Samuel “Gino” DeFalco

Instructional Designer — AI/ML & Technical Training

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PROFESSIONAL SUMMARY

US Army veteran and Instructional Designer with experience designing technical training for enterprise and higher-education audiences, including data science and machine learning curricula (Southern California Edison, Emeritus, General Assembly). Completed an 88-hour Generative AI, LLM Apps & AI Agents bootcamp. Recently designed and built an AI assessment tool that models concepts and misconceptions and evaluates AI-generated questions for quality, accessibility and bias. Skilled in performance and gap analysis, ground-up course design, and translating complex technical systems into clear, engaging learning experiences for remote teams.

CORE SKILLS

Instructional Design: ADDIE, SAM/Agile, ILT/VILT, WBT, Storyboarding, Scripting, Needs & Gap Analysis, Assessment Design, Rubric Development, Concept/Knowledge Mapping, Bloom’s Taxonomy, Kirkpatrick Evaluation, SCORM/xAPI

Authoring & Multimedia: Articulate Rise, Storyline, Articulate Review 360, Vyond, Synthesia, HeyGen, Camtasia, Descript, Figma, Canva, Audacity, Logic Pro

Technical & AI/ML: Python, SQL, HTML/CSS, JavaScript, Claude API, Streamlit, Git/GitHub, Data Analysis, UI/UX Design, AWS, Google Cloud, Linux

Generative AI Tools: ChatGPT, Claude, Microsoft Copilot, Articulate AI Assistant, ElevenLabs, LLM Apps, AI Agents, LangChain, Cursor AI, Grok, Suno

Digital Content & E-Commerce: Shopify Store Design & Setup, Brand Identity, Product Listings

Systems & Platforms: SAP SuccessFactors, Moodle, Canvas, LMS Administration, Adobe Connect, SAP Enable Now, SharePoint, Jira, MS Office Suite, Excel

PROFESSIONAL EXPERIENCE

Freelance E-Commerce & Brand Consultant, Remote *Oct 2023 – Present*

- Delivered a complete Shopify storefront build for a freelance client end-to-end: store setup, visual branding, and product listings
- Produced AI-generated marketing video content (Grok, Suno) to support brand storytelling and product launches

Instructional Designer (promoted from Program Analyst, Nov 2021) — Southern California Edison, Remote
May 2020 – Dec 2022

- Led the enterprise-wide rollout of the Adobe Connect virtual training platform during the pandemic shift to remote work, including project planning, execution, and authoring all documentation and help guides used org-wide
- Partnered with subject matter experts, engineers, and project managers to translate complex enterprise systems into clear, effective training for a fully remote, distributed workforce
- Conducted gap analyses and needs assessments; built storyboards, facilitator/participant guides, and blended ILT/WBT courses supporting large-scale technical rollouts
- Built a library of reusable interactive learning assets, reducing development time by 25%
- Redesigned technical systems (SAP) curriculum for new hires, increasing customer satisfaction over 30%
- Produced enterprise analytics and forecasting reports tracking virtual training performance during 1,000%+ growth in remote learning demand

Instructional Designer — Emeritus, Remote *Apr 2019 – Mar 2020*

- Designed and delivered instructor-led higher-education programs in data science, machine learning fundamentals, and data visualization for a remote learner base
- Developed Python and SQL coding challenges to reinforce applied data science and AI/ML concepts

Instructor Associate — General Assembly (on-site at Intuit), San Diego, CA *Sep 2018 – Sep 2019*

- Mentored software engineers on machine learning techniques and applied AI methodologies
- Delivered lectures on statistical machine learning algorithms using Python libraries (Scikit-Learn), data mining techniques, and data visualization best practices

Web/Graphic Designer — Commercial Outdoor Advertising, Santa Ana, CA *May 2013 – Nov 2016*

- Created and edited web content and graphic designs across print and digital channels
- Served as the large-print formatting specialist
- Contributed to the company's highest annual sales two years in a row

SELECTED PROJECTS

AI Quiz Generator (Python | Claude API | Streamlit) · ginodefalco.com

- Designed and built an AI assessment tool that maps training content into concepts, prerequisites and common learner misconceptions, then writes multiple-choice questions where every wrong answer targets a specific misconception
- Built a two-layer quality review: an LLM rubric scoring alignment, accuracy, distractor quality, clarity, accessibility and bias, plus 20+ rule-based checks for recurring AI item-writing failures like answer-length cues and lopsided answer keys
- Added an editable concept map so SMEs can refine the content model before questions are generated; exports to Moodle (GIFT), CSV and Markdown; 44 automated tests

Using AI Assistants at Work (E-learning work sample) · ginodefalco.com

- Took a 15-minute, scenario-based course from needs analysis to finished module: design document, storyboard, six interactive activities, knowledge check, job aid and a Kirkpatrick evaluation plan

Song Genre Classifier (CNN | AWS)

- Trained a convolutional neural network on audio snippets to classify songs by genre

EDUCATION

Bachelor of Science, Biological Sciences
Southern Illinois University — Carbondale, IL

CERTIFICATIONS

Data Science Certification — General Assembly, Santa Monica, CA
Instructional Design Certification — Udemy
Generative AI, LLM Apps & AI Agents Bootcamp — Udemy, 2026 (88 hrs)