

# KEVIN CASSIDY

## Instructional Designer | eLearning | Multimedia Development

+1-(727)-459-5804

Kevin Cassidy | [LinkedIn](#)

Tampa, FL

[kcassidyfla@gmail.com](mailto:kcassidyfla@gmail.com)

[KevinFCassidy.com](http://KevinFCassidy.com) – eLearning / Multimedia Developer



## SUMMARY

High-impact eLearning thought leader serving Fortune 50 firms to create best in class interactive eLearning courses, demos and simulations. I have cross-trained peers in team procedures, worked with SMEs, managed complex agile projects from analysis to evaluate, and partnered with executive leadership and HR on enterprise-wide systems implementations, upgrades and new technology.

## EXPERIENCE

### Instructional Designer

#### Contractor - Highlighted clients below in order of most recent

10/2021 - Present Remote

- Humana:** Developed a new athenaOne blended curriculum of eLearning and classroom modules. Partnered with athenaeOne contract SME/Trainers and Humana staff. Utilized Storyline 360 with AI voice editing, Camtasia, MS Office and MS Teams Project Tracker for agile project communication.
- McKesson:** Developed a new Supplylogix pharmacy curriculum of 26 Rise courses with embedded Camtasia demos. Utilized recorded webinars to write objectives, video scripts and convert to AI voiced demos and full modules.
- UnitedHealth Group:** Developed a new billing system curriculum working with change management and billing department leaders to validate all new workflows and determine delivery type by topic. Utilized Storyline 360, Rise and Snag-It to create AI assisted step flows. Wrote scripts and storyboards.
- Amplitude:** Developed new SAAS eLearning supporting internal and external sales trainers. Worked with marketing and sales team leaders to create Gong videos to use in interactive Storyline 360 video-based courses. Established new Center of Excellence that reduced SLA times by over 50%.
- KPMG:** Partnered with Bard College professors to create a new ESG eLearning curriculum for sales agents using Rise 360 and Camtasia.

### Sr. Training Specialist

#### Capital One - Full Time

09/2020 - 09/2021 McLean, VA / Remote

- Developed and reconfigured a curriculum of 40 learning objects for Fraud and Disputes (FDO) using video-enhanced scenarios for customer service.
- Utilized Storyline 360 and Camtasia to convert classroom materials by over 25% during Covid while reducing dedicated facilitator time by over 40%.
- Participated in daily SCRUM ceremonies using JIRA to maintain all projects.
- Cross trained an ID team of over 40 in the SAM model of agile iteration.

### Instructional Designer

#### Self-Employed Freelancer

11/2018 - 08/2020 Remote

- eLearning services using Articulate 360, Adobe Creative Cloud and Camtasia.

### Sr. Instructional Designer

#### WellCare - Full Time

09/2006 - 10/2018 Tampa, FL

- Dedicated instructional designer for six Health Services departments and Compliance including classroom guide creation and eLearning development.
- Super Administrator for six SharePoint content libraries of technical workflow documents and Cornerstone LMS enrollments/reports for 15,000 associates.
- Partnered on training completion readiness for all new state contracts.
- Developed annual McKesson Interqual certification curriculum for nurses utilizing Articulate Storyline 360, Camtasia and Photoshop.
- Held weekly project status meetings with leadership to identify new requests.
- Established templates and trained all new Health Services team members.

## KEY ACHIEVEMENTS

### ★ New Center of Excellence (Amplitude)

Created all design and development template standards in Articulate 360 products as well as a new online project request intake system.

### \$ Reduced Facilitator Time Over 40% (Capital One)

Reconfigured a facilitator-heavy curriculum during Covid into scenario based eLearning for agents to take for performance practice.

### 🏆 CMS Approved InterQual Certification Curriculum - Storyline 360 (WellCare)

Reduced classroom upskilling by 75% and exam proctoring by developing a complete McKesson InterQual eLearning certification curriculum for clinical nurses. CMS approved curriculum scores as exam equivalency.

### 🔧 Co-creator of WellCareU (WellCare)

Partnered with HR and Sales to become the first Health Services LMS Super Administrator for a brand new WellCare University company-wide learning management platform.

## SOFT SKILLS

### Storyline 360 / AI Assistant

Expert



### Rise 360 / AI Tutor

Expert



### Camtasia / AI Video Editing

Expert



### Adobe Audition / AI Audio

Expert



### Adobe Premiere / AI Video

Proficient



### Adobe Photoshop

Proficient



### SAM / ADDIE / SCRUM

Proficient



### LMS Administration

Proficient



## EDUCATION

### Bachelor's in Mass Communications

#### Rhode Island College (2002)

Providence RI