



HI I'M KATHY

// THIS IS MY PORTFOLIO





ABOUT ME

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 junior studying Economics and Computer Science modified with Digital Arts 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 marketing at Waterfall (a SaaS startup in SF), 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.





{ SCHEDULE }	
SATURDAY, NOV. 1	SUNDAY, NOV. 2
9am	9am
10am	10am
11am	11am
12pm	12pm
1pm	1pm
2pm	2pm
3:30pm - 5:30pm	3:30pm - 5:30pm
4pm	4pm
5pm	5pm
6pm	6pm
7pm - 8pm	7pm - 8pm
8pm	8pm
9pm	9pm
10pm	10pm
11pm	11pm



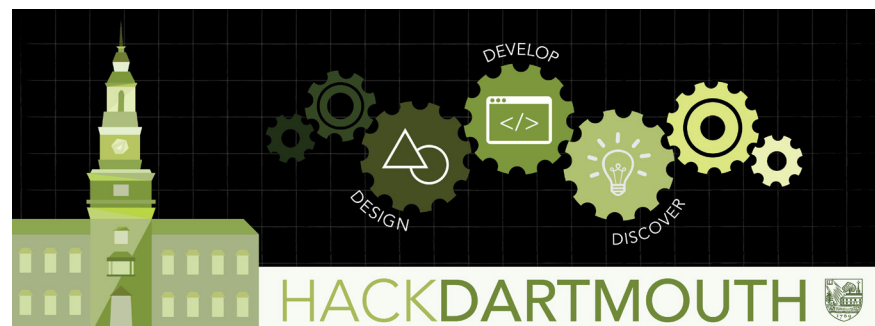
Interested in HackDartmouth?

APPLY

HACKDARTMOUTH

I worked as marketing manager and lead designer for HackDartmouth's spring and fall 2015 hackathons, creating all marketing and branding collateral. Because it was our first time hosting a hackathon, 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. In the end, we brought in over 200+ students from throughout the U.S. and 30+ professional mentors.

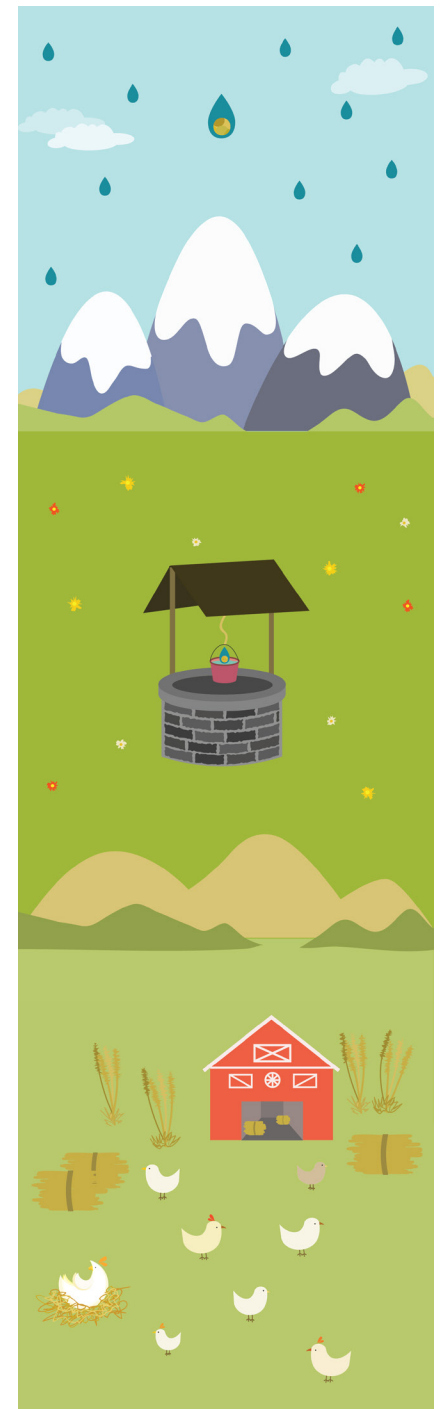
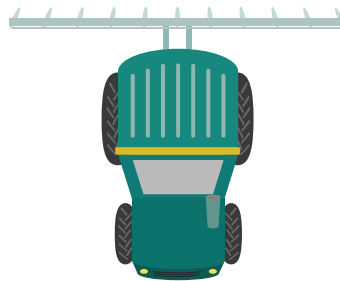


ARSENIC

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

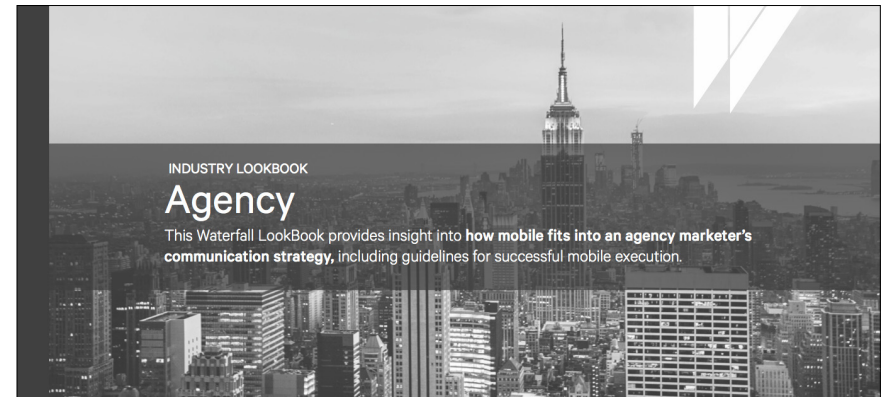
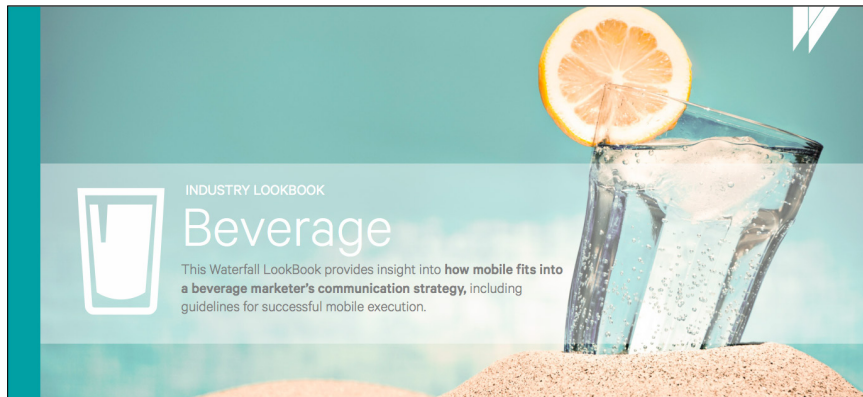
empowered in preventing arsenic exposure. To do this, we created a parallax scrolling website which delineates the various ways that arsenic can reach your food. Additionally, we provided easy tips to limit arsenic exposure and further research for more information.

View our website: arsenic.dali.dartmouth.edu



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

70% of consumers surveyed feel that loyalty programs are part of their relationship with a company (Oxartz)

57% of consumers modify when and where they buy products to maximize loyalty benefits (hotels.com)

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

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 (eMarketer)

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



1

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.

2

3

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.

4

5

EAT AT **HOME** (OR IN YOUR **DORM**)

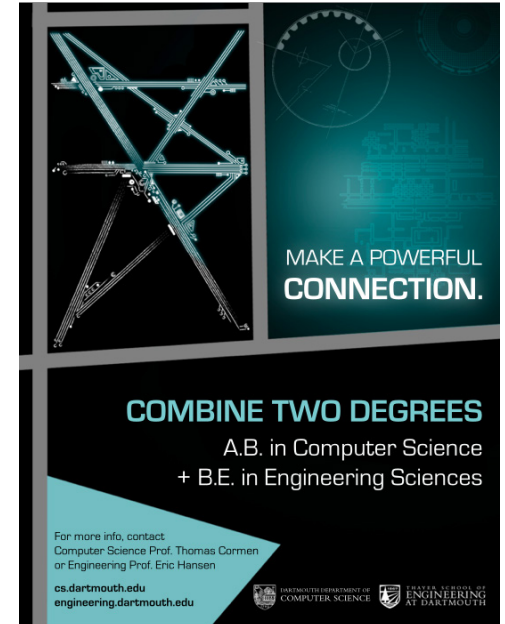
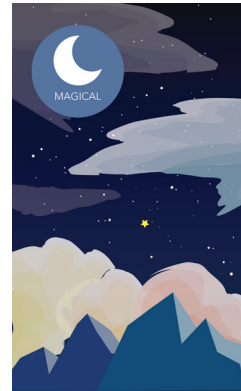
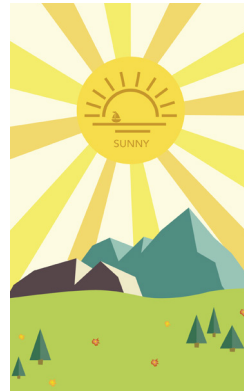
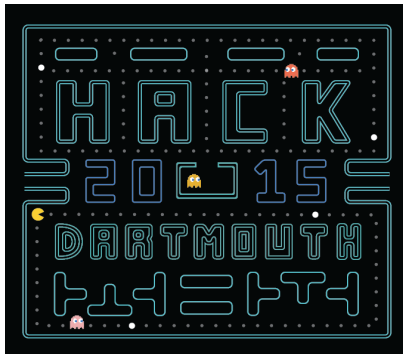
By cooking at home, you know exactly what ingredients are going into your food. You get to control serving sizes, build healthy habits, and improve your cooking skills all at once.



YOU ARE **Born** AN **original**



```
for (const great_mentor : HACKDARTMOUTH) {  
  system.out.println("THANK YOU!!!");  
}
```



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 SelfPortal for up to 3 LLCs)
Details: www.dartmouth.edu/livinglearning
Questions? 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
Questions? 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 SelfPortal for up to 3 LLCs)

Details: www.dartmouth.edu/livinglearning
Questions? 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!



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