

KEVIN CASSIDY

Senior Instructional Designer

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📍 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

- Overhauled provider new hire EMR curriculum from ECW to athenaOne
- Partnered with athenaOne subject matter experts to develop blended learning materials including facilitator guides, eLearning modules and demo videos
- Developed compliance eLearning for continuous records review during crossover
- Managed and reported change management readiness progress to leadership
- Used Storyline, Rise, 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 video scripts for new eLearning and micro videos
- Translated webinars into 26 Rise 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
- Used Rise, Camtasia and SnagIt

Instructional Designer

UnitedHealthcare

📅 04/2023 - 03/2024

- Revamped billing team new hire to support new billing system implementation
- Consulted billing, IT and change management to build crosswalk job aids, revise step actions by role, storyboard eLearning and script and deliver micro videos
- Reported weekly progress and risks to senior management
- Used Camtasia, Storyline, Rise, 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 Storyline branded course templates to match product level type
- Created interactive video sales courses for SaaS marketing analytics product launch
- Partnered with marketing and sales department SMEs to scope all objectives
- Recorded sample sales calls as source assets for final video course creation
- 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 Mindtickler LMS platform for Highspot integration
- Used Camtasia, SnagIt, Storyline, Gong, and Google Suite

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 and professors on course outlines, storyboards and video recordings to be used as source materials
- Performed as project manager to track deliverables and progress communications
- Used Camtasia, Rise and MS Teams Project Tracker

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

Software

Articulate 360	Storyline 360	Rise 360
Captivate	Snag-It	Camtasia
Final Cut Pro	Adobe Premiere	
DaVinci Resolve	Wellsaid Labs	
MS Project	MS Teams	MS Office 365
Google Suite	Jira	

Strengths and Expertise

Instructional Design		eLearning Development	
Project Management		SAM	ADDIE
Change Management		LMS Administration	
AI Integration	New Technology		Pro Video
Pro Audio	Adobe Audition	Podcasting	
MAC	Windows		

CERTIFICATIONS

eLearning Certified Instructional Designer

Allen Interactions, 2005

EXPERIENCE

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
- Revised and maintained over 40 FDO New Hire curriculums 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 to identify performance gaps
- Created storyboards, wrote voiceover audio scripts and performed voiceover
- Participated in daily stand-ups, sprint planning and all 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 SAM model process
- Used Storyline, Rise, Camtasia, SnagIt, MS Teams and JIRA

Instructional Designer

Self Employed

📅 11/2018 - 08/2020

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

Senior Instructional Designer - Full Time

WellCare Health Plans

📅 09/2006 - 10/2018

- Designed and maintained new hire, clinical systems and soft skills training for seven Health Services departments as well as Corporate Compliance
- Concurrently served as a multimedia instructional designer, project manager, Cornerstone LMS super administrator, and SharePoint super administrator
- Performed as a peer mentor, head of the Tools and Technology Committee and member of the Corporate Training Council
- 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
- Designed, developed and project managed all new state business readiness curriculums and LMS reports assuring alignment with state contract compliance
- Maintained Step Action SharePoint libraries and taught technical writing standards
- Created all Health Services design templates by line of business for consistency
- Used Storyline, Rise, SnagIt, Camtasia, Adobe Photoshop, Adobe Premiere, Professional Video Editing, Adobe Audition, Professional Voiceover and Audio Editing, MS Project, Office 365, MS Teams Project Tracker

FIND ME ONLINE



My Website / Portfolio

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



LinkedIn

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



YouTube

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Vimeo

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