

KATHLEEN MA

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EDUCATION

Princeton University

Class of 2018 | Princeton, NJ

A. B. Public Policy

Urban Studies & Visual Arts minors

SKILLS

Adobe Creative Suite

Sketch

HTML/CSS

Processing

Javascript

Java

STATA

ArcGIS

Photography

ACTIVITIES

Princeton Entrepreneurship Club |

Design Director | 2016 - Present

Lead branding and creative direction for HackPrinceton Spring 2016, Fall 2016, and Spring 2017. 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.

Draxonic Design Studio | Manager

2011 - 2014

Managed 35 designers, expanded annual project completion from 20 to 80 in three years.

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.

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.