



Kat Cassidy

(661) 305-6134

www.katcassidy.com

kcmotiondesign@gmail.com

California Polytechnic State University San Luis Obispo

2010-2015

- Bachelor of Science in Graphic Communication
- Concentration in Design Reproduction Technology
- Minor in Media Arts and Technologies

Skills

- 2D animation + motion graphics
- Graphic design
- Photography
- Storyboarding
- Script writing
- Filming
- Video editing
- Instructional design
- Presentation design
- File management
- Research
- Process optimization

Programs

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Audition
- Figma
- Confluence
- Jira
- Articulate Rise
- Qualtrics

Procore Technologies

April 2018 - present

Lead Content Producer (Customer Education), April 2022 - present

- Provide art direction, mockups, and briefs on multimedia projects for elearning courses and support documentation, including graphics, web design, animation, decks, and videos
- Foresee any challenges before they arise and provide solutions to proactively tackle them
- Oversee and guide projects from ideation to execution, and obtain buy-in by storyboarding and presenting concepts to stakeholders
- Ensure that the visual identity of all education projects are on brand
- Collaborate with Marketing and Product teams to ensure a consistent brand
- Mentor, train, and provide feedback to designers and videographers
- Optimize processes to improve efficiency, including creating an internal knowledgebase in Confluence, establishing a project management workflow in Jira, creating extensive asset directories, archiving, and bridging the communication gap between departments
- Research and stay up-to-date on industry trends, keeping an eye out for anything to make our projects stronger and more successful
- Ensure source content scales globally and is able to be localized

Media Production Specialist (Customer Education), April 2019 - April 2022

- Brainstormed creative ways to teach concepts to audiences of varying technical aptitude with videos, animations, gifs, designs, and courses
- Owned each phase of the production process from concept to post production, including pitching ideas, writing scripts, sketching storyboards, and creating media
- Created and maintained a scalable library of assets for an efficient production workflow
- Supported internal subject matter experts with achieving their campaign visions
- Developed a strong understanding of industry-specific problems and user stories

Video Editor (Customer Education), April 2018 - April 2019

- Developed training videos for on-demand e-learning to teach users how to use Procore

Matchfire Agency

November 2015 - April 2018

Multimedia Designer, February 2016 - April 2018

- Produced a variety of multimedia content that included videos, animations, gifs, audio, photography, graphic design, and social media assets from concept to final product
- Conceptualized and produced interview questions, scripts, and storyboards
- Performed post-production tasks including reviewing footage, making editorial decisions, rough cuts, audio adjustments, color correction, color grading, visual effects, final editing, and output compression using Adobe Creative Suite software
- Worked with the Account and Design teams to execute multimedia concepts through to completion by creating content to support marketing campaigns, researching topics, finding locations and resources, planning video shoots, and providing production pricing
- Supported the team through the production process, providing training when necessary
- Transported, set up, and operated various production equipment including cameras, audio recorders, microphones, and lighting for location and studio productions

Graphic Designer, November 2015 - February 2016

- Storyboarded and designed websites, marketing materials, logos, and presentations

Cal Poly State University San Luis Obispo

May 2012 - June 2015

Video Team Lead, January 2014 - June 2015

- Trained and led a team of student videographers, as well as interviewed potential new hires
- Managed inventory of video supplies and equipment
- Recognized inefficiencies in the production workflow and took steps to improve them, such as filming video tutorials for new hires, restructuring file management, and indexing footage

Videographer, May 2012 - January 2014

- Crafted stories with videos and graphics using the Adobe Creative Suite (Premiere, After Effects, Illustrator, and InDesign) targeted at prospective students
- Filmed interviews and b-roll with Canon DSLRs, studio lighting equipment, steadicams, sliders, cranes, and professional audio equipment
- Worked on film shoots with subjects ranging from students and faculty to deans and the university president