

George Smith, Ph.D.

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Professional Summary: I am a linguist and curriculum designer specializing in creating student-centered learning experiences for multi-format print and digital products. I also have expertise in AI-enabled learning, having architected LLM-driven content generation systems and advised on the strategic use of AI tools for content efficiency. Overall, my background in EdTech and second language teaching enables me to strategically apply pedagogical principles to curriculum design, effectively manage content creation teams, and uphold rigorous quality assurance standards.

EDUCATION

University of Hawai‘i at Mānoa

Ph.D., Applied Linguistics

Concordia University

M.A., Applied Linguistics

McGill University

BCOM, General Management

December 2020

Honolulu, Hawai‘i

June 2015

Montréal, Canada

June 2009

Montréal, Canada

WORK EXPERIENCE

AI Curriculum & Content Project Lead

Tomo Labs, Inc.

Mar. 2025 – Nov. 2025

New York, New York

- Designed the instructional architecture for a AI-powered curriculum, writing core prompts covering onboarding, objective generation, lesson plan creation, and lesson delivery.
- Defined and implemented the heuristic testing process for Tomo, collaborating across Product, Engineering, and Learning teams to align on product roadmap goals and resolve systemic technical issues.
- Spearheaded the strategic redesign of the critical user onboarding experience, defining a project goal to increase first-day completion rates by 18% and maximize free trial conversion.
- Increased content alignment accuracy with CEFR proficiency benchmarks from 30% to 70% (a 133% improvement) using iterative prompt engineering, ensuring pedagogical integrity.

Language Consultant

United Nations

Apr. 2022 – present

New York, New York

- Conduct advanced needs analysis with stakeholders across multiple UN entities to identify specialized B2B training needs and define project scope.
- Design and deliver highly customized, tailored communications training for specialized staff (e.g., business negotiation, report writing).
- Develop multiple-choice, open-ended, and performance-based assessment items for the United Nations Language Proficiency Exam.

Linguist & Content Writer

Mango Languages

Mar. 2022 – Jul. 2024

Remote

- Wrote blogs and video scripts on topics in linguistics, editing final video assets using video editing tools (Camtasia, Filmora) to promote the brand and maximize message clarity. Please see section below for portfolio links.
- Managed content delivery and editorial quality assurance for 40+ chapters of a 4-year K-12 Spanish curriculum, ensuring rigorous alignment with state/national standards and proficiency guidelines.
- Led and conducted structured discovery (user research studies with K-12 administrators and educators) to assess market needs and inform the foundational roadmap for the Mango Curriculum.
- Collaborated closely with and provided direction to SMEs and linguists, guiding content development to ensure integrated learning experiences.

Curriculum designer

Duolingo

Apr. – Oct. 2021

Remote

- Designed and directed the instructional vision for an English for speakers of Japanese language course, leveraging editorial judgment to ensure all created learning content delivered an intentional, effective, and integrated learning experience aligned with global proficiency outcomes.
- Maintained awareness of current trends and research in language education to inform curriculum development decisions and ensure relevance in a global context.

Research Manager

University of Hawai'i at Manoa

Aug. 2015 – Dec. 2020

Honolulu, Hawai'i

- Managed project delivery for research teams by establishing timelines, tracking milestones, and facilitating effective communication to guarantee on-time delivery of findings.
- Successfully managed research teams, overseeing participant recruitment, data collection, and mixed-methods analysis (quantitative and qualitative).

Lead Teacher

English Language Institute

Aug. 2015 – May 2018

Honolulu, Hawai'i

- Developed learning objectives, revised standardized materials, and designed EAP placement/proficiency assessment items across multiple higher education and K-12 programs.
- Improved accuracy and consistency across diverse client documents (scholarly articles, business reports) by developing and implementing editorial standards and ensuring on-time project delivery.

Freelance Copyeditor

Jan. 2010 – present

Remote

- Copyedit documents for clients from a diverse range of arenas, including scholarly articles, business reports, grant proposals, and technical documents.

- Improve accuracy and consistency across diverse projects by developing and implementing editorial standards and best practices.
- Boost client satisfaction by managing multiple projects simultaneously, ensuring on-time delivery and adherence to deadlines.

Language Teacher

APEX English

Apr. – Dec. 2014

Omaezaki, Japan

- Designed and delivered after-school courses for elementary and middle school students aimed at developing students' oral communication skills and literacy.

Assistant Language Teacher

Tochigi Board of Education

Mar. 2010 – Apr. 2011

Tochigi, Japan

- Planned and delivered communicative English lessons to junior high school students (A1-A2 level, CEFR) in collaboration with lead English teachers.
- Helped to organize quarterly meetings of public schools in the Tochigi region to improve the English curriculum following Ministry of Education guidelines.

Substitute Teacher – ESL and Modern Languages

United Nations International School

Apr. 2011 – Dec. 2012

New York, New York

- Interpreted lesson plans to create immersive language experiences and foster a supportive learning environment for ESL, French, and Spanish courses at the K-12 level.

PROFESSIONAL SKILLS

- **Project Management & Delivery:** Project Management (Concept to Delivery), Workflow Optimization, Stakeholder Communication, Timeline & Milestone Tracking.
- **K-12 Content & Standards:** Curriculum Standards Alignment (WIDA, Common Core) , Test Item Writing, Editorial Standards & Quality Assurance.
- **Software & Tools:** Project Management Tools (JIRA, Linear), Digital Authoring Platforms / LMSs (Moodle), Prompt Engineering, R Statistical Environment, Python, Google AI Studio, Video Editing Tools (Camtasia, Filmora).
- **Research & Analysis:** Mixed Methods Research, Text Analysis, User Research & Needs Analysis

SELECTED CONTENT WRITING PORTFOLIO

Smith, G., & McKay, I. (2024). How to learn a second language: A comprehensive guide.

<https://mangolanguages.com/resources/learn/general/how-to-learn-a-language/your-learning-language-guide/how-to-learn-a-second-language-a-comprehensive-guide>

Smith G., & Tagarelli, K. (2024). How does your mind help you learn a second language?

<https://mangolanguages.com/resources/learn/general/how-to-learn-a-language/science-behind-language-learning/how-does-your-mind-help-you-learn-a-second-language>

Smith G. & Tagarelli, K. (2024). Are some people just good at learning a new language?

<https://mangolanguages.com/resources/learn/general/how-to-learn-a-language/science-behind-language-learning/are-some-people-just-good-at-learning-a-new-language>

Smith, G. (2024). Improve your reading comprehension with the Mango Reader extension.

<https://mangolanguages.com/resources/learn/general/miscellaneous/improve-your-reading-comprehension-with-the-mango-reader-extension>

LANGUAGES

English (Native)

Italian, French (Advanced, CEFR C1)

Spanish, Japanese (Intermediate, CEFR B1)