

KATHY DONG



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WORK & LEADERSHIP EXPERIENCE

DALI Lab, Hanover, NH

Jan 2014 – Present

Designer, Project Manager

- Design parallax scroll website for Dartmouth Hitchcock Medical Center researchers to inform consumers of danger of arsenic; developed wireframes, defined website features, and facilitated overall design to consolidate arsenic medical research and provide digestible information to consumers
- Facilitate all design, branding, and marketing collateral for Dartmouth's first-ever Hackathon, with over 200 participants and 30 professionals

Waterfall, San Francisco, CA

Jun 2014 – Present

Product Intern, Finance & 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 gauge Waterfall relative positioning and facilitate acquisition planning process
- Conduct key client analysis by looking into financial metrics, platform use, and industry to map trends for top 20 clients
- 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 – Present

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%

Dartmouth Consulting Group, Hanover, NH

Nov 2013 – Present

Engagement Manager

- Provide capital campaign strategy to maximize fundraising and capitalize on student network for national mentoring organization; plan included mentor-driven outreach initiative and distinct division of fundraising responsibility
- Analyze market position of local restaurant through surveys of 150 students and increase profitability by segmenting key products and services, identifying potential partnerships, and streamlining dining experience

CompassPoint Mentorship, San Jose, CA

Aug 2013 – Jan 2015

Executive Director, Director of Membership

- Managed 4/10 branches by conducting weekly progress calls and planning sessions to increase accountability, assist schools with logistics such as mentor-mentee recruitment, event planning, and content creation
- Oversaw expansion initiative by leveraging existing networks, determining high potential schools through location and performance, and conducting interest calls with alumni; resulted in 67% increase in branches and 50% increase in leads

EDUCATION

Dartmouth College, Hanover, NH

2017

Bachelor of Arts: Major in Computer

Science modified w/ Digital Arts, Economics

- **GPA:** 3.89 / 4.00
- **Activities:** Piazza UI/UX Intern, Women In Business Website Chair, Computer Animation Teacher's Assistant
- **Relevant Coursework:** Software Design & Implementation, Computer Graphics, Object-Oriented Programming, Scientific Computing, Computer Animation, Design Thinking

Lynbrook High School, San Jose, CA

2013

- **GPA:** 3.96 / 4.00
- **Leadership:** President Future Business Leaders of America; Editor Valhalla Yearbook

SKILLS

Illustrator CS6



Photoshop CS6



InDesign CS6



Lightroom 5



Java



C



HTML/CSS



INTERESTS



PHOTOGRAPHY



UI/UX DESIGN



ARTS & CRAFTS



PRODUCT
DEVELOPMENT



(AMATEUR)
BAKING