

# Yusuf Ahmad

## I build creative tools and lead creative teams

[media.mit.edu/people/yusufa/](https://media.mit.edu/people/yusufa/)

410-615-3602 | [yusufa@mit.edu](mailto:yusufa@mit.edu)

## 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 Learning Creative Learning online course (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