



## CONTACT



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## WORK HISTORY

Freelance 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

# 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



## INSTRUCTIONAL DESIGN



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



## MULTIMEDIA PRODUCTION



- Shot, directed and edited eLearning courses for WC Medical Directors
- Edited and published WC CEO Town Hall live events on quarterly basis
- Recorded screencasts of systems step processes with WC SME's for on demand use
- Shot, directed and edited live WC vendor seminars to turn into eLearning courses
- Integrated WC videos and voiceover audio into Articulate eLearning courses
- Cross trained WC peers in Audacity via tutorials and Lunch N' Learn events
- Performed as voice talent and audio production for WC 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 WC 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 WC SME's, trainers and stakeholders involved in design and development process of assets and coursework
- Maintained project plans for all WC projects on SharePoint Team Project sites
- Member of the WC Corporate Training Council with senior leadership
- Led WC Tools and Technology subcommittee for implementing hardware / software



## SOFTWARE / HARDWARE



- Articulate 360 / Storyline
- Camtasia / Captivate
- Webinars / WebEx
- Adobe Creative Suite
- Office 365 / MS Project
- Audacity / Professional Audio
- Final Cut Pro / Professional Video
- DaVinci Resolve
- DSLR Cameras
- ASANA / Trello / Airtable agile tools