

# KATHLEEN MA

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609-933-5765

kathleenma.com

## SKILLS

Adobe Creative Suite

ArcGIS

Sketch

HTML/CSS

Processing

STATA

Photography

Mandarin Chinese (Fluent)

Spanish (Basic)

## COURSEWORK

Microeconomics for Public Policy

Statistics for Social Science

Graphic Design: Typography

Data Structures & Algorithms

Environmental Challenges of Urban Sprawl

## ACTIVITIES

**Breakout Princeton | Trip Leader | 2017**

Leading Fall 2017 trip, *Decision-Making and Discrimination: Toward Environmental Justice in Urban Settings*.

**Princeton Entrepreneurship Club | Design Director | 2016 - 2017**

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.

## EDUCATION

**Princeton University**

Class of 2018 | Princeton, NJ

A. B. Public Policy

Urban Studies & Visual Arts minors

## EXPERIENCE

**SF PLANNING DEPARTMENT | Planning & Design Intern**

JUNE 2017 - Present | San Francisco, CA

**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 | 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.