



# KEVIN CASSIDY

- Interactive Instructional Design
- Software and Systems Training
- Screencasting
- Audio / Video Production
- Process and Procedure Writing
- Quality Assurance
- SharePoint Administration
- LMS Administration
- Project Management
- Team Leadership

## CONTACT

-  kcassidyfla@gmail.com
-  (727) 459-5804
-  www.design4training.com
-  LinkedIn
-  YouTube
-  Vimeo
-  Twitter
-  Instagram

## WORK HISTORY

Contract Instructional Designer  
Jan 2019 - Present

WellCare, Tampa, FL  
Sr. Instructional Designer  
Sep 2006 - Oct 2018

Cassidy Solutions, Palm Harbor FL  
Full Service Web Designer  
Apr 2004 - Aug 2006

TBE Group, Clearwater FL  
Multimedia Instructional Designer  
1099 Contractor  
Mar 2002 - Mar 2004

Crown Marketing Group  
Clearwater, FL  
Communications Coordinator  
Apr 1999 - Oct 2001

## EDUCATION

BACHELOR OF ARTS:  
MASS COMMUNICATION  
Rhode Island College

## INSTRUCTIONAL DESIGN

- Designed and maintained over 300 courses for WellCare Health Services
- Trained clients on process writing and governance for over 200 step procedures
- Developed multimedia courses for WellCare Corporate Compliance
- Designed courseware and assets for classroom, eLearning and on demand use
- Developed annual, scenario based and scored McKesson InterQual certification curriculums, approved by CMS to replace annual testing, saving significant costs
- Worked with SME's and stakeholders across six organizational divisions
- Updated courses and LMS curriculums according to strict SLA guidelines
- Cross trained peer designers on team standards, processes and policies

## MULTIMEDIA PRODUCTION

- Shot, directed and edited eLearning courses for WellCare Medical Directors
- Edited and published WellCare CEO Town Hall live events on quarterly basis
- Recorded screencasts of systems step processes with SME's for on demand use
- Shot, directed and edited live vendor seminars to turn into eLearning courses
- Integrated videos and voiceover audio into Articulate Storyline eLearning courses
- Cross trained peers in Audacity via recorded tutorials and Lunch N' Learn events
- Performed in-house voice talent and audio production for Corporate Compliance

## SYSTEMS ADMINISTRATION

- Pioneered TBE Group's first LMS, as well as designed and performed voiceover for over 30 courses serving over 30 nationwide office locations
- Pioneered WellCare's first LMS in partnership with Human Resources
- Performed as WellCare's Cornerstone LMS Super Administrator and technical support for all divisions including cross training, role permissions, and approved process documentation of system feature sets
- WellCareLink SharePoint Administrator for Health Services providing structure, role permissions and content / process management for six departments

## PROJECT MANAGEMENT / LEADERSHIP

- Project Manager for all Health Services design projects, holding weekly WebEx webinars on status updates, risks, and intake of new design needs and scheduling
- Managed roles / responsibilities for all SME's, trainers and stakeholders involved in design and development process of assets and coursework
- Maintained project plans for all project lifecycles on SharePoint Team Project sites
- Member of the Corporate Training Council with senior leadership
- Led Tools and Technology subcommittee for implementing hardware / software

## SOFTWARE / HARDWARE

- Articulate 360 / Storyline
- Camtasia / Screenflow / Captivate
- Webinars / WebEx
- Photoshop / Snag-It
- MS Office / MS Project
- Audacity / Twisted Wave audio editing
- Final Cut Pro / Adobe Premiere
- DaVinci Resolve
- Pro Video Cameras / Microphones
- ASANA, Trello and Airtable