

# Luke Panaccio CV

## Experience

### SENIOR INSTRUCTIONAL DESIGNER, COMMERCETOOLS: 2022 - PRESENT

- Led the strategic design and implementation of a firmwide [digital learning platform](#) from concept to deployment, delivering scalable learning solutions that upskilled both technical and business users across a global digital commerce organization.
- Pioneered the integration of Generative AI across the full learning design lifecycle (ADDIE framework), developing innovative prompt engineering systems that increased content development efficiency and quality by 60%. Championed AI adoption through peer coaching and mentorship, positioning the organization at the forefront of AI-enabled learning.
- Partnered with cross-functional senior stakeholders including VPs, product/engineering managers, software developers, and UX designers to diagnose complex organizational learning needs and translate them into high-impact, learner-centric solutions aligned with business objectives.
- Drove end-to-end learning program delivery using Agile project management methodologies, ensuring iterative, data-informed design processes that balanced innovation with practical implementation in a fast-paced, matrixed environment.
- Designed and executed contemporary learning experiences leveraging modern learning technologies, including interactive video, branching scenarios, and multimedia content, demonstrating expertise in UX design principles and learner experience optimization.
- Successfully operated in a fully remote capacity within a multinational organization, collaborating effectively across time zones and cultures to deliver consistent, world-class learning outcomes.

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

- Co-founded and scaled a purpose-driven learning enterprise from concept to market delivery, leading the strategic vision, product development, and commercialization of social justice education programs for the Australian market. Demonstrated entrepreneurial leadership and business acumen in building a sustainable learning solutions company.
- Led end-to-end learning strategy design and content development for flagship programs, creating innovative, scalable learning solutions that balanced educational impact with commercial viability. Drove the creative vision and instructional design for all core learning assets across multiple modalities.
- Designed and deployed contemporary blended learning experiences integrating asynchronous digital content (storyboards, multimedia assets, podcasts, video) with synchronous facilitation, demonstrating expertise in learner-centered design, modern learning technologies, and multimodal content development.
- Built and maintained strategic relationships with diverse senior stakeholders including legal professionals, financial advisors, investors, educational leaders, and corporate executives. Successfully navigated complex stakeholder environments to secure buy-in, investment, and partnership opportunities critical to business growth.
- Demonstrated data-driven decision-making and ROI mindset in a resource-constrained startup environment, balancing innovation with practical implementation while building sustainable learning products over a 3-year period.

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

- Led strategic learning operations as Humanities Learning Area Leader, managing a team of 30+ educators and overseeing the design, implementation, and continuous evaluation of 15 subject

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programs aligned with state curriculum standards. Ensured successful delivery of high-stakes VCE programs across 5 subjects, demonstrating capability in compliance-driven, quality-assured learning environments.

- Provided senior leadership as House Leader for a cohort of 150 students and 10 teaching staff, managing complex wellbeing and performance issues while creating inclusive learning pathways for diverse learners, including special needs students and at-risk populations. Delivered results in a fast-paced, people-focused environment requiring strong interpersonal and stakeholder management skills.
- Designed and executed comprehensive learning strategies across a 7-12 year curriculum framework, developing multiple learning programs, assessments, and evaluation frameworks that balanced formative and summative outcomes. Delivered senior-level teaching in high-stakes examination environments (VCE History Revolutions), demonstrating deep subject matter expertise and learner engagement.
- Built cross-functional capability across multiple disciplines (History, English, English Language, Geography), demonstrating adaptability and the ability to design tailored learning solutions for diverse learner needs across foundation to advanced levels over a sustained 3-year period.

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

- As Social Justice Coordinator: Coordinated an extracurricular program with over 150 students that focussed on social justice and service learning. Included managing numerous stakeholder relationships, including nonprofit organisations, health and aged care organisations, local government, local Islamic and state school leaders and local media.
- Designed experiential learning units for students around the concepts of social justice.
- As a teacher, designed and implemented the state Humanities and English curriculum across numerous units and year levels, with regular assessment and reporting.
- Subjects taught: English (7-12), English Language (11), Humanities (7-12), VCE Philosophy (11-12)

## **ONLINE INTERFAITH DIALOGUE FACILITATOR, GENERATION GLOBAL: 2014 - 2018**

- Facilitated close to 200 online dialogues through video conferencing with students from around the globe.
- Designed dialogue experiences across difficult cultural terrain.
- Managed stakeholder relationships with state ministers, founders of charities and NGOs, and leading artists/philosophers

## **ENGLISH LANGUAGE TEACHER, LA TROBE UNIVERSITY: 2009**

- Designed English language learning for postgraduate international students

## **UNIVERSITY TUTOR, UNIVERSITEIT MAASTRICHT: 2006 - 2007**

- Tutored Contemporary World History, Political Philosophy and International Development Policy to undergraduate students.

## **Skills and Tools**

Generative AI:

ChatGPT, Gemini, Perplexity, Github Copilot

Elearning authoring:

Articulate 360, Microsoft Suite, Google Suite, H5P, Github, VSCode

Multimedia design:

Adobe Suite (Illustrator, XD, InDesign, Premiere Pro), Camtasia, Figma

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Sound design:	Ableton Live, Logic Pro
LMS:	Moodle, Google Classroom, Blackboard, Schoolbox, Canvas, Simon
Videoconferencing:	MS Teams, Zoom, Google Meet, Remeet
Online collaboration:	Miro
Web design:	Webflow, Squarespace, Wix, Wordpress, HTML/CSS/JavaScript
Project management:	Jira, Confluence, Trello, Asana, Slack, Signal, Google Drive/MS One Drive
Soft skills:	Public speaking/presenting, chairing meetings, team leading, mentoring

## Education

**META FRONT-END DEVELOPER: PROFESSIONAL CERTIFICATE**, Meta, Coursera: Currently studying

**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. [sherif.ali@commercetools.com](mailto:sherif.ali@commercetools.com)