

# Kevin Yuda

## Executive Leader | Product Experience & Platform Orchestration

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## Driving Scale, Governance & 8-Figure Business Impact

### Executive Summary

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I turn complexity into clarity at enterprise scale. For 15 years, I've led global teams and partnered with C-Suite leaders to transform fragmented ecosystems into unified platforms that power hundreds of products and thousands of users. Today, I drive Enterprise UX and Platform Strategy, aligning design systems, governance, and engineering to accelerate adoption and remove friction. I believe platform leadership is about connecting user experience to business outcomes and operational integrity.

That means building self-service tools, enabling orchestration models, and leveraging AI workflows that measurably improve engineering efficiency. I champion strategies like the Adoption Blocker Queue (ABQ) to operationalize governance, surfacing and solving what slows teams down, because speed and trust matter at scale.

### Professional Experience

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**GE HealthCare** | Chicago, IL **Senior Director, User Experience** | **Creative Director, Software** | 2021 – Present  
Executive leader for Ethos, the enterprise-wide software platform driving digital convergence across Imaging, Ultrasound, and Patient Care Solutions.

- **Delivered 8-Figure Efficiency:** Achieved **\$12.5M in verified FY25 savings** through component reuse and engineering consolidation, with a trajectory of **\$38M by FY26**.
- **Scaled Global Operations:** Directing a **51-person cross-functional organization** (Engineering, Product, UX) across 3 countries with a **\$6M platform budget**.
- **Orchestrated Adoption:** Partnered with C-Suite leadership to drive **215% YoY adoption growth**, aligning diverse business units to a single operational standard.
- **Reduced Tech Debt:** Strategically reduced the product footprint by **80%** (tracking 960+ products), creating an operating model that accelerates regulatory compliance and M&A integration.

### Director, User Experience | 2020 – 2021

Transitioned the Edison Design System from a foundational platform into an enterprise-wide operating model.

- **Scaled Enterprise Adoption:** Expanded the platform to **130+ products** across all business segments, successfully moving from pilot phases to mass adoption.
- **Secured Sustainable Funding:** Architected the ROI milestones and funding models that secured recurring budget, shifting the platform from a temporary initiative to a permanent business function.
- **Operationalized Workflow:** Built the collaboration model that integrated design systems directly into engineering and product workflows, training **100+ engineers** on governance frameworks.

## Senior Manager, User Experience | 2018 – 2020

Recruited to stabilize and centralize GE HealthCare's design strategy after four previous distributed efforts had failed.

- **Turnaround Leadership:** Consolidated four failed, fragmented initiatives into a single centralized platform strategy, eliminating redundant technical debt.
  - **Organizational Build:** Built and led the founding **12-person design systems team** from the ground up, implementing the first operational frameworks for contribution.
  - **Established Governance:** Introduced the initial decision-rights structure across independent business segments, aligning diverse stakeholders to a single source of truth.
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## FotoKem | Burbank, CA Head of Design, Digital Experience & Platforms | 2010 – 2018

Led the company's digital transformation during Hollywood's critical shift from analog to digital production, repositioning the business from a service provider to a technology partner.

- **Accelerated Production Velocity:** Drove the platform strategy for **nextLAB**, reducing production turnaround time by **95%** and planning cycles by **90%** for major studio clients (Disney, Warner Bros., Sony).
- **Launched SaaS Revenue Streams:** Expanded market capabilities by launching **nextSPOT**, a SaaS offering that created new recurring revenue streams in TV and advertising markets.
- **Pioneered Governance Models:** Established executive-level adoption models and engagement practices that scaled across global production teams.

## Early Career Leadership

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- **Senior Interaction Design Director** (Disney & AHA) | **Weston Mason Marketing** | 2009 – 2010
- **Senior Art Director** (Hot Wheels) | **Mattel** | 2007 – 2008
- **Design Director** (IBM & Converse) | **VSA Partners** | 2006
- **Graphic Designer** | **Nike** | 2002 – 2006

## Education

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**Bachelor of Fine Arts (BFA), Communication Arts** Otis College of Art and Design | 2001

## Skills & Expertise

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- **Strategic Leadership:** Operating Model Design, Organizational Transformation, Budget Authority (\$6M+), Executive Stakeholder Management, Change Management.
- **Platform & Product:** Enterprise Platforms, Design Systems, Platform Orchestration, Product Strategy, Developer Experience (DevEx).
- **Technical & Domain:** Regulated Software (MedTech), Accessibility (WCAG), SaaS Architecture, API Design, Human Factors Engineering (HFE).

## Awards & Patents

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- **2025 Red Dot Design Award:** Ethos Design System (Enterprise Platform Excellence)
- **2025 NY Product Design Awards:** Gold Winner
- **2025 Design Management Institute Award:** Design Value & Business Impact
- **Patents:** USD1033475 S1, USD995539 S1 (Graphical User Interfaces)