrating to agile project management, including a new Google Forms based Intake Request System.
- Worked with vendors to select a new Mindtickle LMS platform for integration with Highspot.

Instructional Designer IV Contractor - KPMG

March 2022 - June 2022

- Created eLearning products for new ESG product integration training for Sales Enablement Team.
- Partnered with Bard College SMEs to create course outlines, storyboards and gather content.
- Performed as project manager to track deliverables and communications between SMEs and KPGM.

**Multimedia Instructional Designer
Self-Employed**

September 2021 - February 2022

- Created eLearning courses for small business owners.
- Utilized Articulate 360, Camtasia and Adobe Creative Suite.

**Senior Learning Specialist - Full Time
Capital One**

September 2020 - September 2021

Designed and developed eLearning and facilitator led products in support of the Fraud and Disputes Organization (FDO) of the US Card business line. Worked on a SCRUM managed team while servicing and maintaining over 40 FDO New Hire curriculum paths and learning journeys.

- Created interactive, multimedia scenario-based eLearning courses on how customer service agents working in FDO identified and compliantly worked a fraud and dispute claim from end to end.
- Designed facilitator and participant guides and performed train the trainer duties.
- Worked with the Quality Management Organization (QMO) to identify performance gaps.
- Created course storyboards, wrote voiceover audio scripts and performed voiceover.
- Participated in daily stand ups, sprint planning and retrospective SCRUM ceremonies.
- Performing QA and acceptance testing as a One Learn LMS administrator.
- Maintained source files in SharePoint.
- Conducted peer to peer cross training sessions in agile project management.

**Multimedia Instructional Designer
Self-Employed**

November 2018 - August 2020

- Created eLearning courses for small business owners.
- Utilized Articulate 360, Camtasia and Adobe Creative Suite.

WellCare

Highly accomplished senior associate serving in roles of multimedia instructional designer, project manager, Cornerstone LMS super administrator, SharePoint super administrator, peer mentor, head of Tools and Technology Committee and member of the Corporate Training Council.

- Designed and developed New Hire, clinical systems and soft skills training for seven Health Services departments and Corporate Compliance.
- Designed and developed annual McKesson InterQual Certification eLearning curriculum in Articulate Storyline that was approved by CMS as qualifying for annual certification to replace formal testing, saving proctoring and lost productivity time for clinical nursing associates.
- Created CEO Town Hall quarterly videos in Storyline for playback on demand.
- Worked with HR and executive leadership to implement and govern new Cornerstone LMS.
- Lead designer, developer and project manager for all new state business contract curriculums.
- Maintained Step Action SharePoint libraries and taught technical writing standards for authors.
- Created all Health Services design templates by line of business for consistency and quality needs.

EDUCATION / SOFTWARE / CERTIFICATIONS

Bachelor of Arts, Mass Communications

Rhode Island College
Providence, RI

Software

Articulate 360, Snag-It, Captivate, Camtasia, Vyond, Adobe Creative Cloud, WellSaid Labs AI, MS Teams, MS Project, Jira, Google Suite, MS Office 365, Slack, Miro, Final Cut Pro, DaVinci Resolve

eLearning Certified Instructional Designer

Allen Interactions
