Luke Panaccio CV

CUSTOMER LEARNING SYSTEMS ARCHITECT

Building scalable enablement infrastructure for technical products

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Experience

CUSTOMER ENABLEMENT SYSTEMS ARCHITECT, COMMERCETOOLS: 2022 - PRESENT

- **Learning Infrastructure**: Architected developer enablement from 0→9 learning paths serving thousands of developers globally across microservices, APIs, and composable commerce platform
- **AI-Powered Automation**: Built Python-based automation and Claude API integrations that delivered 60% efficiency gains, reclaiming 400+ hours annually while doubling team output
- **Technical Documentation Systems**: Implemented Docs-as-Code infrastructure (MDX/TypeScript) enabling scalable, version-controlled technical education delivery
- **Learning Science Application**: Designed curriculum using Zone of Proximal Development, scenario-based learning and cognitive load theory for complex technical domains, reducing time-to-competency for developers
- **Cross-Functional Leadership**: Partnered with Product and Engineering VPs to translate technical complexity into effective customer learning experiences
- **Impact Measurement**: Established frameworks connecting learning effectiveness to product adoption and support deflection metrics
- **Global Platform Deployment**: Led end-to-end design and rollout of public-facing digital learning platform for SaaS customers and partners

CO-FOUNDER AND LEAD LEARNING DESIGNER, 3 STEPS AWAY: 2019 - 2022

- **Business Leadership:** Co-founded a purpose-driven enterprise, leading the strategic vision and commercialization of social justice education programs.
- **Blended Learning Design:** Designed multimodal experiences integrating asynchronous digital content (video, podcasts) with synchronous facilitation.
- **Stakeholder Management:** Navigated complex relationships across legal professionals, investors, and corporate executives.
- **Data-Driven Growth:** Applied an ROI mindset to build sustainable learning products within a resource-constrained startup environment.

EDUCATIONAL LEADERSHIP & CURRICULUM DESIGN | 2011 - 2021

Humanities Learning Area Leader | House Leader, Emmaus College (2019-2021)

- Managed team of 30+ educators, oversaw design and evaluation of 15 subject programs
- Led high-stakes VCE program delivery, managed cohort of 150 students

Social Justice Coordinator, St Monica's College (2011-2018)
- Led extracurricular program for 150+ students, managed diverse community partnerships
- Designed specialized learning units focused on real-world application

ONLINE INTERFAITH DIALOGUE FACILITATOR, GENERATION GLOBAL: 2014 - 2018
- Conducted 200+ virtual dialogues with students worldwide, navigating complex cultural topics
- Designed dialogue-based learning experiences bridging diverse perspectives

HIGHER EDUCATION INSTRUCTION | 2006 - 2009
English Language Teacher, La Trobe University (2009)
- Developed specialized English language programs for postgraduate international students

University Tutor, Universiteit Maastricht (2006-2007)
- Tutored undergraduate cohorts in Contemporary World History, Political Philosophy, and International Development Policy

Technical Capabilities

Learning Systems
Architecture design • Modular curriculum design • Docs-as-Code implementation • Assessment frameworks • Developer education • Technical documentation

AI & Automation
Python • Claude API • Prompt engineering • Workflow automation • AI-powered content systems

Development
TypeScript • MDX • HTML/CSS • Git/GitHub • VSCode • Agile methodologies

Learning Design Tools
Articulate 360 • H5P • Moodle • Canvas • Figma • Adobe Suite • Camtasia

Project & Stakeholder Management
Jira • Confluence • Agile/Scrum • Cross-functional collaboration • Executive stakeholder influence

Education

Google Project Management: Professional Certificate, Google, Coursera: 2024

Graduate Certificate Of Educational Design, Monash University, Australia: 2022

The Velocity Program, University of Melbourne, Australia: 2021

Graduate Diploma Of Education (Secondary), RMIT, Australia: 2010

Master Of Arts (Arts And Sciences), University of Maastricht, the Netherlands: 2007

Bachelor Of Arts (Humanities/Social Sciences), University of Maastricht, the Netherlands: 2006

References

- **Sherif Ali**, Team Lead, Digital Learning, commercetools
- Others on request