

# KEVIN CASSIDY

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

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## PROFESSIONAL SUMMARY

I am an instructional designer / developer and project manager that partners with executive leadership and HR for Fortune 100 companies to build enterprise-wide learning programs that change performance and achieve measurable results. I provide systems, change management and soft skills training, notably in healthcare, banking and SAAS environments, that turn complex systems and platforms into easy to digest learning. I have been a peer mentor, led committees on new technology adoption, and sat on corporate training councils.

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## STRENGTHS AND EXPERTISE

Instructional Design	LMS Administration	Change Management
eLearning Development	Storyline / Rise / Camtasia	Agile Project Management
Artificial Intelligence Integration	Microlearning / Audio / Video	New Technology Adoption

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## PROFESSIONAL EXPERIENCE

### Instructional Design Freelance

November 2025 - Present

- Provide services for eLearning development projects using Articulate and Camtasia products.
- Self-upskill in AI best practices and blending tools for learning and development teams.
- Rebranded and relaunched my web site [www.kevincassidy.com](http://www.kevincassidy.com).

### Instructional Design Contractor - Humana

May 2025 - October 2025

- Increased Provider upskilling adoption time 70% with blended and on demand learning resources.
- Reduced associate train the trainer time 50% and design time 40% with standard design templates.
- Overhauled and restructured PCO provider new hire eight-week curriculum from ECW to athenaOne.
- Managed and reported Provider EMR change management readiness progress to leadership.
- Designed storyboards and developed Storyline 360 modules for early adoption compliance training.
- 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.
- Reduced Pharmacist adoption time 60% and trainer costs 50% with full featured self-paced delivery.
- Consulted and partnered with subject experts to identify audiences, finalize outlines and draft topics.
- Utilized recorded webinars to validate role-based process and procedure to turn into full courses.
- Developed Articulate Rise courses with embedded Camtasia instructional systems videos.
- Leveraged AI for writing storyboards and text to voice synchronization of systems videos.

### Instructional Design Contractor - UnitedHealth Group

April 2023 - March 2024

- Reduced development time 40% with high quality design templates and project engagement costs 60% by partnering with SMEs to validate step procedure workflows in a new billing system.
- Consulted with billing, IT and change management to design crosswalk job aids, storyboards and Articulate Rise demonstration and simulation enhanced micro courses by job role.
- Tracked and communicated weekly progress to leadership on adoption readiness and course buildout.

**Senior Instructional Design Contractor - Amplitude**

August 2022 - November 2022

- Reduced traditional facilitator-led only adoption time 50% by developing three new hire account executive sales certification eLearning curriculums for bronze, silver and gold products.
- Reduced development time and costs in a short turnaround contract time 40% creating Articulate templates branded and outlined for each product level course type.
- Created interactive, video-based sales courses for a new SAAS marketing analytics product launch.
- Partnered with marketing and sales department SMEs to scope all objectives.
- Recorded sample sales calls for source video assets for final product scenario development.
- Partnered on a new learning team "Center of Excellence" for migrating to agile project management, including a new Google Forms based Intake.
- 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 KPMG.

**Multimedia Instructional Designer**

September 2021 - February 2022

**Self-Employed**

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

**Senior Learning Specialist - Full Time**

September 2020 - September 2021

**Capital One**

- 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**

November 2018 - August 2020

**Self-Employed**

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

- 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.

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## **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

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