

# KATHLEEN MA

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kathleenlma.github.io

## SKILLS

Adobe Creative Suite  
Sketch  
ArcGIS  
HTML/CSS  
Javascript  
STATA  
Java  
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

### **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.

## EDUCATION

### **Princeton University**

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

## EXPERIENCE

### **NEW JERSEY 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 ran global survey as preliminary data collection for future forest restoration initiatives. Spearheaded development of annual communication plan; created monthly newsletter.