

From Imagination to Empowerment: Kathy Zheng in Pursuit of Design

BY ANDY YANG



If you were talking to Kathy Zheng for the first time, you probably noticed her because you overheard her telling a joke from nearby and didn't get it right away, so your curiosity drew you in. But once you're acquainted with her introvert personality, you'd find yourself captivated by her resilience and strong will to dream.

Growing up, Kathy loved singing and drawing Pokémons. Unfortunately, as the daughter of two software engineers, Kathy's artistic vision and passion for illustration were not only neglected, but also further discouraged by her parents' predisposition towards tech and sciences.

Upon entering UC Berkeley, Kathy pursued Molecular Toxicology as an extension of her prior studies in chemistry and a reflection of her interest in the effects of chemicals on human body. For the sophomore scientist, research and lab work seemed like the imminent career path.

In 2011, Kathy entertained the idea of entrepreneurship and became a Founding Father of Sigma Eta Pi. Joining a community of entrepreneurial-minded and passionate individuals compelled Kathy to re-evaluate her priorities.

What are my strengths? What should I do? These questions became her daily staple in her self-discovery endeavor as she intuitively took on several design projects for the initial conception of the fraternity's image.



The realization came slowly, but surely. In 2012, Kathy decided that she wanted to make an impact in the world, not with science, but with illustration and design. Currently, Kathy designs social media assets for HealthyOut, a mobile app that provides free restaurant nutrition guide and healthy meal planner by dishes.

Kathy enjoys spending her free time looking at all types of animals, especially canines and things that crawl. She also enjoys flowers, nighttime, children's stories and other fiction, and horror movies. She hopes that through her design she can make a positive change in how people perceive things and appreciate the little things.

You can check out her design portfolio on her website:

<http://ideacup.me/kathy>

