

# KEVIN CASSIDY

## Senior Instructional Designer

📞 727-459-5804    @ kcassidyfla@gmail.com    kevincassidy.com    linkedin.com/in/kevincassidy  
📍 Greater Tampa Bay Area



### EXPERIENCE

#### Instructional Designer Contract / Freelance

📅 10/2021 - Present  
Provide instructional design, development, project and change management services to Fortune 100 companies utilizing Storyline 360, Rise 360, Camtasia, Professional Video, Professional Audio and Adobe Creative Suite. Key clients are listed below.

#### Instructional Designer

##### Humana

- 📅 05/2025 - 10/2025
- 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

- 📅 11/2024 - 04/2025
- Revised pharmacy partner new hire to support new Supplylogix pharmacy system
  - Consulted Supplylogix trainers to identify audience, curriculums 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

##### UnitedHealthcare

- 📅 04/2023 - 03/2024
- Revamped Billing team new hire to support new billing system implementation
  - Consulted 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 to senior management
  - Utilized Camtasia, Rise 360, SnagIt and MS Teams Project Tracker

#### Senior Instructional Designer

##### Amplitude

- 📅 08/2022 - 11/2022
- 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
  - Developed 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 new Mindtickle LMS platform for Highspot integration

### SUMMARY

Accomplished senior level 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.

### EDUCATION

#### Bachelor of Arts, Mass Communications

##### Rhode Island College

📅 2002    📍 Providence, RI

### SKILLS

#### Strengths and Expertise

| Instructional Design     |      | eLearning Development |       |
|--------------------------|------|-----------------------|-------|
| AI Integration           |      | LMS Administration    |       |
| Storyline                | Rise | Camtasia              |       |
| Change Management        |      |                       |       |
| Agile Project Management |      | SAM                   | ADDIE |
| New Technology Adoption  |      |                       |       |

#### Software

| Articulate 360       |               | Storyline 360 |                 | Rise 360 |  |
|----------------------|---------------|---------------|-----------------|----------|--|
|                      |               |               |                 |          |  |
| Snag-It              | Captivate     |               | Camtasia        | Vyond    |  |
|                      |               |               |                 |          |  |
| Adobe Creative Cloud |               |               | Wellsaid Labs   |          |  |
|                      |               |               |                 |          |  |
| MS Teams             |               | MS Project    |                 | Jira     |  |
|                      |               |               |                 |          |  |
| Google Suite         |               | MS Office 365 |                 | Slack    |  |
|                      |               |               |                 |          |  |
| Miro                 | Final Cut Pro |               | DaVinci Resolve |          |  |

### CERTIFICATIONS

#### eLearning Certified Instructional Designer

Allen Interactions

## EXPERIENCE

---

### Instructional Designer IV

#### KPMG International

📅 03/2022 - 06/2022

- Created eLearning for a new ESG product aimed at the Sales Enablement Team that reduced upskilling times by over 50%
- 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 - Full Time

#### Capital One

📅 09/2020 - 09/2021

- Designed and developed eLearning and facilitator led products supporting the Fraud and Disputes Organization (FDO) of the US Card business line
- Updated, augmented and maintained 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
- Performed 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

#### Self Employed

📅 11/2018 - 08/2020

- Developed over 50 eLearning courses as a freelance for hire on a per-project basis
- Utilized Storyline 360, Rise 360, Camtasia and Adobe Creative Suite

---

### Senior Instructional Designer - Full Time

#### WellCare Health Plans

📅 09/2006 - 10/2018

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 maintained New Hire, clinical systems and soft skills training for seven Health Services departments as well as Corporate Compliance
- Developed and revised an annual McKesson InterQual Certification eLearning curriculum, approved by CMS, to replace classroom-only training and annual testing
- Saved classroom teaching time and formal test proctoring by over 125%
- Created CEO Town Hall quarterly videos in Storyline for playback on demand
- Partnered with HR leadership to implement and administrate new Cornerstone LMS
- Lead designer, developer and project manager for new state business contract readiness curriculums and LMS reporting
- Maintained Step Action SharePoint libraries and taught technical writing standards
- Created all Health Services design templates by line of business for consistency

## FIND ME ONLINE

---



### My Web Site / Portfolio

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



### LinkedIn

[Kevin Cassidy](#) | [LinkedIn](#)



### You Tube

(77) [Kevin Cassidy - YouTube](#)



### Vimeo

[Kevin Cassidy](#)