



KEVIN CASSIDY



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WORK HISTORY

United Health Group
Contract Instructional Designer
April 2023 - February 2024

Amplitude
Contract Sr. Instructional Designer
August 2022 - November 2022
San Francisco, CA

KPMG
Contract Instructional Designer IV
March 2022 - June 2022
New York City, NY

Freelance Instructional Designer
Oct 2021 - March 2022
Tampa, FL

Capital One
Sr. Training Specialist
Sep 2020 - Sep 2021
McLean, VA

Freelance Instructional Designer
Jan 2019 - Sep 2020
Tampa, FL

WellCare
Sr. Instructional Designer
Jan 2011 - Oct 2018
Instructional Designer
Sep 2006 - Dec 2010
Tampa, FL

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

INSTRUCTIONAL DESIGN

United Health Group: Designed and developed systems training for new Billing systems integration. Developed curriculum and created cohorts of job roles mapped to systems tasks and procedures. **Tools:** Articulate Storyline, Articulate Rise, Camtasia, Adobe Audition, MS Teams Project Tracker.

Amplitude: Designed and developed eLearning courses with integrated video scenario simulations in support of Global Enablement Team's Account Executive Sales Certification Training on core SAAS digital analytics products and services. Worked with sales and marketing SME's to scope new product features and uncover integration needs to upskill current and new Account Executives. **Tools:** Articulate Rise, Camtasia, Snag-It, Gong, Adobe Creative Cloud for media editing.

KPMG: Created eLearning outlines, storyboards, narration scripting and editing, content analysis, knowledge checks, exams and project management for Executive Education on the topic of Environmental Sustainability and Governance (ESG) strategy in support of both Sales Enablement Teams and client education. **Tools:** Articulate Rise, Google Suite, Slack, Zoom.

Capital One: Designed and developed interactive eLearning and virtual facilitator-led modules and guides for Fraud and Disputes Organization of US Card business. Updated New Hire blended materials including eLearning modules and facilitator guides. **Tools:** Articulate 360, Camtasia, Snag-It, Google Suite, Slack, Zoom.

WellCare: Developed systems and soft skills training and managed for Health Services, Human Resources, Customer Service, Corporate Compliance, Corporate Communications, and Quality departments. Developed, voice narrated and reported completion of multimedia Cultural Competency, HIPAA, Fraud Waste and Abuse, and Compliance modules. Developed interactive, self-paced, Articulate Storyline McKesson InterQual Annual Certification Training approved by CMS to replace annual testing, leading to significant cost savings of multi-week proctoring. **Tools:** Adobe Captivate, Adobe Creative Suite, Articulate 360, Camtasia, Snag-It, Audacity.



MULTIMEDIA PRODUCTION

Amplitude: Edited Gong sales call video recordings to splice into Camtasia and onto Articulate Rise insertion for eLearning deployment. Edited podcast videos and audio snippets using Adobe Creative Suite to add to Articulate Rise courses.

Capital One: Storyboarded, scripted and provided voiceover for interactive customer service and systems based eLearning using Storyline 360 and Articulate Rise. Produced video and audio based products using Camtasia and Adobe Creative Suite.

WellCare: Provided scripting and voiceover for Health Services and Corporate Compliance eLearning modules. Created CEO Town Hall videos using Final Cut Pro for on demand viewing. Shot and edited live on site vendor trainings for clinical staff eLearning certification completions. Scripted, recorded and developed scenario based Camtasia microlearning screencasts with clinical SME's and Medical Directors for on demand library use on the job, as well as self-guided refresher training.

EDUCATION

**BACHELOR OF ARTS:
MASS COMMUNICATION**
Rhode Island College



SYSTEMS ADMINISTRATION

Amplitude: Performed as Mindtickle LMS Administrator, enrolling students and team testers for all eLearning QA needs. Worked with management and LMS vendors to interview and provide recommendations for possible new vendor.

Capital One: Published courses and provided oversight of 40 SharePoint FDO Department New Hire Curriculum Agendas. Maintained source files and performed research to identify how new procedural changes triggered changes to current training product libraries and course products. Published SCORM packages to One Learn LMS including QA and acceptance testing.

WellCare: Pioneered company's first LMS in partnership with Human Resources. Cross trained all departmental LMS sub administrators on usage guidelines. Administrated Cornerstone LMS including exams, assessments, curricula creation, and management of over 200 Health Services learning objects. Mentored and cross trained peer designers and classroom trainers in team procedures and LMS roles and responsibilities. SharePoint Super Administrator for all Health Services sites, libraries and documentation.



PROJECT AND CHANGE MANAGEMENT

United Health Group: Worked with Change Management Champions for new Billing systems integration including crosswalk documentation, job aids and systems video demos to prepare associates for the transition. Tracked and communicated changes across all affected departments and business units.

Amplitude: Provided full lifecycle Agile eLearning project management, first using Google Suite, Zoom and Slack, later helping to integrate Atlassian Jira. Spearheaded a new "Center of Excellence" initiative that included planned upgrades to learning design project management, upgraded Design Scoping Documents, Storyboards, new Online Project Intake Request System and Highspot intranet.

KPMG: Provided course project management and related communications of all deliverables between KPMG team members and Bard College subject matter experts. Provided best practice and guidance around eLearning technologies and products, specifically branded templates in Articulate Rise.

Capital One: Partnered with the Quality Management Organization to identify performance gaps to apply to module objectives. Worked with internal fraud stakeholders and SME's to identify the correct modality for the required performance outcome. Used Agile SCRUM project development methodology and JIRA board project management tracking and communication. Participated in daily stand-ups, retrospectives, sprint planning, and other ceremonies as required. Assigned Story Points, reported and tracked capacity, and recorded burn down hours in JIRA. Led peer cross training sessions in Agile and Experiential Design methods using Articulate Storyline.

WellCare: Lead project manager for all Health Services design projects for enterprise clinical system and departmental learning projects. Led weekly project meetings for Health Services leadership on progression, risk and new project intake slotting. Held weekly design review meetings for 4-6 concurrent projects with departmental SME's and stakeholders. Led Tools and Technology Committee for introducing new hardware and design software. Reviewed and updated all design team procedures and policies via SharePoint. Served on Corporate Training Council with top senior leadership to discuss successes, directives and system upgrades and requirement needs.