

Luke Panaccio CV

Experience

SENIOR INSTRUCTIONAL DESIGNER, COMMERCETOOLS: 2022 - PRESENT

- **Global Platform Deployment:** Led the end-to-end design and global rollout of a public-facing digital learning platform for SaaS customers and partners, delivering scalable solutions for both technical and business users.
- **AI Innovation:** Pioneered Generative AI integration into the **ADDIE framework**, developing prompt engineering systems that increased content efficiency and quality by **60%**.
- **Strategic Partnerships:** Collaborated with VPs and Product/Engineering leaders to translate complex organizational needs into high-impact, learner-centric solutions.
- **Agile Delivery:** Managed end-to-end program delivery using **Agile methodologies**, ensuring data-informed, iterative design in a fast-paced environment.
- **UX/Multimedia Design:** Developed modern learning experiences using **UX design principles**.

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 environments and relationships from legal professionals, investors, and corporate executives.
- **Data-Driven Growth:** Applied an ROI mindset to build sustainable learning products within a resource-constrained startup environment.

HUMANITIES LEARNING AREA LEADER | HOUSE LEADER | TEACHER, EMMAUS COLLEGE: 2019-2021

- **Operational Leadership:** Managed a team of **30+ educators** and oversaw the design and evaluation of 15 subject programs.
- **Quality Assurance:** Led high-stakes VCE program delivery across 5 subjects, ensuring compliance with state curriculum standards.
- **Student Wellbeing:** Directed a cohort of **150 students and 10 staff** as House Leader, managing complex performance and inclusivity needs.
- **Curriculum Strategy:** Designed comprehensive 7-12 learning strategies and evaluation frameworks for History, English, and Geography.
- **Instructional Excellence:** Delivered senior-level instruction in high-stakes environments, specializing in VCE History Revolutions.

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SOCIAL JUSTICE COORDINATOR | TEACHER, ST MONICA'S COLLEGE: 2011 - 2018

- **Program Coordination:** Led an extracurricular social justice program for **150+ students**, focusing on service-learning and community impact.
- **Community Partnerships:** Managed relationships with diverse stakeholders, including nonprofits, local government, media, and religious leaders.
- **Experiential Design:** Developed specialized learning units focused on social justice concepts and real-world application.
- **Curriculum Implementation:** Designed and executed Humanities and English curricula across multiple year levels with a focus on regular assessment.
- **Subject Expertise:** Taught a broad portfolio including English (7-12), VCE Philosophy (11-12), and English Language.

ONLINE INTERFAITH DIALOGUE FACILITATOR, GENERATION GLOBAL: 2014 - 2018

- **Global Facilitation:** Conducted approximately **200** virtual dialogues with students worldwide, navigating complex cultural and religious topics.
- **Curriculum Design:** Developed dialogue-based learning experiences designed to bridge diverse cultural and ideological perspectives.
- **High-Level Engagement:** Managed relationships with key stakeholders, including state ministers, NGO founders, and prominent artists and philosophers.

ENGLISH LANGUAGE TEACHER, LA TROBE UNIVERSITY: 2009

- **Curriculum Design:** Developed specialized English language programs tailored for postgraduate international students.
- **Academic Support:** Delivered targeted instruction to facilitate academic success in a higher education environment.

UNIVERSITY TUTOR, UNIVERSITEIT MAASTRICHT: 2006 - 2007

- **Instructional Delivery:** Tutored undergraduate cohorts in Contemporary World History, Political Philosophy, and International Development Policy.
- **Subject Matter Expertise:** Guided complex academic discussions across various humanities and social science disciplines.

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Skills and Tools

Category	Tools and Technologies
Emerging tech	ChatGPT, Gemini, Claude, Perplexity, GitHub Copilot
Learning design	Articulate 360, H5P, Moodle, Canvas, Blackboard, Google Classroom
Development	VSCode, GitHub, HTML/CSS/TypeScript
Design and media	Adobe Suite, Figma, Camtasia, Ableton Live
Management	Jira, Confluence, Trello, Asana, Agile Methodologies
Productivity	MS Suite, Google Suite, Miro, Slack, Zoom, MS Teams

Education

Meta Front-End Developer: Professional Certificate, Meta, Coursera: Current study

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

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