Yusuf Ahmad

I build creative tools and lead creative teams

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Education

Massachusetts Institute of Tech.
S.M. in Media, Arts, & Sciences, 2020
Advised by Mitchel Resnick

Columbia University
B.A. in Anthropology, 2012
Summa Cum Laude

Mentorship & Teaching

- Co-taught MIT course on creative learning technologies (2019)
- Co-taught MIT's LCL course with 5000+ participants (2018)
- Coach youth in creative computing projects at Fab Lab 01 (2019 - 2020)
- Mentor MIT startups with the MIT Sandbox Fund (2018 - Present)

Talks & Workshops

- IDEO: Toolkit for inclusive design
- CLS: Creating tools for global users
- MIT: Inventing the future of learning
- Harvard: African Education ventures
- ALX: Intro to Rapid Prototyping

Skills

- Systems design, user research, coaching, product management
- Figma, JavaScript, Python

Experience

MIT Media Lab, Lifelong Kindergarten (LLK)
Researcher, 2018 - 2020
LLK is an MIT research group that invents creative tools (Scratch, LEGO robotics); funders include Google and LEGO

- Led 4 engineers and designers in research and iterative development of a design tool for educators; created user stories and roadmap; guided prioritization and testing
- Created planning tool for school leaders adapting to COVID; won $15,000 Aspen grant; launched with IDEO
- Developed strategies, resources, and partnerships to localize Scratch into 60+ languages for 10M+ users
- Advised South African Ministry of Education on content and technology strategy for Digital Skills for All initiative
- Prototyped place-based civic network for 2018 elections

African Leadership University (ALU)
Director, Degrees, 2014 - 2018
ALU is a higher-ed startup with 2000+ students across Africa, campuses in 3 countries, and $80M+ USD in funding

- Led 20+ faculty, engineers, and designers in reinventing college degrees; coordinated with marketing, operations, and regulatory teams to launch and scale across Africa
- Led agile team of 12 in ideation, design, and launch of new degree product that inspired organization to pivot
- Organized and led two company-wide strategy retreats
- Developed and presented product strategy to investors

Carnegie Endowment for International Peace
Junior Fellow, 2013 - 2014

- Created data visualizations, content, and website that shaped anti-corruption efforts in Africa and Asia
- Synthesized rule of law reform research for policymakers

American University in Cairo (AUC)
Presidential Associate, 2012 - 2013

- Crafted AUC's user acquisition strategy during a revolution
- Awarded $400,000 grant to enhance civic engagement and employment outcomes at universities in the Middle East