

KEVIN CASSIDY

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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.

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

PROFESSIONAL EXPERIENCE

Instructional Designer Contract / Freelance (Key Clients Listed Below) March 2022 - Present

- Provide contracted consulting, instructional design, instructional development, design project management and change management services to Fortune 100 companies.
- Specialize in healthcare, banking, SAAS and systems integration utilizing Storyline 360, Rise 360, Camtasia, Professional Video, Professional Audio and Adobe Creative Suite using agile methodologies such as SAM and project management tools including JIRA and MS Teams Project Tracker.

Instructional Designer - Humana (Contract - 6 months) May 2025 - October 2025

- Restructured provider partner new hire from ECW to athenaOne medical records systems.
- Partnered with athenaOne subject matter experts to develop blended learning materials including facilitator guides, eLearning modules and short, high quality demonstration videos.
- Developed compliance eLearning in SL360 for uninterrupted records review reporting during crossover.
- Managed and reported change management readiness progress to leadership.
- Utilized Storyline 360, Rise 360, Camtasia, SnagIt, Adobe Audition, MS Stream and MS Teams.

Instructional Designer - McKesson (Contract - 6 months) November 2024 - April 2025

- Revised pharmacy partner new hire to support new Supplylogix pharmacy ordering system.
- Consulted with Supplylogix trainers to identify audiences, curriculum outlines and course topics.
- Designed storyboards and wrote approved video scripts for all related eLearning and micro videos.
- Translated raw, recorded webinars into 26 full Rise 360 courses with embedded Camtasia videos.
- Leveraged AI for storyboards and text to voice synchronization of systems videos.
- Reported weekly progress and risks using MS Teams Project Tracker.
- Utilized Rise 360, Camtasia and SnagIt to create final assets.

Instructional Designer - UnitedHealth Group (Contract - 12 months) April 2023 - March 2024

- Revamped Billing team new hire to support a brand-new billing system implementation.
- Consulted with Billing, IT and Change Management teams to create crosswalk job aids, revise step action procedures by job role, storyboard eLearning and script high-quality micro videos.
- Reported weekly progress and risks on approved step process crossover and assets development.
- Utilized Camtasia, Rise 360, SnagIt and MS Teams Project Tracker.

Senior Instructional Designer - Amplitude (Contract - 3 months) August 2022 - November 2022

- Implemented three new hire account executive sales certification eLearning curriculums for bronze, silver and gold products.
- Created new Storyline 360 course templates, each branded and outlined by product level 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 - KPMG (Contract - 3 months) 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.

Senior Learning Specialist - Capital One (Full Time) 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.

Instructional Designer - Freelance November 2018 - August 2020

- Developed eLearning courses on a per project basis.
- Utilized Storyline 360, Rise 360, Camtasia and Adobe Creative Suite.

Senior Instructional Designer - WellCare (Full Time) September 2006 - October 2018

- 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
