Katherine Yang
Digital design & creative code

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ABOUT

- Passionate about integrating art and technology for social good
- Interested in using user research to create empathetic and accessible products and experiences
- Committed to a detail-oriented, thorough, and collaborative working process

EXPERIENCE

VP, Media & Marketing   *May 2015 – Dec 2017 (2y 7m)*
Support! International Foundation
Co-founded education NGO of 111 youth volunteers and 600+ beneficiaries; coordinated creative strategies and community engagement.

Layout Director   *Mar 2016 – Jun 2017 (1y 3m)*
Scribbles Magazine (CIS)
Designed layout of arts magazine, collaborating with leadership team to present a meaningful visual and thematic narrative throughout 3 issues.

Marketing Intern   *Mar 2016 – Apr 2016 (1m)*
TingPark Company Limited
Shadowed startup's lead designer; created design assets while learning about the company's product strategies.

SELECTED PROJECTS

Bluebirds   *Dec 2018*
Generative Twitter interface in Processing.

Small but Tall (CIS)   *Jun 2016 – Jun 2017*
Product design and motion graphics for eco campaign.

One Education Two Systems   *May 2016 – Jul 2016*
Editor and graphic designer for HKIFF Best Picture.

sCan (BitwiseHacks)   *Feb 2016*
Design and marketing for Top Overall project.

EDUCATION

University of Southern California   *2018 – 2022*
Media Arts + Practice BA; Computer Science Minor
Sample coursework: Critical Thinking and Procedural Media; Race, Class and Gender in Digital Culture

Chinese International School (HK)   *2003 – 2018*
IB Bilingual Diploma
Significant awards: Communitas Award; Brown Book Award

SKILLS

Creative
User research | Usability testing | Typography | Data visualisation | UI/UX & interaction design | Vector & raster graphics | Print design | Video production & editing | Motion graphics

Technical
HTML/CSS | JavaScript | Processing | Java | Python | Git

Language
Fluent: English | Mandarin | Shanghainese
Conversational: Cantonese | ASL (Sign)