

Kevin Yu

Design, Innovation, Entrepreneurship
510.590.8163 | kevinyu@gmail.com | kevinyu.com

EXPERIENCE

Deloitte - Doblin

Senior Consultant, Strategic Design

New York, NY

Feb. 2021 - April 2023

- Worked as a Senior Consultant within Deloitte's Applied Design practice in the Strategic Design role
- Led the design workstream for Fortune 100 clients within healthcare, life sciences, financial services, and consumer technology
- Led design work including user research and testing, feature impact prioritization, journey mapping, service blueprinting, prototyping, UI/UX, product design, and ideation workshop facilitation
- Owned internal initiatives including a pro-bono ESG project, training for the Design pillar, and several proposals
- Mentored junior level designers through projects and initiatives

Massachusetts Institute of Technology (MIT)

Graduate Teaching Assistant

Cambridge, MA

Aug. 2019 - May 2020

- Utilized both technical and interpersonal skills to mentor students, assist instructors, and prepare curriculum for Integrated Design Lab I & II
- Mentored and assisted design students with coursework through office hours and project check-ins to address design challenges
- Taught workshops on technical design skills from UI/UX, graphic design, and other digital and physical tools
- Created a tool lending system out of apartment when COVID-19 prevented students from working in the classroom

Kevin Yu Design

Design Consultant

Shanghai, China

Mar. 2017 - Jan. 2021

- Managed relationships with 22 different clients within health and biotech to help deliver quality designs in a professional and impactful way
- Executed the design of interfaces for health apps and medical devices that aligned with client's design, technological, and business needs
- Helped clients engage with their users through structuring research and testing practices
- Led design thinking and branding workshops with clients to develop design strategies that aligned with their business needs
- Collaborated with internal client teams and contractors to deliver complete solutions to clients
- Presented design proposals and recommendation to clients ensuring the smooth progression and delivery of projects

Quantum Health(量康)

Design Lead

Shanghai, China

Mar. 2015 - Mar. 2017

- Collaborated with software development, biotech, and marketing teams to design a health management service that served over 50,000 users
- Conducted user research and strategic needs analysis that was implemented throughout all designs increasing brand and product value
- Led brainstorming session for features of different products with software and biotech teams
- Designed a home test kit package that would allow users to self-collect and send their blood samples from their homes, reducing collection error
- Prototyped an in-store kiosk by designing, sourcing manufacturing, and testing design with customers, improving customer experience
- Assisted with hiring and onboarding of new designers, mentoring, evaluating portfolios, and conducting interviews
- Led branding and design of marketing materials such as brand guide, website, explainer video, and print material

EDUCATION

Massachusetts Institute of Technology (MIT), GPA: 4.7/5.0

Master of Science in Engineering and Management, Integrated Design & Management

Cambridge, MA

- Accepted into the Delta V Summer Accelerator, receiving \$28K funding and mentorship to develop a COVID-19 behavioral health startup
- Admitted into MISTI Global Teaching Lab Israel, traveling to Nazareth to teach design and entrepreneurship
- Augmentor AR mentoring project selected as finalist in Hacking Arts and 15K Creative Arts competitions

Rhode Island School of Design (RISD), GPA: 3.7/4.0

Bachelor of Fine Arts, Industrial Design

Providence, RI

- Polymer Solar Cell Greenhouse design selected for Industrial Design Triennial exhibition

SKILLS

Process

- UI/UX, Product Management, Industrial Design, Graphic Design, User Research, User Testing, Workshop Facilitation, Presentation, Branding, Video, Illustration, Print Design, 3D, Sketching

Technical

- Digital: Figma, Sketch, Balsamiq, Invision, Collaborative: Mural, Miro, Figjam, Zoom, 3D: SolidWorks, Onshape, Rhinoceros, KeyShot, Unity, Adobe: Illustrator, InDesign, After Effects, Photoshop, Experience Design, Microsoft: Word, Powerpoint, Excel, Notes, Teams, Google Suite: Slides, Docs, Spreadsheet, Analytics

Languages

- English (primary), Mandarin (native speaker), Spanish (beginner)