



# HI I'M KATHY

// THIS IS MY PORTFOLIO





# ABOUT ME

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Growing up in San Jose, CA, I was always surrounded by tech and entrepreneurship. I never noticed at first, but after going to college, I realized how much I enjoy the culture and innovation that comes with tech. I am currently a senior studying Economics and Computer Science at Dartmouth College.

**My particular passions lie at the intersection of business, technology, and design.** I've had an eclectic mix of experiences: management consulting at Oliver Wyman, product management and UI/UX at PlacePass (a travel-tech startup based in Cambridge), and design at Dartmouth's Digital Arts Leadership and Innovation Lab. I believe that my diverse set of experiences better equips me to be a creative thinker, fervent designer, and curious innovator.



# PLACEPASS

During summer 2016, I worked at a travel-tech startup called PlacePass. The company aims to provide travelers with an all-in-one location where they can find tours and experiences around the world. When I joined, PlacePass had started a few months ago and there were only 4 full time employees. I worked in Product Management, but also had a variety of other tasks relating to UI/UX, visual design, and branding.

My main task for the summer was to redesign the whole consumer experience on the website; this encompassed complete overhauls of the homepage, product page, and content pages. For the research phase, I studied the content and design for similar companies to better understand industry practices and necessary content, allowing me to identify PlacePass points of improvement. Afterwards, I sketched out two iterations of basic wireframes before creating full-fidelity mockups.

Narrow search → easier options right off the bat - people generally look for an experience after having a preset location (though could go either way)

ADVENTURE AWAITS  
Book an authentic tour in Latin America

Where do you want to go?  
Suggested destinations: Chile, Argentina, Peru

BOOK A UNIQUE LOCAL ADVENTURE

COUNTRIES

WHAT TYPE OF TRAVELER ARE YOU?

Featured section could be good for partnerships, etc. (e.g. pay to be featured); can also include "Top Tours," "Our Favorites," "Inspire Me," etc.

GREAT TIMES BEGIN HERE  
Discover and book amazing things in 100+ countries

ICON 1 ICON 2 ICON 3

featured experiences

NAME NAME NAME

NAME NAME NAME

top destinations

activities LOCATION activities LOCATION activities LOCATION

activities LOCATION activities LOCATION activities LOCATION

get inspired

COMPANY HELP JOIN US

San Francisco | 195 activities found

METERS SEARCH DATES FILTERS

ACTIVITY TYPE

PRICE RANGE

Food X Cruise X

NAME \$55 NAME \$55

NAME \$55 NAME \$55

10 of 150+ activities

Pop-up Modal

# 28

Czech Beer Tasting Prague

★★★★ | 23 reviews

Not sure that the check availability/popup modal is necessary  
→ can likely link directly to next page (reduce # of steps to lead to action)

I created full mockups in Adobe InDesign, as well as iconography with Illustrator. While creating mockups, I collaborated extensively with the co-founders to ensure that we are properly capturing the image of PlacePass. Because the company is so young, I had significant room in shaping the overall brand image. We worked to create a vibe that is both adventurous and fun, yet maintains professionalism. I then collaborated with the engineering team to ultimately push the designs live.

During my time at PlacePass, there were no other employees who were experienced with design or product management. While it was intimidating to have complete responsibility over such a visible part of the company, the experience was incredibly rewarding and taught me to work independently and thrive in a fast-paced environment.



This is the PlacePass homepage. It features a large banner with a person kayaking, followed by a search bar and a "Where would you like to go?" input field. Below the search bar is a "Search" button. A "Why PlacePass?" section highlights "Best Selection", "Easy to Compare", and "Low Prices Guaranteed". A "Featured Experiences" section shows three cards: "Hike along the Mediterranean" (\$75), "Enjoy a Wine & Dine" (\$198), and "Savor the Original Egg Tart" (\$26).

This is the search results page for "San Francisco, CA". It includes a sidebar for "About the City" with a placeholder text about San Francisco. A "From the Blog" section shows a thumbnail of a San Francisco skyline. A "Top 10 Things to Do in SF" section lists items like "Golden Gate Sunset Cruise" and "Sausalito Taffy Making". A "Looking for Adventure?" sidebar offers travel tips and a "SUBMIT" button. The main content area shows a grid of activities: "Climb Above Red" (Portugal), "Berber Village Life" (Morocco), "Sleep Under the Stars" (Yellowstone National Park, Wyoming), "Walk Through History" (San Francisco), "Californian Golden Hour" (San Francisco, CA), and "Quintessentially New England" (Vermont). A "Browse by Interest" section shows cards for "Food", "Art", and "Local Lifestyles".

This is the testimonial section of the PlacePass website. It features a quote from "Jessyca D." about a cooking class in Italy. Below the testimonial is a footer with links for "Company", "Support", and "Looking for great deals and travel inspiration?". The footer also includes social media icons and a "PLACEPASS" logo.

This version of the search results page includes a sidebar on the right side. The sidebar has sections for "About the City" (placeholder text), "From the Blog" (San Francisco skyline), "Top 10 Things to Do in SF" (San Francisco skyline), and "Why SF is the Best City for Millennials" (San Francisco skyline). The main content area is identical to the previous search results page.

**Left:** PlacePass homepage includes featured experiences, great destinations, and interests for ease of browsing. “Why PlacePass” and customer review sections are added to increase legitimacy and trustworthiness.

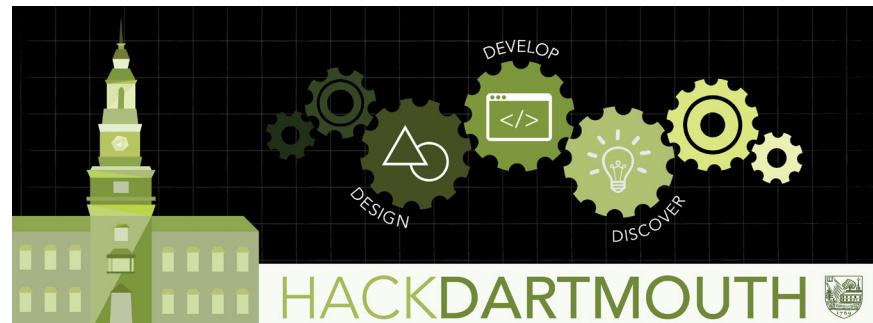
**Right:** Search page includes a widgetized results page with an expandable filter option, as well as extra content along the side.



# HACKDARTMOUTH

I worked as marketing director and lead designer for HackDartmouth, creating all marketing and branding designs. For the first hackathon cycle, the design process was fairly open-ended and ambiguous. After conducting interviews with the HackDartmouth team, Dartmouth students, and Computer Science faculty, I decided to go with an approachable and friendly design style. As a small liberal arts school without a strong foundation

in tech, we aimed to attract students of all backgrounds - many students are still intimidated by computer science and technology, so we wanted to expose as many students to the hackathon as possible. We marketed the hackathon to designers, developers, and entrepreneurs of all skill-levels. Over the past 3 hackathons, we've brought in 350+ participants, received 800+ applications, and raised \$60,000 in sponsorships.

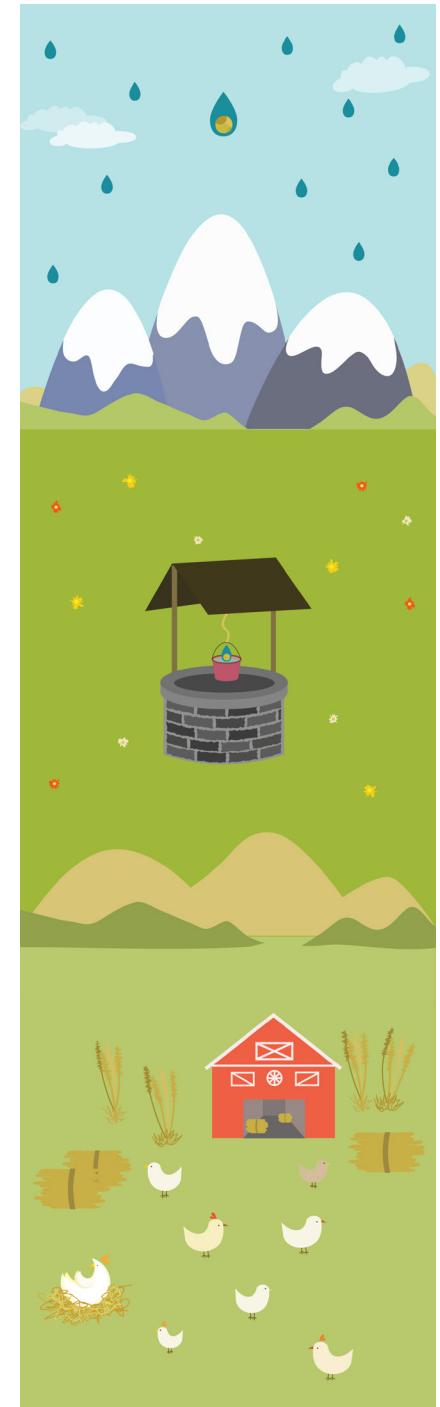


# ARSENIC

I worked on the Arsenic project in conjunction with Dartmouth Hitchcock Medical Center researchers. The project aimed to educate individuals on the detrimental health effects of arsenic while showcasing the information in a digestible manner. Because arsenic is especially harmful for pregnant mothers and infants, we created a design that is appealing to new mothers and leaves them feeling

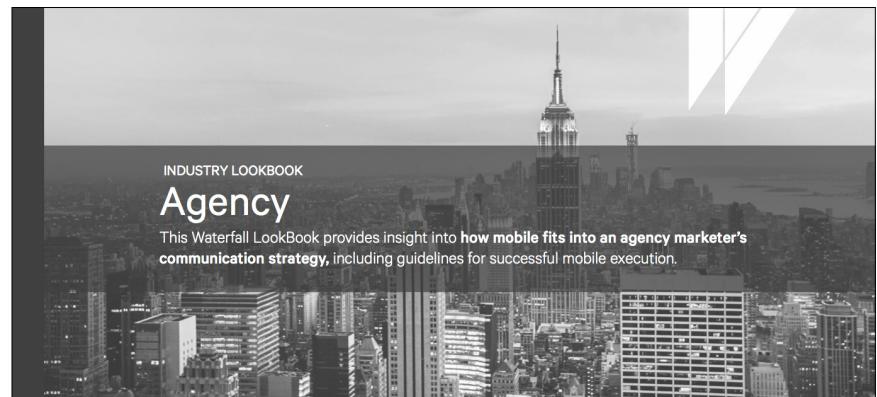
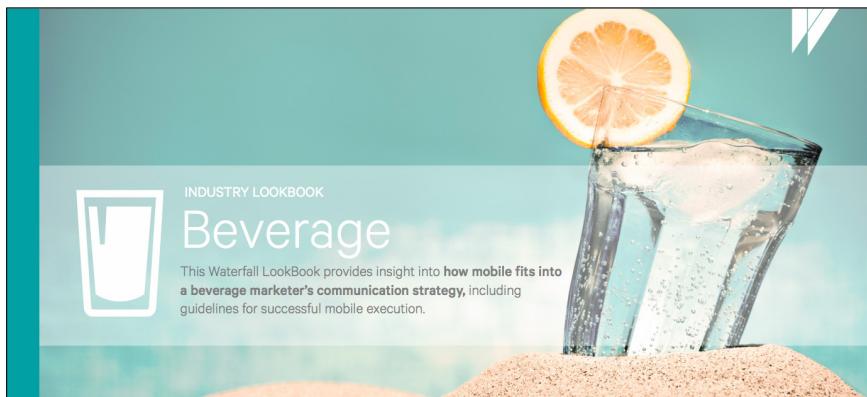
empowered in preventing arsenic exposure. To do this, we created a parallax scrolling website which delineates the various ways that arsenic can reach your food. Additionally, we provided easy tips to limit arsenic exposure and further research for more information.

View our website: [arsenic.dali.dartmouth.edu](http://arsenic.dali.dartmouth.edu)



# MARKETING LOOKBOOK

As a marketing intern at Waterfall (a mobile marketing SaaS startup based in San Francisco), I was responsible for creating two marketing Lookbooks for the beverage and digital agency industries. In particular, I handled industry research, content creation, and design execution. These Lookbooks served as marketing collateral, highlighting the benefits of mobile marketing in the respective industries by identifying key industry metrics and company case studies.



**OVERVIEW**

**It's about loyalty.**

With countless beverages in the market and virtually no switching costs, beverage marketers navigate a competitive industry – new consumers make decisions quickly depending on how they feel in the spur of the moment. While strolling down aisles full of options, what makes a customer purchase one beverage over the other? Loyalty. Specifically, connecting with consumers on an emotional level to **foster genuine, long-lasting relationships**.

The most reputable beverage brands build loyalty by tailoring their marketing strategies to suit the individual. Mobile gives companies the power to **reach consumers on a widespread level, yet still makes each individual feel like the only customer**. That's the key to loyalty.

**Loyalty: A Marketer's Ticket to Success**

Statistic	Percentage
of consumers surveyed feel that loyalty programs are part of their relationship with a company (Manitz Loyalty Marketing)	70%
of consumers modify when and where they buy products to maximize loyalty benefits (hotels.com)	57%

**OVERVIEW**

**It's about adaptability.**

In the past, agencies used traditional advertising formulas to deliver campaigns to their clients; marketing channels such as TV, radio, and print were stagnant and required little strategic change. However, the advertising formula is shifting because of technological innovation. **In our revolutionary digital age, agencies must be at the forefront of change to pioneer solutions and challenge conventional marketing.**

A unique and pressing challenge that agencies face is adaptability – agencies have to meet each client's growing digital demand, as well as appeal to client customers in personalized and relevant ways. That is why it's critical for agencies to adopt mobile; with so many different capabilities, mobile is the ideal platform for agencies to execute creative campaigns that entice client customers and generate measurable results.

**Ubiquitous Adoption**

Year	Penetration (%)
2013	61.1%
2017	69.4%

Between 2013 to 2017, mobile phone penetration will rise from 61.1% to 69.4% of the global population (MarketLine).

**Sweeping Growth**

Mobile commerce will account for 24.4% of overall e-commerce revenues by the end of 2017 (ABI Research).

# HEALTHY EATING

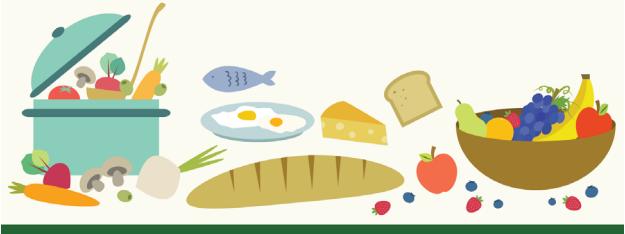


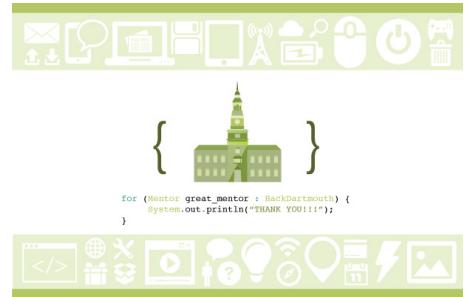
This healthy eating infographic highlights 5 simple ways that students can eat healthily, especially with the abundance of easily accessible unhealthy foods on college campuses. I created this infographic as a personal project to better learn how to convey information through visualizations (and because I'm an avid grocery fanatic!).

## 5 TIPS FOR HEALTHY EATING

### college edition

- EAT FROM BLUE OR GREEN PLATES**  
Color affects your perception of food! Blue and green tends to curb appetites while white and yellow often increases portion sizes.
- STOCK UP ON HEALTHY SNACKS**  
It's hard to stop snacking completely while cramming for midterms. Instead, keep healthier options in your room for those late night cravings.
- DRINK WATER, STAY HYDRATED**  
Drinking water can improve concentration and prevent you from overeating. If you want more variety, try tea (just avoid too much juice, which is packed with tons of sugars!)
- SCOPE OUT YOUR OPTIONS**  
Be sure to take a look at your options in the dining hall before choosing what to eat! You get to see what's available and make better choices too.
- EAT AT HOME (OR IN YOUR DORM)**  
By cooking at home, you know exactly what ingredients are going into your food. You get to control serving sizes, build healthy habits, and improve your cooking skills all at once.





**MAKE A POWERFUL CONNECTION.**

**COMBINE TWO DEGREES**

A.B. in Computer Science  
+ B.E. in Engineering Sciences

For more info, contact:  
Computer Science Prof. Thomas Cormen  
or Engineering Prof. Eric Hansen

[cs.dartmouth.edu](http://cs.dartmouth.edu)  
[engineering.dartmouth.edu](http://engineering.dartmouth.edu)

DARTMOUTH COLLEGE  
DEPARTMENT OF COMPUTER SCIENCE  
FEARER SCHOOL OF ENGINEERING AT DARTMOUTH

**LIVING LEARNING COMMUNITIES @ DARTMOUTH**

**FALL LLC OPTIONS**

- 5 LLC Floors
- 8 LLC Houses
- 3 Design Your Own LLCs
- Global Village

Application deadline **Wed. April 6 @ 11:59pm**  
(via Fall Registration on Banner Student Self-Portal for up to 3 LLCs)

**Details:** [www.dartmouth.edu/livinglearning](http://www.dartmouth.edu/livinglearning)  
**Questions:** [livinglearning@dartmouth.edu](mailto:livinglearning@dartmouth.edu)

**LIVING LEARNING COMMUNITIES @ DARTMOUTH**

**LLC OPEN HOUSE**

Take a look at the different LLCs for 2016-2017!

Thursday, March 31  
4:30 - 6:30 pm  
Collis Common Ground

**Details:** [www.dartmouth.edu/livinglearning](http://www.dartmouth.edu/livinglearning)  
**Questions?** [livinglearning@dartmouth.edu](mailto:livinglearning@dartmouth.edu)

**LIVING LEARNING COMMUNITIES @ DARTMOUTH**

**SUMMER LLC OPTIONS**

- 8 LLC Houses
- 2 Design Your Own LLCs

Application deadline **TBD @ 11:59pm**  
(via Summer Housing Application on Banner Student Self-Portal for up to 3 LLCs)

**Details:** [www.dartmouth.edu/livinglearning](http://www.dartmouth.edu/livinglearning)  
**Questions?** [livinglearning@dartmouth.edu](mailto:livinglearning@dartmouth.edu)

# APPENDIX

In my spare time, I like to work on individual projects and pieces just to continue improving my design skills. There's quite a wide variety, ranging from Dartmouth College posters to cards that I make for fun. Here's a mix of some of my miscellaneous pieces!

# // THANK YOU!



kathydong@gmail.com



LinkedIn.com/in/kathysdong



kathydong.com