

# KATE SEO

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## EDUCATION

### BOSTON UNIVERSITY

*Bachelor of Arts in Computer Science*, Minor in Advertising  
Cumulative GPA: 3.66 [Dean's List 3 semesters]

Boston, MA  
Expected May 2026

## RELEVANT EXPERIENCE

### SPARK!

*Community Ambassador*

Boston, MA  
Jan 2023 – Present

- Collaborate with a cross-functional team of 5 ambassadors to design and implement community engagement initiatives that create bonds throughout an organization of 200+ students in tech
- Coordinate Spark!'s weekly outreach event "Cookie O' Clock," leading to a 120% increase in non-affiliated student attendance, strengthening connections with the broader BU community, and increasing awareness of Spark!'s resources and opportunities
- Lead event planning, managing logistics, budget allocation, and resource distribution to ensure seamless event execution and attendee satisfaction

### OPENLAKE

*Web Design Apprentice*

New York, NY  
Jul 2023 – Aug 2023

- Redesigned a startup's website, by aligning design elements with business objectives, resulting in an improved user experience
- Developed a user-friendly query builder that enhanced data accessibility, utilizing feedback from stakeholders to iterate and improve functionality
- Worked closely with the client to present design iterations weekly, incorporating feedback into product improvements

## RELEVANT ACADEMIC PROJECT

### SUSTAINABLY MADE

Jan 2023 - May 2023

- Conducted market research and user interviews to identify customer pain points and create product personas for a sustainable business discovery app
- Applied Agile methodology to develop multiple iterations of Figma prototypes, enhancing usability and accessibility based on user feedback until it was ensured that the app's design met both aesthetic and functional requirements

## LEADERSHIP EXPERIENCE

### HACK4IMPACT

*Director of Marketing*

Boston, MA  
June 2024 – Present

- Used Adobe Photoshop to design a new club logo, physical marketing materials, and social media content to establish campus visibility and a cohesive brand identity, resulting in a 13% increase in social media followers
- Collaborate with event organizers to develop and promote events aligned with the club's mission, attracting 120+ new members

*Director of Community Affairs*

Sep 2023 – May 2024

- Organized and facilitated monthly events such as alumni panels and networking events, improving professional development for 50+ participants and resulting in Hack4Impact having the second-highest event attendance out of all STEM clubs on campus
- Made executive decisions on event logistics and catering, prepared slideshow materials, and communicated with external partners to create fulfilling professional growth opportunities for students and ensuring seamless execution and high engagement

### GIRLS WHO CODE

*Bytes Facilitator*

Sep 2023 – Nov 2023

- Designed and delivered comprehensive 1-hour lessons on Python, covering fundamental topics such as data types and loops, to build a strong coding foundation for 13 third and fourth grade female learners
- Provided individualized feedback and mentorship, and ensured clarity in concepts to cultivate a nurturing atmosphere that empowered girls to confidently pursue coding and technology

## SKILLS

**Technical Skills:** Python; Java; HTML/CSS; Javascript; React; React Native; Git; Assembly; Figma; Adobe Creative Suite; Microsoft Office

**Languages:** Fluent in English; Conversational Proficiency in Korean