

KATHLEEN MA

klma@princeton.edu
609-933-5765
kathleenlma.github.io

EDUCATION

Princeton University

Class of 2018 | Princeton, NJ
A. B. Public Policy
Urban Studies & Visual Arts minors

SKILLS

Adobe Creative Suite
HTML/CSS, Javascript
Sketch
Processing
Java
STATA
ArcGIS
Photography
Mandarin Chinese (Fluent)

ACTIVITIES

Project Solidarity | Volunteer | 2016 - Present

Participated in letter writing program to establish correspondences between students and individuals incarcerated in solitary confinement.

Princeton Entrepreneurship Club |

Design Director | 2016 - Present

Lead branding and creative direction for HackPrinceton 2015 and 2016. Managed designers across 10 teams.

Sustainable Engineering & Development Scholar | 2015-2016

Chosen for semester-long program on sustainable development and entrepreneurship; engaged in critical discussion with Princeton's research faculty.

EXPERIENCE

COUNCIL ON SCIENCE & TECHNOLOGY | Design Intern

MAY 2016 - Present | Princeton, NJ

Created interactive and educational science explorable *Monstera tenuis*, telling the story of a vine with intelligent behavior. Contributed to art direction, visual and interactive design.

NJ FUTURE | Policy Research Intern

MAY 2016 - AUG 2016 | Trenton, NJ

Conducted research, data analysis and spatial analysis to assess measures of quantifying gentrification in tract-level New Jersey. Made policy recommendations for monitoring of New Jersey's low income housing tax credit program.

THE RELEAF GROUP | Product Designer

JAN 2016 - MAY 2016 | International

Developed solutions for design problems across web and mobile platforms. Designed user experience for Project Ikeora, a platform connecting volunteer expertise with Nigerian entrepreneurs and Hack Lagos Traffic, a conference addressing Lagos' traffic and transportation needs.

STUDENT DESIGN AGENCY | Executive Manager & Designer

APRIL 2015 - NOV 2016 | Princeton, NJ

Managed client relationships and student designers. Increased efficiency through operational changes and price adjustments, yielding higher profits from 2015-2016. Organized collaborative design conference "design@night" that produced pro-bono design work for local non-profits & community organizations.

BIODIVERSITY INTERNATIONAL | Research & Communications Intern

JUNE 2015 - AUG 2015 | Kuala Lumpur, Malaysia

Conducted research and literature review on biodiversity in reforestation efforts. Designed and conducted global survey as preliminary data collection for future forest restoration initiatives. Spearheaded development of annual communication plan; created monthly newsletter.