

Zoe Bachman

zoe.bachman@gmail.com • (610) 348-3319 • Kingston, NY

Senior learning strategy & curriculum executive with 10+ years building innovative, scalable programs at the intersection of pedagogy, technology, and design. Lead high-performing teams, launch AI-enabled learning features, and shape content strategy that drives learner outcomes and business growth.

Curriculum Strategy • Learning Science & Assessment • AI-Enabled Learning • Product Collaboration • Team Leadership & Coaching • Cross-Functional Execution • Research & Insights • Inclusive & Multimodal Design • GTM Alignment

PROFESSIONAL EXPERIENCE

Sr. Director, Instructional Design + Curriculum, Codecademy (Skillsoft) – New York, NY Aug 2023 - Present

Lead global consumer curriculum, defining pedagogical standards and product-facing innovation across a catalog serving 40M+ learners.

- Led Universal Instructional Design (UID), a cross-company framework grounded in learning science research and learner feedback that standardizes offerings to raise consistency, accessibility, and learner outcomes.
- Partnered with Product and Engineering on early direction for GenAI learning features including the learning assistant, error explanations, interview simulators, and contextual hints, while managing and coaching ICs to execute against defined pedagogical criteria.
- Defined new GenAI content strategy and helped design courses on AI technologies/tools to increase TAM.
- Increased output with a small team by standardizing authoring practices and using AI as an accelerant and quality check (Claude projects with fed-in standards and human review).
- Shipped through staged, scoped releases with clear success criteria and post-release reviews; expanded scope based on learner outcomes and qualitative insight.

Earlier Roles

2017 - 2023

Director, Sr. Manager; Curriculum Product Manager; Sr. Curriculum Developer; Curriculum Developer

- Highlights: Redesigned Career Paths; co-developed Portfolio Projects, Exams, & Community Groups; managed 20+ FT / 70+ PT. Authored content for core curriculum, including Learn HTML.

Adjunct Faculty, School of Visual Arts – New York, NY

January 2022 - Present

Design and teach Artist as Coder (HTML/CSS/JS/p5.js); expressive computing and foundational software concepts.

Co-Founder, TENDERNET – New York, NY

September 2018 - Present

Critical pedagogy & co-design in AI/media; talks/workshops at Walker Art Center, MOCA Toronto, RISD/Brown, Columbia.

Earlier Roles (Selected)

2010-2015

Access Arts — Lead Teacher; Luminous Intervention — Collective Member; Refugee Youth Project — Teaching Artist; The Delaware Contemporary — Public Ally.

SELECT SPEAKING & RECOGNITION

Logitech — *Breaking Barriers* (Panelist, 2025) • Software Engineering Daily — Podcast (2024) • Walker Art Center — *Insights* (Presenter, 2023) • GitKon (Presenter, 2022) • MOCA Toronto — Digital Justice Lab (2019) • Future of Storytelling (Presenter, 2017) • Made in NY VR Pitchfest — Audience Award (2017)

EDUCATION

NEW YORK UNIVERSITY – MPS - Interactive Telecommunications Program (ITP)

VASSAR COLLEGE – BA Anthropology (Honors), Minors: French & Francophone Studies, Art History

SKILLS

Leadership & Strategy: Team Leadership, Coaching, Stakeholder Management, Strategic Communication, DEI • Learning & Research: Instructional Design, Learning Science, Assessment, Market & User Research • Product & Delivery: Roadmapping, Content Operations, GTM Alignment, Analytics & Insights • Technical & Tools: HTML/CSS, JavaScript, Git/GitHub, Python, Looker, Figma, Adobe CC • AI Tooling: Claude projects, Prompt/Spec Design, Human-in-the-Loop Editing Flows