

Kevin F. Cassidy
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PROFILE:

Highly self-motivated professional with solid career accomplishments in documenting and managing complex business processes, multimedia instructional design methodologies, incepting corporate learning management systems, SharePoint intranet administration, live video and audio production, and committee and steering leadership for integrating new technologies into formal training process and procedure.

PROFESSIONAL EXPERIENCE:

INSTRUCTIONAL DESIGNER: *Freelance, Tampa, FL, Jan 2019 – Present*

- Instructional design and media development utilizing Articulate, Camtasia, Photoshop, Audacity, Final Cut Pro, DaVinci Resolve, LMS administration, MAC / PC platforms.

SR. INSTRUCTIONAL DESIGNER: *WellCare, Tampa, FL, Jan 2011 – Oct 2018*

- Developed interactive, scored, annual McKesson InterQual certification systems training in Articulate Storyline, approved by CMS to replace formal testing given job simulation accuracy.
- Developed multimedia Cultural Competency, HIPAA, CIA and Fraud Waste and Abuse courses to fulfill federally mandated retraining requirements using Articulate, Camtasia and Audacity.
- Edited CEO Town Hall videos in Final Cut Pro X and distributed for all company viewing.
- Shot and edited video of live, on site vendor trainings for self-paced certification.
- Recorded microlearning videos with clinical SME's for LMS on demand library use.
- Updated and republished courses according to strict SLA timelines and standards.
- Led weekly project meetings to brief all Health Services leadership on projects.
- Held weekly, project specific SME review meetings via SharePoint and webinar.
- Led Tools and Technology Committee for implementing new hardware and software.
- Reviewed and updated team design processes and procedures via SharePoint.

INSTRUCTIONAL DESIGNER: *WellCare, Tampa, FL, Sep 2006 – Jan 2011*

- Developed eLearning and classroom modules for Health Services Division including Intake, Clinical and Care Management, Quality and Corporate Compliance.
- Maintained templates for all design and process documentation standards.
- Assured all training modules and process documents were updated and validated annually.
- Presented divisional metrics for all state and federal audits as required.
- Mentored and cross trained peer designers in team procedures and metrics.
- Maintained SharePoint database of departmental step processes and updates.
- Worked across six business units to create curriculums and maintain assets.
- SharePoint super administrator for all Health Services pages and databases.
- Pioneered company's first LMS in partnership with Human Resources. Administrated Cornerstone on Demand LMS including exams, assessments, curricula creation, and document management for over 200 Health Services learning objects.
- Served on Corporate Training Council with top senior leadership.

WEB DESIGNER: *Self Employed Contractor, Palm Harbor, Florida, 2004-2006*

- Provided complete web site design and development services for small businesses.
- Hand-coded cascading style sheets, interactive web forms, Flash and QuickTime videos.

INSTRUCTIONAL DESIGN CONTRACTOR: *TBE Group, Clearwater, FL, 2002-2004*

- Retained for two years to consult and launch the firm's first distance learning web portal.
- Used a high level of creativity and multimedia content authoring to create a course library of online classes including new employee orientation, document standards, safety, and more.
- Interviewed subject experts from all departments to target learning curriculums and topics.
- Designed corporate themed home page skin for LMS portal using Photoshop and Flash.
- Recorded voice-overs as the narrator for e-learning course usage and consumption.
- Designed course interfaces and templates to accommodate different user bandwidths and monitor sizes for remote employee accessibility.
- Compiled weekly metrics reports to executive management on completions and upgrades.
- Performed as the super-administrator of the LMS portal for all administrative functions.
- Courses served over 30 satellite offices, increasing resource access and reducing costs.

COMMUNICATIONS COORDINATOR: *Crown Marketing Group, Clearwater, FL, 1999-2001*

- Maintained daily content of employee intranet using FrontPage and Dreamweaver.
- Trained ten departmental intranet authors and contributors on publishing guidelines.
- Managed budget, curriculum and course scheduling for Crown University, a newly established employee training program.
- Reported classroom grades and metrics using ABRA Train HR tracking software.
- Planned team building events, intranet-based rewards programs and designed PowerPoint for monthly meetings including sales and all employee training presentations.
- Designed sales training and communications-based newsletters and documentation.
- Published training guidelines for classroom trainers and performed as a classroom trainer.
- Exported newsletters and training documents to PDF for intranet distribution and archiving.
- Shot and optimized digital images for newsletter and intranet publications.
- Enhanced employee communications and saved training costs for outside sales teams through intranet communications, e-learning options and Citrix server client.
- Maintained a computer training room, including design of student self-help aids for accessing the online course catalogs, selecting courses and aligning courses to desired competencies.

SALES / MARKETING COORDINATOR: *Technical Resource Group, Largo, FL, 1997-1999*

- Designed and managed corporate web site using FrontPage and Photoshop.
- Designed weekly sales newsletters and brochures to send to pre-qualified client leads.
- Coordinated Open House events and national trade show exhibits.
- Managed a direct mail marketing program which led to a 32% growth for two straight years.
- Performed inside sales duties and customer service.

EDUCATION:

Rhode Island College, Providence, Rhode Island
Bachelor of Arts, Mass Communications
3.1 GPA. Dean's List Honors.

SOFT SKILLS:

Articulate 360, Captivate, Camtasia, Screen Flow, Snag-It, Adobe Creative Suite, MS Office 365, MS Project, ASANA, Trello, Final Cut Pro, DaVinci Resolve, Audacity, WebEx, Zoom, Skype, MAC and PC.

HARDWARE / MEDIA SKILLS:

DSLR cameras, professional microphones, professional lighting, video and audio editing, green screen, script writing and storyboarding.

COMMUNITY SERVICE / CERTIFICATIONS:

- Twice honored as a distinguished Volunteer Fundraiser for the American Cancer Society's Massachusetts chapter for organizing highly successful community fund raising events 1993-1994.
- Community volunteer chairperson for Santa's Breakfast 2006-2007, a yearly fundraiser benefiting UPARC of Pinellas County.
- Certified Allen Interactions eLearning Instructional Designer.
- Certified Microsoft SharePoint Server 2007 administrator.