

# KATHY DONG

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## WORK & LEADERSHIP EXPERIENCE

PlacePass, Cambridge, MA Jun 2016 – Aug 2016

### Product Management Intern

- Lead complete UI/UX redesign of mobile and desktop homepage, product pages, and content pages for travel-tech start-up by creating wireframes and high-fidelity mockups; contributed to a 103% increase in web traffic
- Research competitors and industry standards to design product checkout process

Oliver Wyman, New York, NY Jan 2016 – Feb 2016

### Management Consulting Intern

- Advise executives of \$1B U.S. manufacturing company on increasing profits by optimizing commodities sourcing costs, generating \$10M in annual savings
- Analyze purchasing data across 100+ product stock-keeping units to identify industry trends and savings opportunities; create request for proposal distributed to 43 suppliers

HackDartmouth, Hanover, NH Feb 2015 – Present

### Marketing Director & Lead Designer

- Facilitate all web and print design, branding, and marketing collateral for HackDartmouth Spring & Fall 2015. Current design lead for HackDartmouth Fall 2016.
- Raised \$60,000 in sponsorships and partnerships; received 800+ applicants, brought in 350+ students and 40+ professionals from throughout the U.S.

DALI Lab, Hanover, NH Sep 2014 – Present

### Lead Designer, Project Manager

- Design parallax scroll website for Dartmouth Hitchcock Medical Center researchers to convey danger of arsenic; developed wireframes, defined website features, and facilitated overall design to consolidate medical research and provide digestible information to consumers

Waterfall, San Francisco, CA Jun 2014 – Dec 2015

### Product Management Intern, Marketing Intern

- Produce wireframes and product specifications, develop platform feature expansions (i.e. broadcast page, reports and analytics scheduling) used by 45 clients
- Administer competitive analysis of 8 industry competitors by comparing major platform functionality, feature integrations, and marketing strategies to facilitate acquisition planning process
- Create two new marketing LookBooks highlighting mobile campaigns in beverage and digital agency industries; LookBook distributed at eBev2014, a leading beverage industry conference with 100+ professionals

The Dartmouth, Hanover, NH Jan 2014 – Mar 2015

### Finance and Strategy Project Leader

- Developed strategies for optimal ad type and placement to maximize monetization of online advertisement via Google AdSense; generated a 70% increase in revenue per thousand impressions
- Conducted cost-benefit analysis of summer printing strategies to craft weekly production timeline to reduce costs by 54%

## EDUCATION

Dartmouth College, Hanover, NH 2017

- **Bachelor of Arts:** Major in Economics, Minor in Computer Science
- **GPA:** 3.90 / 4.00
- **Activities:** Dartmouth Entrepreneurial Network Lead Graphic Designer, Women In Business Website Chair, Computer Animation Teacher's Assistant
- **Relevant Coursework:** Design Thinking, Software Design & Implementation, Computer Graphics, Object-Oriented Programming, Android Programming, Computer Animation, 3-D Digital Modeling
- Selected participant in Fall 2015 Economics exchange with Università Bocconi in Milan, Italy

Lynbrook High School, San Jose, CA 2013

- **GPA:** 3.96 / 4.00
- **SAT:** 2260 | CR: 750, Math: 760, Writing: 750

## SKILLS

Illustrator	■	■	■	■	■
Photoshop	■	■	■	■	■
InDesign	■	■	■	■	■
Microsoft Excel	■	■	■	■	■
Java	■	■	■	■	■
C	■	■	■	■	■
HTML/CSS	■	■	■	■	■

## INTERESTS



PHOTOGRAPHY



GRAPHIC DESIGN



ARTS & CRAFTS



PRODUCT  
DEVELOPMENT



(AMATEUR)  
BAKING