

Adam L. Santone, PhD

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🔗 Portfolio

🐙 GitHub

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🌐 LinkedIn

🏠 Scholar

R⁶ ResearchGate

Profile

Senior technical learning experience designer (LXD) and trainer with extensive experience in crafting high-quality educational experiences for challenging material. Strengths include international collaboration, technical translational communication, analytical thinking, forward-looking problem-solving, and practical quantitative analysis skills.

Professional Experience

ZoomInfo

2024/04 – present

Data Enablement Lead, Revenue Enablement

- Responsible for the definition and execution of a data enablement strategy & plan to ensure go-to-market (GTM) teams have the knowledge, skill and confidence to enact industry-leading sales velocity
- Supports Data-as-a-Service (DaaS), Data Management, and Data Enrichment through effective knowledge base development, training, and implementation strategy

Technical Education Consultant

2019/12 – present

- MIT Solve [🔗](#) ; Learner//Meets//Future: AI-enabled Assessments Challenge [🔗](#)
- Ziplines Education [🔗](#) ; LXD: generative artificial intelligence and prompting
- BioBuilder.org [🔗](#) ; LXD & Instructor: synthetic biology & data analysis

Emeritus Institute of Management (Emeritus.org)

2020/10 – 2023/05

Senior Technical Instructional Designer [🔗](#)

- Designed AI/ML/Data Science courses with world-class faculty, executive partners, & other stakeholders
- Sustained successful relationships with subject-matter experts & external partners
- Designed & developed accessible content, curricula, assessments, custom graphics, videos, visualizations, & interactive experiences in multiple formats for e-learning & video-based training
- Designed custom automation & efficiency tools
- Practiced excellent communication, writing, & editing skills for knowledge transfer & skill development explaining technical content to a wide variety of audiences

Massachusetts Institute of Technology | Open Learning | J-WEL

2019/05 – 2019/11

Data Science Learning Experience Designer [🔗](#)

- Developed & delivered data science instructional content for Uruguayan learners
- Designed, developed, & delivered 20+ data science lessons
- Presented synchronous online instructor-led content weekly to 50+ learners

Massachusetts Institute of Technology | Lemelson-MIT

2018/03 – 2019/04

Invention Education Program Coordinator [🔗](#)

- Created, delivered, & maintained 10+ invention-themed educational products
- Created custom productivity, research, & visualization tools using R and Python
- Led hands-on workshops through instructor-led training

Florida State University | Learning Systems Institute (LSI)

2012/02 – 2017/07

Professional Development Coordinator & Technical Media Producer [🔗](#)

- Owned the design & development of 350+ short-format STEAM documentary videos tied to state and national learning standards
- Led the development of 50+ mathematics- and science-related 3D models and accompanying curriculum
- Led statewide instructor-led teacher professional development
- Supervised teachers, scientists, and university faculty as workshop staff

Skills

R, Python, Quarto, SQL, dplyr

data wrangling, analysis, modeling, visualization, interaction, file manipulation, task automation

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Data Visualization

color theory, UI/UX, interaction design, visual design principles

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Team Management

interpersonal development, communication strategies, project plan development, efficiency tools development

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Learning Management Systems

Canvas, modular learning experience design

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Instructional Design

learning objective development, cognitive load management, backward design, pedagogy, andragogy, Articulate, simulations, eLearning, ADDIE, storytelling

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Graphics

Video, Adobe Creative Suite, Photoshop, Premiere, Illustrator, Open Broadcaster Software, DaVinci Resolve

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Machine Learning

principle component analysis, regression, NLP, cluster analysis, classification

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Quantitative Analysis and Modeling

exploratory data analysis, correlation, factor analysis

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Technical Learning Experience Tools

Quarto, Markdown, Jupyter, H5P, Trinket, Articulate Storyline

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Transferable Skills

multimodal communication, time management, process & document organization, workflow development, team interaction, adaptability, initiative, technology literacy

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Education

Purdue University

PhD, Technology | Visual-spatial psychology; simulations & gaming

Purdue University

MS, Technology | Virtual reality & STEM education

Purdue University

MS, Horticulture | Identification and regulation of touch-induced genes

Henderson State University

BS, Biology | Genetic characterization of aquatic invertebrates

Certificates

- Professional Graduate Certificate in Data Science, Harvard Extension School (21FS4F4HAE EW) [↗](#)
- CS50P: Introduction to Programming with Python, CS50, Harvard University [↗](#)
- CS50 SQL: Introduction to Databases with SQL, CS50, Harvard University [↗](#)
- Python for Managers, Columbia Business School Executive Education [↗](#)

Awards

Pole Star of the Quarter

Emeritus Institute of Management

Awarded 2022 for the development, dissemination, and implementation of custom design process automation tools

Outreach

Learning Experience Developer (multiple)

BioBuilder.org | MIT Open Learning pk12 Action Group | MIT Full STEAM Ahead

2019

Program Fellow, Graduate STEM Fellows in K-12 Education

National Science Foundation (NSF), Purdue University

2007

Project Counselor, Spaceflight and Life Sciences Training Program

NASA (Kennedy Space Center, FL)

2004

Volunteering

Peer Mentor

MIT ReACT (an initiative of Emerging Talent)

I mentor learners in the Certificate in Computer and Data Science program which includes unemployed or underemployed individuals from refugee, migrant and low income communities located in over 30 countries.

2024/03 – present