

KATHY DONG



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WORK & LEADERSHIP EXPERIENCE

DALI Lab, Hanover, NH

Jan 2014 – Present

Designer

- Create static and interactive designs focusing on UX, structure, interface, and visual aesthetics for Digital Arts Leadership and Innovation (DALI) clients
- Design website for Geisel School of Medicine and Dartmouth Hitchcock Medical Center researchers to inform consumers of danger of arsenic; developed wireframes, defined website features, and facilitated overall design

Waterfall, San Francisco, CA

Jun 2014 – Present

Product Intern

- Generate wireframes and mock-ups of platform features (i.e. broadcast page sidebar, reports scheduling, etc.) for front-end engineers; emphasis on design, UI/UX, and product specifications
- Conduct key client analysis to map trends in platform use and financial data for Waterfall top 15 clients
- Create 2 marketing LookBooks highlighting mobile campaigns in beverage and agency industries

The Dartmouth, Hanover, NH

Jan 2014 – Present

Finance and Strategy Project Leader

- Develop strategies to maximize monetization of online advertisement through Google AdSense, resulted in a 70% increase in revenue per thousand impressions

Dartmouth Consulting Group, Hanover, NH

Nov 2013 – Present

Engagement Manager

- Administer interviews and focus groups to identify Dartmouth student perceptions and experiences with DREAM mentoring organization
- Design recommendations for national DREAM capital campaign, generate strategies to increase cohesiveness of overall organization between chapters

CompassPoint Mentorship, San Jose, CA

Aug 2013 – Jan 2015

Executive Director, Director of Membership

- Spearhead branch expansion initiative resulting in 67% increase in branches and 50% increase in leads
- Manage 5 out of 10 CompassPoint branches throughout the United States by conducting weekly progress calls and planning sessions to increase accountability and assist individual schools with branch logistics
- Collaborated with education organizations such as ProSky and Project SuitUp to host *Fast Track: Find Your Drive* networking event for 25+ students

Future Business Leaders of America

Apr 2012 – Apr 2013

California State Parliamentarian, National Executive Parliamentarian

- Served as one of 11 FBLA state officers to lead California's 7000+ members
- Spearheaded regional and state conferences with over 2000 members and professionals in attendance; designed state conference program cover
- Facilitated workshops covering topics such as Parliamentary Procedure, International Relations, and Leadership for 75+ members

EDUCATION

Dartmouth College, Hanover, NH

2017

Bachelor of Arts: Major in Computer

Science modified w/ Digital Arts, Economics

- **GPA:** 3.87 / 4.00
- **Relevant Coursework:** Software Design & Implementation, Object-Oriented Programming, Scientific Computing, Computer Animation
- **Honors:** Goldman Sachs Women's Leadership Camp (selected participant)

Lynbrook High School, San Jose, CA

2013

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

SKILLS

Illustrator CS6



Photoshop CS6



InDesign CS6



Lightroom 5



Java



C



HTML/CSS



INTERESTS



PHOTOGRAPHY



DESIGN



ARTS & CRAFTS



PRODUCT
DEVELOPMENT



(AMATEUR)
BAKING