



## Kat Cassidy

(661) 305-6134

[www.katcassidy.com](http://www.katcassidy.com)

[kcmotiondesign@gmail.com](mailto: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

## Procore Technologies

April 2018 - present

### Lead Education Content Producer, April 2022 - present

- Provided creative direction, mockups, and any necessary briefs on multimedia projects for elearning courses and support documentation
- Foresaw any challenges before they arose and provided solutions to proactively tackle them
- Oversaw and guided projects from ideation to execution
- Ensured that the visual identity of all education projects were on brand
- Collaborated with Marketing and Product teams to ensure consistent brand representation across all touchpoints
- Provided feedback, mentored, and trained designers and videographers
- Optimized processes to improve efficiency, including creating an internal knowledgebase in Confluence, establishing a project management workflow in Jira, creating extensive asset directories, and bridging the communication gap between departments
- Researched and stayed up-to-date on industry trends, keeping an eye out for anything to make our projects stronger and more successful

### Media Production Specialist, April 2019 - April 2022

- Brainstormed creative ways to teach concepts to audiences of varying technical aptitude with videos, animations, gifs, and designs
- 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, 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