

Koichi Sato

LEARNING DESIGNER II
Digital Learning, Innovative Education, University of South Florida

✉ ksato@usf.edu

Research & Professional Interests

My research focuses on applying pedagogically effective multimedia design and operationalizing AI as a seamless partner to expand visual possibilities, build enhanced workflows, and design AI-powered agentic learning. Driven by a mission to advance the field, I am dedicated to broadcasting project breakthroughs and research findings to the wider EdTech community through academic publications and conference presentations.

Education

AUG 2022		Ed.D., Internet-Based Education College of Education and Human Sciences, University of Nebraska-Lincoln
JUL 2005		MS.Ed., Instructional Technology College of Education, University of Nebraska-Lincoln
AUG 2001		M.P.H., Public Health College of Education and Behavioral Sciences, University of Northern Colorado
MAY 1994		B.A., English Tohoku Gakuin University, Sendai, Japan
AUG 1993 – MAY 1994		Exchange Program Ursinus College, Collegeville, PA

Professional Employment

	University of South Florida St. Petersburg, FL
PRESENT MAR 2024	Learning Designer II [full-time] Digital Learning, Innovative Education Responsibilities: - Lead the design of high-quality online courses by integrating learning theory with interactive, media-rich content. - Collaboration with faculty to assess needs and implement creative instructional strategies, ensuring all digital assets meet rigorous quality standards. - Research and operationalize emerging technologies, specifically generative AI, to enhance student learning outcomes. - Share project breakthroughs with the EdTech community through academic publications and conference presentations.
AUG 2023 JAN 2023	



Lincoln Literacy
Lincoln, NE

FEB 2023
|
NOV 2022

Curriculum Development Coordinator [full & part-time]

Responsibilities: Expanded and refined a mobile application for workforce development and industry training, optimizing design for improved usability. Contextualized instructional content for healthcare, commercial driving, and manufacturing to align with learning objectives and supported immigrant student by co-teaching essential computer literacy classes.



University of Nebraska-Lincoln
Lincoln, NE

MAR 2023
|
DEC 2022

Project Assistant [part-time]
Center for Transformative Teaching

Responsibilities: Helped increase the department's web accessibility and compliance from 82% to 99%. Revamped department resource pages and streamlined site architecture, reducing clicks to key categories to create a more intuitive, user-centric experience for both instructors and students.

AUG 2022
|
SEP 2017

Code.org Regional Partner Program Manager / RA [part-time]
Department of Teaching, Learning & Teacher Education

Responsibilities: Managed multi-year computer science professional learning programs, facilitating over 130 workshops for Nebraska educators. Secured grant funding, built statewide partnerships with districts and the Department of Education, and produced diverse multimedia assets. Orchestrated large-scale events like the Hour of Code to drive regional CS community expansion.

MAY 2022
|
AUG 2021

IT Assistant / RA [part-time]
Information Technology, College of Education & Human Sciences

Responsibilities: Provided hardware, software, and network support for faculty and staff, ensuring seamless technology operation in classrooms and conference rooms. Collaborated on technology integration projects, developed training resources, and contributed to college-wide strategic planning as a member of the Technology Committee.

AUG 2021
|
DEC 2018

Instructional Designer / RA [part-time]
College of Business

Responsibilities: Redesigned 200+ slide decks for graduate business courses using pedagogical design principles and standardized guidelines to improve efficiency. Collaborated with experts to develop online course modules on Canvas, produced multimedia materials, and coordinated with video production teams to prepare faculty for high-quality studio and desktop recordings.

MAY 2018
|
AUG 2011

Lecturer / TA [part-time]
Department of Teaching, Learning & Teacher Education

Courses taught: TEAC259 Instructional Technology; TEAC890 Teaching with Technology

Responsibilities: Taught undergraduate and graduate courses on instructional technology, developing curricula focused on design principles, digital citizenship, and blended learning. Co-taught a course for Native American preservice teachers in technology integration. Conducted research on emerging tools and teaching methods to optimize student learning outcomes and instructional personalization.

AUG 2011
|
SEP 2005

Instructional Design Technology Specialist [full-time]
Extended Education & Outreach

Responsibilities: Provided faculty with comprehensive consultation, training, and media development support for online course creation. Researched innovative learning strategies, integrated interactivity through custom coding, and collaborated with IT to troubleshoot and improve LMS functionality. Notably, facilitated the development of a research-grant-funded distance chemistry course featuring virtual and home-lab components. Additionally, served as a judge for the UPCEA Distance Learning Community of Practice awards for six consecutive years.



University of Nebraska at Kearney
Kearney, NE

JUL 2005
|
JAN 2003

Teaching & Research Assistant [part-time]
College of Education

Courses taught: TE206 Instructional Technology and the Preservice Teacher

Responsibilities: Provided in-class instructional technology support and occasionally taught preservice teacher sessions. Served as a technology specialist for a video-mediated autism education research project and led a team of graduate assistants in developing a digital archive for the Museum of Nebraska Art.



NCN Institute
Kearney, NE

DEC 2002
|
SEP 2001

Foreign Students Advisor [full-time]
University of Nebraska at Kearney Office

Responsibilities: Facilitated the acclimation of Japanese students by delivering comprehensive orientations, academic advising, and career support. Provided dedicated counseling and cross-cultural guidance, managing both on- and off-campus resources to ensure a seamless transition into the university environment.



East Memorial Elementary School
Greeley, CO

JUL 2001
|
MAY 2001

Japanese Language instructor [part-time]
Greeley-Evans School District 6

Responsibilities: Co-taught summer Japanese class for grades 1-5 three times a week.



Greeley Youth Initiative
Greeley, CO

JUL 2001
|
JAN 2001

Intern [part-time]
City of Greeley

Responsibilities: Collaborated to manage the youth tobacco prevention program (SHOUT), serving as a primary writer and editor for its monthly newsletters. Also expanded strategic partnerships with local businesses and supported the production of various organizational publications and community events to drive program outreach.



University of Northern Colorado
Greeley, CO

AUG 2001
|
JUN 2001

Summer Program Coordinator [part-time]
Center for International Education

Responsibilities: Managed and executed a diverse range of extracurricular programming for two university-level summer cohorts from Japan, overseeing all logistical and operational aspects to ensure high-impact cultural and educational engagement.

MAY 2001
|
MAY 2000

Program Assistant [part-time]
Environmental Health & Safety

Responsibilities: Assisted with daily operations and served as a web design expert to recommend and implement critical site improvements. I handled data management, revamped website content, and redesigned the UI and site structure to enhance usability and navigational efficiency.

AUG 2001

|

JUL 1998

IT Student Staff [full-time]
Computer Commons, Information Technology

Responsibilities: Provided comprehensive on-site and telephone technical support for students, faculty, and staff. I maintained over 80 computers, managed daily lab operations, and served as the university's on-call webmaster to ensure continuous digital and hardware functionality.

JUN 2000

|

SEP 1999

Language Teaching Assistant [part-time]
Foreign Language Department

Responsibilities: Provided in-class support and short presentations in Japanese language classes.



Ursinus College
Collegeville, PA

MAY 1994

|

AUG 1993

Language Teaching Assistant [part-time]
Modern Language Department

Responsibilities: Assisted Japanese instructors with their course preparations, facilitated the lab sessions, and coordinated and taught Japanese calligraphy class.



Other Teaching Jobs
Japan

1998

|

1990

Lecturer & Tutor
For-profit tutoring and in-class teaching services in Japan

Responsibilities: Worked as a private tutor and lecturer for various educational firms in Japan. Delivered comprehensive instruction in English, mathematics, natural sciences, social sciences, and Japanese to middle school students.

Conference Presentations

2026



Sato, K. (2026, June 11-13). *The Multimodal Video Evaluator (MVE): Codifying Decades of Empirical Research into a Systematic Multimedia Design & Evaluation Framework*.

Teaching & Learning with AI Conference 2026, Kissimmee, FL, United States.

<https://sched.co/2LVP7>



Sato, K. (2026, June 9-10). *Demystifying Design Magic: Using AI to Automate Video Evaluation and Solve "Death by PowerPoint" through Multimedia Learning*.

AI in K-12 Education Summit, Tampa, FL, United States.

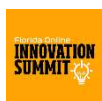
<https://usfeducreate.com/ai-summit/>



Sato, K. (2026, June 5-7). *The AI Video Evaluator: Closing Research-Practice Divide in Higher Ed*.

Teaching Professor Conference, St. Louis, MO, United States.

Proposal accepted but unable to present due to lack of funding.



Sato, K. (2026, April 9). *Research, Rubrics, and AI Video Evaluator: Bridging the Multimedia Research-Practice Divide*.

Florida Online Innovation Summit, Orlando, FL, United States.

<https://digitallearning.ucf.edu/ilab/wp-content/uploads/2026/03/Innovation-Summit-2026-23.03.26.pdf>

2025



Sato, K. (2025, July 22-25). *Boost Student Engagement and Video-Making Efficiency: The Power of AI-Generated Talking Digital Clones*.

InstructureCon 2025, Spokane, WA, United States.

<https://doi.org/10.13140/RG.2.2.20105.56160>



Sato, K. (2025, May 28-30). *Boost Student Engagement and Video-Making Efficiency: The Power of AI-Generated Talking Digital Clones.*

Teaching & Learning with AI Conference 2025, Orlando, FL, United States.

<https://stars.library.ucf.edu/teachwithai/2025/thursday/154/>

2022



Trainin, G., & Sato, K. (2022, April 21-22). *Code.org is Inviting You!*

2022 NETA Spring Conference, Omaha, NE, United States.

<https://sites.google.com/netasite.org/neta2022/friday/115-200?authuser=0#h.gakqinmluim5>

2020



Sato, K. (2020, February 8). *Code.org Professional Learning Program 2020-21.*

UNK Tech EDGE 2020 Spring Conference, Kearney, NE, United States.

<https://unknews.unk.edu/2020/01/27/unks-tech-edge-conference-focuses-on-technology-in-the-classroom/>

2018



Sato, K. (2018, April 18-20). *The Current State of Vocabulary Instructional Video Designs.*

2018 NETA Spring Conference, Omaha, NE, United States.

<https://sched.co/DsBv>

Trainin, G., & Sato, K. (2018, April 18-20). *Coding in All Schools.*

2018 NETA Spring Conference, Omaha, NE, United States.

<https://2018springnetaconference.sched.com/event/Ds8Q>

2017



Sato, K. (2017, December 11). *Code.org.*

Nebraska K-12 Science Education Summit 2017, Lincoln, NE, United States.

<https://sched.co/D5d0>



Sato, K. (2017, February 25). *How to Add a Video of You to Your Screencast Video Real-Time by Using Green Screen & Open Broadcast Software.*

Tech EDGE 2017 Spring Conference, Kearney, NE, United States.

<https://unknews.unk.edu/2017/02/06/tech-edge-conference-focuses-on-classroom-technology/>



Sato, K. (2017, February 7). *Calligraphy – Past and Present.*

The Osher Lifelong Learning Institute (OLLI), Lincoln, NE, United States.

2016



Sato, K. (2016, September 24). *Promote Active Participation by Continuous & Creative Assessments.*

UNK Tech EDGE Fall 2016 Conference, Kearney, NE, United States.

<https://docs.google.com/document/d/1Gko-ooOBxup9pmyEDi36EArPTURRdttdtbydRldzDEc8/edit?tab=t.0>



Sato, K. (2016, August 17). *Assessment.*

Tech EDGE 17 Conference, Lincoln, NE, United States.

https://docs.google.com/document/d/10GPYIDhuM-3crR8fmaJ1bher13zrWZQdxCjvUBv_Bb8

2014



Sato, K. (2014, October 23). *Designs for Vocabulary Learning Video.*

2014 UNL Graduate Student Research Exhibition, Lincoln, NE, United States.

2013



Sato, K. (2013, August 19). *How to Create Stunning Screencast Videos*. UNL Tech EDGE Conference, Lincoln, NE, United States.

2010



Sato, K. (2010, November 16-18). *Using a Blog as a Lecture Platform*. UNL National Distance Learning Week, Lincoln, NE, United States.

2009



Sato, K. (2009, November 11-13). *It's So Easy Even a Zebra Can Do It: Using Video for Course Introduction*. UNL National Distance Learning Week, Lincoln, NE, United States.

2006



Mandery, D., & Sato, K. (2006, February 28–March 2). *Underrepresented Courses: Could Distance Delivered Science Really Work?* Greenhouse Project Awards, Blackboard World 2006, San Diego, CA, United States.

2005



Sato, K., & Srivastava, R. (2005, April 2). *Integration of Audio Visual Technology in the Classroom Setting*. The 3rd SETA Conference, Omaha, NE, United States.

2001



Sato, K. (2001). *Effects of Music and Words on Human Health*. UNC Health Fair, University of Northern Colorado, Greeley, CO, United States.

1999



Sato, K. (1999). *Physiological Effects of Stress: Pathological Connections between Stress and Diseases*. Graduate Student Research Day, University of Northern Colorado, Greeley, CO, United States.

Publications

2026



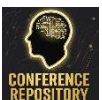
Sato, K. (in-press). *Three-Step Makeover: Giving Student Success Guides a Much-Needed Makeover*. The Teaching Professor. <https://www.teachingprofessor.com/>



Sato, K. (2026). *ClassMatch: Agentic No-Code Blueprint for Students Project Grouping* [Manuscript submitted for publication]. The Teaching Professor.



Sato, K. (2026). *The Multimodal Video Evaluator (MVE) Blueprint: An Open AI-Driven Workflow for Automated Multimedia Quality Assurance* [Manuscript submitted for publication]. Teaching Repository for AI-Infused Learning.



Sato, K. (2026). *The Multimodal Video Evaluator (MVE): Codifying Decades of Empirical Research into a Systematic Multimedia Design & Evaluation Framework*. *Teaching & Learning with AI*. 17. <https://stars.library.ucf.edu/teaching-and-learning-with-ai/17>



Sato, K. (2026). Pedagogical Audit Framework: The Multimodal Video Evaluator (MVE) Knowledgebase Version 1.1. *EdArXiv*. https://doi.org/10.35542/osf.io/aqx3r_v1

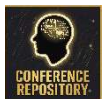


Sato, K. (2026). System Prompt Architecture: The Operational Engine of the MVE. *EdArXiv*. https://doi.org/10.35542/osf.io/7gz9p_v1



Sato, K. (2026). A Rapid Workflow to Humanize Your Online Lectures with a High-Impact AI Avatar: A Guide for Busy Faculty. *The Teaching Professor*. <https://www.teachingprofessor.com/topics/online-teaching-and-learning/from-faceless-slides-to-personal-connection-a-rapid-ai-avatar-workflow-for-busy-faculty/>

2025



Sato, K. (2025). Boost Student Engagement and Video-Making Efficiency: The Power of AI-Generated Talking Digital Clones. *Teaching & Learning with AI Conference Presentations*, 154. <https://stars.library.ucf.edu/teachwithai/2025/thursday/154/>

2022



Sato, K. (2022). *Designing Effective Vocabulary Videos: Comparing Animated and Live-Action Movies* (Order No. 29323570). Available from ProQuest Dissertations & Theses A&I; ProQuest Dissertations & Theses Global. (2699719400). <https://www.proquest.com/dissertations-theses/designing-effective-vocabulary-videos-comparing/docview/2699719400/se-2>

Manuscripts in Preparation

2026

Sato, K. (2026). *From Prototype to Diagnostic Co-Pilot: The Evolution, Benchmarking, and Architecture of OQRA v2* [Manuscript in preparation].

Digital Scholarly Profiles



Google Scholar

Citation tracking and h-index metrics.

Profile: <https://scholar.google.com/citations?user=MYExof4AAAAJ>



ResearchGate

Full-text access to collaborative projects and technical reports.

Profile: <https://www.researchgate.net/profile/Koichi-Sato-10>



ORCID

A persistent identifier (PID) for scholars.

Profile: <https://orcid.org/0009-0001-4154-2151>



Academia

Analytics on global readership and engagement.

Profile: <https://independent.academia.edu/KoichiSato9>

Preprint Repository Profiles



OSF Preprints

Hosts the preprint servers (SocArXiv, EdArXiv, TechRxiv) with my preprints.

Profile: <https://osf.io/x8jfa/>



SSRN

Hosts my preprints under the education category (EduRN).

Profile: https://papers.ssrn.com/Sol3/Cf_Dev/AbsByAuth.cfm?per_id=10556436

Research & Grants



2023
|
2022

Education Innovation Research (EIR)

In partnership with Code.org, I led the Nebraska implementation of a federally funded Education Innovation and Research (EIR) grant program for the 2022–2023 academic year. I managed the end-to-end delivery of high school computer science professional development and oversaw the collection and analysis of critical research data to evaluate program efficacy.



2019
|
2018

Google Educator PD Grants 2018-19

Title: Google CD Educator PD Workshops

PI: Guy Trainin; Lean-Kiat Soh

Co-Investigator: Koichi Sato

\$20,000 (USD)

This grant-funded initiative focused on extending Computer Science Professional Development (CSPD) outreach to rural areas while building local capacity for computer science education. By partnering with Educational Service Units (ESUs), we delivered high-quality professional development and a diverse K-12 computer science curriculum. This was achieved through a scaffolded approach, beginning with foundational workshops and transitioning into sustained monthly sessions to ensure ongoing implementation support. I was responsible for the grant application, budgeting, and program and workshop logistics.



2007
|
2006

Blackboard Greenhouse Project Grants

Title: Underrepresented Courses: Could Distance Delivered Science Really Work?

PI: Mark Griep; Dea Mandery

Co-Investigator: Koichi Sato; Gayle Nicoll

The grant funded our project to design and develop an online college chemistry course and the home lab kit that provided full support for home lab experiments. I provided the overall instructional design support to plan, design, and develop the course and coordinated with the vendor to put together a home lab kit. I also collaborated to implement a program evaluation.



2004
|
2003

Faculty and Graduate Student Grant Programs

Title: The Upside of Down

PI: Robert Walden

Co-Investigator: Barbara Clark; Koichi Sato

\$0 (not awarded)

This research study aimed to design and evaluate an interactive multimedia platform to enhance accessibility to specialized Down syndrome resources. As the media producer and technology consultant, I was responsible for developing high-fidelity digital assets and providing strategic technical guidance to ensure the platform would meet the complex needs of medical and educational professionals.

Digital Portfolio & Professional Media



eLearning Expert

Substack Publication/Newsletter Author

Launched February 2026

This Substack weekly newsletter provides a transparent look at my research breakthroughs and project developments, analyzing emerging trends in EdTech literacy, online pedagogy, and AI-driven instructional design.

<https://elearningexpert.substack.com/>



LinkedIn Profile

Professional Network & Digital CV

Member since 2005

This is my primary professional network platform for projects and research. This is also my digital resume and CV.

<https://www.linkedin.com/in/k0ichisat0/>



Koichi's Edu Blog

WordPress Blog Author

Launched September 2017

This educational blog focuses on language, instructional design, and technology.

<https://koichisatoblog.wordpress.com/>



eLearning Expert

YouTube Producer

Launched August 2010

Produce and edit instructional video content focused on EdTech, online pedagogy, and AI for education. Currently reaching 1,500 subscribers with 1.3M total views, demonstrating high engagement in the learning design community.

<https://www.youtube.com/@eLearningExpert>

Licenses & Certifications



Leveraging AI Ethically for Research and Coursework

University of South Florida

Issued February 2026

GenAI in Action: Impact and Possibilities

University of South Florida

Issued March 2025



AI Core 2: AI Engagement Strategies

QM Quality Matters

Issued August 2026

Credential ID TBA

AI Core 1: Foundational Frameworks

QM Quality Matters

Issued July 2026

Credential ID 250e48cb-1262-47c9-94a6-8f478dc50362

QM Rubric Update Seventh Edition (RU) 2023

QM Quality Matters

Issued January 2024

Credential ID 060523_RU_2149_QM Qual-26734

Applying the QM Rubric

QM Quality Matters

Issued February 2023



Social / Behavioral Research Investigators and Key Personnel

CITI Program

Issued August 2026, Expires August 2029

Credential ID 78698964

Group 2 Social / Behavioral Research Investigators and Key Personnel

CITI Program

Issued July 2021, Expired July 2024

Credential ID 34659125

Group 2 Social / Behavioral Research Investigators and Key Personnel

CITI Program

Issued July 2011, Expired July 2014
Credential ID 7006627



At-Risk Mental Health for Faculty & Staff

Kognito

Issued January 2023



Creating Accessible PDFs (2018)

LinkedIn Learning Courses

Issued January 2023

Credential ID AUfS2_07I5jUFaq_0I6FI8cNwP-e

Camtasia 2019 Essential Training: The Basics

LinkedIn Learning Courses

Issued January 2023

Credential ID AReRNxNnSRSIRk7SDi3opC3ECUg

Learning Articulate Rise

LinkedIn Learning Courses

Issued January 2023

Credential ID AdsPHsWB99xappqx7IepaZ5ma-_j

Camtasia 2019 Essential Training: The Basics

LinkedIn Learning Courses

Issued January 2023

Credential ID AV82sCNnJ8KFdsijnE_TOAQHR-2g



Write Winning Grants Seminar

Office of Research & Graduate Studies, University of Nebraska-Lincoln

Issued October 2007

ADA Supervisory Training

Institutional Equity and Compliance, University of Nebraska-Lincoln

Issued December 2005



Certificate of Leadership Training

Issued 2001

Certificate of Tobacco Cessation Educator

Issued 1999

Professional Services

2026	■ Peer Reviewer, <i>Teaching Repository for AI-Infused Learning (TRAIL)</i> ■ Peer Reviewer, <i>Bloomsbury Libraries Unlimited</i> (1 book proposal) ■ Peer Reviewer, <i>International Journal of E-Learning & Distance Education (IJELDE)</i> (1 manuscript) ■ Peer Reviewer, <i>Teaching & Learning with AI Conference</i> (26 proposals)
2023–Present	■ Internal Quality Matters (QM) Reviewer, <i>Innovative Education, University of South Florida</i>
2022	■ Committee Member, <i>CEHS Technology Committee, University of Nebraska-Lincoln</i>
2006–12	■ Judge, <i>UCEA Distance Learning Community of Practice College Distance Awards</i>

Institutional Services

2000–2001	■ President, <i>International Student Association, University of Northern Colorado</i> ■ President/Founder, <i>International Team, University of Northern Colorado</i>
1999–2001	■ President/Founder, <i>Japanese Student Association, University of Northern Colorado</i> ■ Member, <i>Speakers Bureau, University of Northern Colorado</i>
1990–1995	■ Interpreter, Translator & Tour Guide, <i>Miyagi International Exchange Association, Japan</i>

Awards & Honors

2026	■ USF Innovation in Online Design and Teaching Award, <i>University of South Florida, \$5,000</i> (Served as the Instructional Designer for the winning course; award officially granted to the lead teaching faculty applicant)
2003–05	■ ISS Scholarship, <i>University of Nebraska at Kearney, \$1,000/year (tuition credit)</i>
2001	■ Bob Ross International Ambassador Award, <i>University of Northern Colorado, \$100</i> ■ Hibino Global Understanding Award, <i>University of Northern Colorado, \$100</i>
1999–2000	■ Certificate of Academic Excellence, <i>University of Northern Colorado</i>
DEC 1998	■ Employee of the Month, <i>Computer Commons, Information Technology, University of Northern Colorado</i>
1993–94	■ Study Abroad Scholarship, <i>Association of International Education, Japan (AIEJ), \$10,000 & airfare</i>

Memberships

- [Sigma Xi, The Scientific Research Honor Society](#) (Member)
- [Association for the Advancement of Computing in Education](#) (Member)
- [Online Learning Consortium](#) (Member)
- [EDUCAUSE](#) (Member)
- [University Professional & Continuing Education Association](#) (Member, 2006–2012)
- [Phi Beta Delta, Honor Society for International Scholars](#) (Member)

Languages

- **Japanese:** Advanced – 1st language
- **English:** Advanced – 2nd language since 1993

Research Profiles

- [ORCID](#): 0009-0001-4154-2151
- [Web of Science](#): JPL-3946-2023