

YUKA PERERA

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Education	<p>Massachusetts Institute of Technology Class of 2023, Cambridge, MA – Sept 2019 - June 2023</p> <ul style="list-style-type: none">• Major in Mechanical Engineering• Concentration in Product Development• Double Minor in Management and Energy Studies• 4.9 MIT GPA
Professional Experience	<p>Accenture Strategy - Strategy Analyst – June 2024 - Present</p> <ul style="list-style-type: none">• Directed cross-functional workstreams and owned client deliverables, including a \$900M+ Financial Services deal, focusing on reshaping the customer experience.• Facilitated ideation and discovery workshops with senior / C-suite stakeholders to uncover pain points, efficiency gaps, and automation potential.• Transformed complex, large-scale data sets into actionable insights that shaped future-state vision, drove strategic decisions, and accelerated execution. <p>MIT Global Teaching Labs - Entrepreneurship and Computer Science Instructor – Dec 2022 - July 2023</p> <ul style="list-style-type: none">• Designed and developed a curriculum on entrepreneurship, data analytics, and computer science to teach to advanced high school students in Italy and Israel.• Facilitated interactive lessons for students to encourage critical thinking and engagement. <p>General Motors - Product Development Hardware Engineering Intern – June 2022 - August 2022</p> <ul style="list-style-type: none">• Conducted experimental analysis on electromagnetic properties, optimizing variables (material, temperature, size) to improve in-lab EV battery performance by 6%.• Partnered with a multidisciplinary team to design and implement sustainable vehicle body and accessory innovations, driving increased sales and strengthening competitive positioning.
Personal Projects	<p>Nomad Mannequin - Co-founder – Jan 2024 - Present</p> <ul style="list-style-type: none">• Conducted direct user research with B2B and B2C vendors and trade show hosts to identify pain points and prioritize features to drive interest and sales.• Iterated early and often on product design, incorporating continuous user feedback to refine features and ensure alignment with customer needs.• Developed go-to-market strategy focused on engaging customers to build awareness and drive sales. <p>PicklIQ - Developer</p> <ul style="list-style-type: none">• Designed and built a digital queueing web app to solve a major pain point at community pickleball courts, where the lack of a line system led to conflicts and prevented players from enjoying the game. <p>ReelBot - Developer</p> <ul style="list-style-type: none">• Coded a web scraper that tracks Instagram reels' engagement content to identify emerging trends as a productivity tool to boost reach, engagement, and thus sales on Nomad Mannequin posts.
Skills/Awards	<ul style="list-style-type: none">• Mech. Engineering Honor Society (TBP) - Highest Honor for MIT Mech E's• National Engineering Honor Society (PTS) - Highest Honor for MIT Engineers• MIT Women's Varsity Tennis Team (Captain) and All-American• Proficiency in Python / Matlab / AutoCAD• Native Fluency in Japanese